

Finding Your Purpose

*A Practical Guide to Help You Connect
to Your True Mission Here on Earth*



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www.findingyourpurpose.com

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To Eric who always shows me all of the joy life has to offer and to all of you who are courageous enough to follow your dreams.

Why Now?

This book has been swirling in my head for many years. I have always believed life is our canvas, an expression of the greatness we hold inside. We all have this greatness within us. Unfortunately, most people never allow themselves to be great. They never allow themselves to share their gifts with the world.

Now, due to the extreme circumstances we are facing, more and more people are being forced to reinvent themselves. This is very exciting news for the world. We are, by choice or force, being placed on our true paths. We are living in one of the most exciting times in human history. It may not seem that way at the moment, but one day you will look back and realize the magic of this time in your life.

I started putting pen to paper for this book in the winter of 2008. I live in New York City, the business capital of the world ... the perfect place to write this story. We are in the middle of one of the great economic and spiritual transitions in the history of the world and I am in the center of it.

The excess and greed of Wall Street and many other corporations (who shall remain nameless) led to an economic collapse most of us never anticipated. The Great Depression, which started in 1929 and ended in the late 1930's or early 1940's (depending on where you lived) is a distant memory. Most of the people who experienced the depression are no longer with us. History is our greatest teacher. We need to honor our history or we pay a great price.

We have been the 'Me' generation, living large and in many cases above our means. Wealth was being created faster than ever before. Many turned a blind eye to the atrocities taking place and the negative energy driving these ventures. It was a 'bottom line' mentality, not concerned with the residue of harmful energy being created.

There is an old saying in the spiritual world...

"No debt goes unpaid in the Universe."

Heed these words as you move forward in your life. The world is based on energy and it always comes back to you. In some cases, it moves quickly and in others it takes more time. No matter, because in the end the energy of the Universe settles all debts.

You Must Be Willing to Go Deep Within Yourself

The choices each person makes on a moment-by-moment basis create the reality they live. You can go left or right. Each decision comes with its own set of potential outcomes.

How and why we make our decisions will be a central theme of this book. We all have a mission, an emotional mission, based on the work we came here to do. This mission is then played out here in physical form. It has nothing to do with how successful we are or how many cars we own. Our true mission is much deeper and goes well beyond the scope of our daily activities.

The majority of the population engages in a series of routines and exercises designed to help them move forward. The question is '*forward from what?*' Where are they really attempting to go? We all want to make more money, drive nicer cars, live in bigger homes and fly first class. This mentality has created a type of insatiable desire for more, more, more. Where does it end? Should it end?

I know what you are thinking ...

Isn't this desire for more the *thing* that drives us to improve our technology and steer mankind forward? If we weren't industrious creatures with the desire to create, wouldn't we still be living in caves?

The answer, of course, is yes. It is our innate desire to improve our quality of life that has created all of the advancement we have seen in this world.

Everything is so much better today than it was 100 years ago ... right? Think about how different the world was in 1909 as compared to 2009. We are definitely living better lives – on the outside. The question is, "Are we truly living better lives on the inside?" Are we closer to our true spirit or have we traded our souls for stock options and a Mercedes?

This book was originally going to be about redefining success in today's world. Although an element of that concept remains, I was guided to go deeper. As I started to work on this book, the Universe sent me a few messages. They come to me now as what I like to call "*flashes*." These are powerful ideas and insights that flash across my mind like bolts of lightning. They are quick, definitive and unforgettable.

Recently, in the steam room at the gym (one of my favorite places to receive inspiration), I received a flash ... *Finding Your Purpose*. I owned the domain name online for many years, but I was not called to act on it until just now.

This book is short and sweet by intention. It was designed as something you can read through in one or two sittings and then refer to again in the future when necessary. In this world of too much information, less is more.

The Riddle of This Book

Why are we here? What am I supposed to do with my life this time around?

These are some of the questions I will explore in this book. You will join me on a journey into a world of conflict and contradiction. We will explore a world filled with manipulation and corruption. Your belief system will be challenged at every turn as we uncover some of the oldest and most powerful myths of this world.

My goal is to help you connect to your true self – to help you move away from conventional thinking and create a life definition that works for you. We all have our own unique definitions for the elements defining a successful life. Unfortunately, most people spend their lives defending their life definitions to themselves and to the people who supposedly care about them the most.

Your objective is actually very simple. To become successful all you have to do is reach a state of complete inner peace. As you know, this is easier said than done in today's hectic world.

If you are willing to shatter your current belief system and take a leap of faith, this will be a voyage like no other. Welcome aboard! Remember ... in order to continue, all passengers must have open minds!

There is a great challenge in this quest to remain spiritual in a material world. Where is the line between too much and not enough? Is it wrong to continually desire more? Why do we feel conflicted about attaining financial success while others struggle?

As you will see, there are no absolute answers because everything is a matter of perception. How you feel about things is what makes them real. There is no right or wrong, good or bad. There simply is. Our ability to understand this concept gives us the opportunity for more peace and joy.

A world without ego is a place where peace and joy can thrive. We have created a world of conflict and confusion. This is all based on the ego's desire to win at all costs.

Are you ready to give up the fight? If so, you can become successful, find love, be healthy and live a more peaceful life ... most of the time.

This spiritual state can be achieved when we accept that this is a world with many twists and turns. We can choose to flow or force. When we choose to flow, we are choosing peace.

1– But I want to be Paris Hilton

OMG...the world has gone crazy! Everyone wants to be Paris Hilton instead of Mohandas Gandhi! What happened to us? Are we so off track that a girl with blind ambition and a royal name can become an iconic figure?

Gandhi desired a world filled with peace, love and joy. His mission was to unite people and raise the vibration of the planet. On the other hand, Paris just wants to have fun ... not that there's anything wrong with that.

We have become so focused on the outside or external world that we have diverted our attention from the inside and our true spirit. There is a place for both of these energies in this world.

This may sound like I don't like Paris, but that's just not true. We need Paris Hiltons in our lives to show us the world can still be fun.

These days, we have a tendency to view things as extremes. On one side we have the power mongers. They want to control people with fear, or by force if necessary. They want all the money and total control of the world. You recognize this type ... Saddam, Napoleon, Adolf, corporate executives, politicians and (dare I say this?) some religious leaders. This type exists in all areas of life.

Then we have the "*Paris Hilton Effect*." This is a group in which everyone wants to be a celebrity having unlimited resources and their own reality show. Nice work if you can get it.

I am happy to say a new group is emerging. Our goal? To save the world! I know you are one of these people. It's great to have you on the team. We really care about making the world a better place and helping others in the process.

A lot of these wonderful people are bit too serious I fear. What if we do some blending? Let's create a group of people who want to save the world – and have fun in the process!

We could combine the fun of Paris with the incredible healing power of Gandhi.

We could call ourselves the **PaGandhi's!**

Yes, I want to be a **PaGandhi!**

As a **PaGandhi** your mission is:

- ◆ Create peace
- ◆ Have fun
- ◆ Have joy
- ◆ Laugh (a lot)
- ◆ Do what you love every day
- ◆ Help others
- ◆ Heal others
- ◆ Create abundance
- ◆ Save the World!

Now that we've named ourselves, let's find our true purpose here on earth. Let's have a lot more fun – and save the world in the process.

Gandhi's most famous quote is...

*"You must be the change
you wish to see in the world."*

Mohandas Gandhi

It is extraordinary in its simplicity and power.

This is the **PaGandhi** version ...

"You must be the change you wish to see in the world and enjoy every step of your journey."

Remember, this is supposed to be a fun adventure. In any adventure there are many ups and downs with twists and turns. Enjoy every minute of your journey because your true mission and purpose will be uncovered along this path.

It is not about achievement...it's about adventure.

2– What Are You Trying to Find?

How would you feel if I said, "You already know exactly what you are supposed to do with your life?"

Many respond with shock and disbelief when I say these words. "If I knew that, I would be doing it" is a common response. The truth is, we all knew exactly what we came here to accomplish before we arrived. This lifetime is all about reconnecting to your emotional mission.

The idea that you have to 'find' something assumes that it is missing. When you have to 'find' a new job, your job is missing. The belief is that a new job is the answer to all problems. In reality, this is the type of thinking that caused all of your problems in the first place. That thought suggests that you will find something external that will make you happy.

The real question that begs to be answered is this... ***How did we get so off track in the first place?***

Here are some questions that reveal a lot about our society:

- ▼ Why is it that 80% of people surveyed claim to be dissatisfied with their jobs?
- ▼ Why is the divorce rate over 50%?
- ▼ Why are so many people taking anti-depressants?
- ▼ Why is there such a huge problem with drug and alcohol abuse?
- ▼ Why is there so much violence in the world?
- ▼ Why are people watching so much reality TV? (That's my personal wonder!)

Some more things to consider..

- ▼ What will make *you* happy?
- ▼ Do you really *want* to be happy?
- ▼ Do you believe you *can* be happy?

The first step is letting go of the idea that you have to find your place in the world. There is nothing to find because you already have all the answers you seek.

How does that make you feel?

You are perfect as you are ... own that feeling.

Let's begin by shifting the way you see the world. Every time you shift your consciousness and become more open, you are elevating your energy. You are actually recoding your DNA with new energy and feelings.

You will see the image in the gray box every time a shift of energy principle is presented.



Time for a Shift: It is not necessary to find your purpose. Your goal is to reconnect to your true self and uncover your mission. The purpose you seek is lying dormant ... just waiting to be awakened.

Follow Your Inner Voice

Your soul is always trying to guide you through life. It is constantly sending messages designed to help you along your journey. Unfortunately, most people are unable to read these messages or they simply ignore them as passing thoughts. How many times have you had a 'feeling' you should do something or call someone? These messages do not necessarily appear as titanic events or dramatic episodes. They could be activated by simple comments made by others or an idea sparked by a song on the radio.

Connie is a very bright woman in her early fifties. She has been working in the banking industry for over thirty years. Her management position is very demanding and she is extremely dedicated to the company. Although others see Connie as successful, she feels there is something missing. Connie feels she has already fulfilled the quest she was expected to complete ... go to school, get a good education and secure a job with a top firm. Save money in her 401K plan and retire after forty years of faithful service.

Connie's soul has a different plan for her. She has always loved cooking and is extremely talented in that area. Her ability to create magic in the kitchen is legendary to her family and friends. The entire process of creating an extraordinary meal is achieved with effortless ease and grace. Throughout the years Connie has received subtle messages about her brilliance in the kitchen. Opportunities to work in the field have been presented on several occasions. Although she was tempted a few times, Connie never followed through.

Her family and friends have always noticed her feeling of joy when she is cooking and creating in the kitchen. Connie has always seen this gift as a hobby, a little domestic task she enjoys.

One day Connie's boss called her into his office. He explained that there had been cutbacks and told her she was being let go. Essentially he said, "Thank you for your time. Go to the human resources department to schedule your exit interview. Thanks for the thirty years of loyal service."

The Universe will give you many opportunities to make decisions on your own. If you refuse to listen, the Universe will make the decisions for you. Connie did not listen to or follow the signs presented. So the Universe showed her a new path.

This does not happen in all cases. Many people work their entire lives in jobs that drain their life forces. Their unhappiness results in other negative issues and manifests in many different ways. It can reappear in the form of health issues, alcoholism, infidelity, violence or a variety of other compulsions.

Connie quickly realized there were no employment opportunities in the banking industry. Her first reaction was anger at her former employer – and a bit of panic. As she settled down, she experienced a sense of calmness. She asked herself the question we must all ask, "*What brings me the most joy?*" Her immediate response was cooking.

Connie was finally ready to follow her true path...creating food people love.

This is the moment I think of as surrender. Connie is finally allowing herself to follow the inner voice that has been whispering in her ear her entire life. Connie went to a top culinary school in New York and became a chef. A few years later she was teaching others at that very same school.

It is difficult to challenge the conventional beliefs you have been taught. There are many reasons that I will address later. You must first understand that following your inner voice can be very challenging. It may not initially make sense. It may seem utterly ridiculous at the moment. I never imaged I would be teaching spiritual energy principles in business and life. The thought of healing souls was unimaginable to me. Now I do this on a daily basis, and I could not imagine my life without this work.

You too have a deep calling based on your unique gifts and skills. The only thing stopping you is the disconnect from your true spirit. As you begin to trust yourself more, answers will become clearer. There is no need to panic or feel pressure. These answers will present themselves clearly as you become more willing to receive.

It is time to stop seeking a purpose outside of yourself. As I said before, you are not looking for anything. Go deeper into your feelings and know that the universe will guide you.

A Quick Exercise

Make a list of all the things in life that bring you joy. The more expansive the list, the better it will be. Allow yourself to dream well beyond your normal limited thinking.

Here is a format that will help you.

<i>What Brings Me Joy</i>	<i>What Opportunities and/or Businesses Can Be Created</i>

Using a visual format will help you begin to see how your feelings of joy can be manifested in third dimensional form.

Let's use Connie as an example. One of her feelings of joy occurred while cooking. She then manifested that energy as a chef, and later as a teacher. She may go on to write cookbooks or create a food product. Like Connie, there is no limit to what you can create once you are on the right path.

Joseph Campbell said it best, "*Follow your bliss.*" Let me add to his idea – "*Follow your feelings and trust your inner voice.*" This is the path to true fulfillment and inner peace.

3 – Avoiding the Big Trap

As a pragmatic businessman and a New Yorker, I feel it is important to make you aware of the big trap that many people experience. One day soon, if you follow your feelings, you will wake up and know exactly what you are here to do on earth. The level of excitement you will feel will be beyond description.

I experienced this feeling for the first time in 1991 when I realized I was here to teach, write and help people change their lives. My work has evolved and changed many times over the years, but the core of my mission has remained the same. At that moment of euphoria in 1991, I saw my future with crystal clarity.

Then I realized I had no idea how to do it.

This created an entirely new set of feelings including confusion, panic and fear. I had gotten married a year earlier, recently had filed for bankruptcy in my business (for the second time) and I was about to start a new job in sales. How – and why – would I receive this message now? It seemed like the worst possible time to know exactly what I wanted to do with my life.

I was thoroughly confused, but something deep inside me said, *"Don't worry. This is what you are here to do."* I knew on a spiritual level that pursuing this calling was right for me. The fact that I had no idea where to begin was another matter.

As an aggressive kid, who grew up in New York, my natural instinct was to take some type of action. Not knowing what action to take, I started to research the seminar industry. In 1991 there was no Internet to use as a research tool. I went to the huge New York City Public Library and started digging. I looked for publications, tapes and seminars regarding speaking and training. It was a laborious process which consumed many hours.

Phase 1 of your journey will involve research. This is much easier today using the Internet to find information. However, as much as I love the Internet for research, it offers no comparison to a conversation with someone who is already doing what you want to do. One hour with an expert will dramatically speed you up on your learning curve.

This is an area in which many people are not comfortable. I always hear statements like *"I don't know anyone in that industry."* You need to get out of your comfort zone and start breaking some barriers. If you don't know someone directly involved in the industry you are interested in, I guarantee you know someone who knows someone.

I was fortunate because I am a salesperson. Speaking to strangers is not a challenge for me. Having a background in sales and marketing can be a great asset in life. I started to call people I knew, but wasn't having much luck fine-tuning my search.

Then I decided to reach out a little further. At that time a company called Nightingale-Conant was the leader in selling information products and programs. They sold primarily audiotape programs from the leaders in various fields. People like Wayne Dyer, Deepak Chopra and Tony Robbins were all listed in their catalog.

One day as I was paging through the catalog, I decided to call the company. Somehow – and I don't remember how – I got the director of marketing on the phone. He was gracious enough to talk to me for 20 minutes. The information I received in that short telephone conversation was absolutely invaluable. He told me about price points, demographics, type of programs and more. All of this great information came to me because I was willing to reach out.

Success comes to those of us who are bold enough to step out of our comfort zones. You have to be willing to put yourself out there. You will face rejection and rudeness, and you will feel very disappointed at times. This is all part of the process. It's a necessary component to your success.

The good news is you will be amazed at how many people there are who really want to help you. None of this can happen if you never ask. As the great hockey player Wayne Gretzky said, *"You miss 100% of the shots you never take."* You will miss plenty of shots along the way, but you only need a few hits to be successful.

Phase 2 is getting live action experience. You can read every book and listen to every audio program ... but in the end you have to do it. Let's say you read a book about public speaking. It would tell you how to stand, create an outline and how to use visual aids. It cannot tell you how you feel the first time you stand in front of a live audience. That is something you must experience and feel for yourself.

I started by attending seminars and watching videotapes of speakers. I was always taking notes and looking for what worked with the audience. It was interesting to see different styles and how people responded.

Then I had to go out and do it myself. The first time I presented my own material was a terrifying experience. I had a million things going through my mind. The most overwhelming thought I had was *'will these people really listen to me?'*

Once you survive the first experience, everything gets much easier. You continue to improve and you build more confidence.

The next challenge is turning your raw idea into something tangible and generating income in the process. In a perfect world, the minute you had this lightning bolt of an idea all the

planets would align, everyone would see how brilliant you are and millions of dollars would come pouring in. Well, let me be the first to tell you, life does not happen that way.

How you proceed in this phase often is influenced by where you are in life right now. If you just graduated from college and have no real responsibilities, this is a great time to get started because you do not have the pressure to support a family or pay bills. On the other hand, you are not as experienced or seasoned in the world of business and life. Many people prey on inexperience and may take advantage of your lack of knowledge.

In another scenario, you may be 38 years old and have a few young kids. You just bought your first house, have a fresh new mortgage, car payments and mouths to feed. A situation such as this adds a whole new dimension to the decision making process. Realistically, can you quit your job and start to follow your dream right now? In this case you may want to keep your job and start working on your dream on the side, as I did. It took me almost 10 years to finally leave the corporate world as I built my new business and worked full-time.

Maybe you lost your job, like many others have in these difficult times. If you are fortunate you may be receiving a severance package which relieves some pressure in the early phases of the project.

In any case, you will have to deal with your own set of circumstances to pursue your true mission.

So, What Is the Big Trap?

The big trap is ***believing everything will be easy once you know what you want to do.***

Let's clarify a few things. First, your skill should come very easily to you. If you want to be a chef, you will find cooking a breeze. Painters can look at a blank canvas and imagine what they want to paint. I never had an issue with speaking or coming up with new ideas.

So the skill will come easily and be very natural for you. This is great, but it is not enough. There are plenty of people out there with great skills. Those who succeed in any field are the ones who take that raw skill and work to become masters. Great musicians have a natural ability, but they also spend thousands of hours practicing to become great. Becoming great is not a gift ... it is something you earn.

Referring to skill always brings Michael Jordan to mind. I will paraphrase a comment a teammate made ...

“Even at the height of his success Michael was the first guy at practice and the last to leave the gym.”

You must accept that achieving your dreams and fulfilling your mission will require hard work, dedication and time. You must exercise patience along the journey. Success comes when it is ready. There is no set formula or exact time sequence. It will come to you when you have done the necessary work.

As the Bible says...

*“Let us not be weary in doing good,
for we will reap in due season, if we don’t give up.”*

You will avoid this big trap if you remain committed and patient. Stay focused on your true desire. The negative ego is always waiting for you to become frustrated and impatient. You will encounter times like this but remember to refocus on your desires. That will help you move through difficult periods and remain strong.



Time for a Shift: Accept the fact that fulfilling your true purpose will require effort, time and patience. It will come to you when you are ready to receive it.

4 – It's Not a Life, It's a Mission

You may imagine yourself to be a small, insignificant speck in the sea of mankind. In reality you are all powerful and filled with love. Do not believe for one second that you are here to have a life. You are here to fulfill your mission ... and it is of great importance to all of us.

We all have specific skills (I like to call them gifts) that we are supposed to share with the world. When you shun these gifts your energy is lowered because you have not shared your specialness with the rest of us. We are all connected by energy, so when your energy is lowered it affects everyone. When you follow your true mission and share your gifts, you are elevating your energy and the energy of everyone else. Now do you see why following your mission is so important to the world?

Following your true mission requires great courage. In most cases you will have to move away from conventional beliefs and challenge the belief system you have been taught. You will have to go against your primary instincts and take a leap of faith.

Human beings are designed to seek safety. This is an energy people have always possessed. Even cavemen continually sought a safe place to live. It is part of our natural survival instinct. We require this instinct in order to survive in this third dimensional world. As our society evolved, we continued to nurture this energy to seek safety.

In our modern society the safe cave has been replaced with health benefits and a 401K plan. Most people choose what they believe to be security in a job over doing what they truly want to do. They have, in effect, sold their souls for the perception of safety.

Suddenly, the world has shifted and security has become a mirage. It was *always* a mirage but most people were unable to understand that.

In reality, the job is now the risk, not the security.

Don't be too hard on yourself or the rest of the world. As I said, we have the desire for safety coded into our DNA. There is nothing wrong with seeking security for yourself and family. It only becomes a negative when you choose a false perception of security over your true mission and purpose.

The Universe Always Has the Last Word

A while ago I took my dog for a walk. It was a beautiful spring day here in New York. The weather was turning warmer, trees were sprouting leaves, grass was just a little greener, and the air was crisp and fresh. As I turned the corner I ran into a neighbor. Let's call him Jack. He worked for a large bank and on this day his face looked distressed.

I knew where he worked and understood the look on his face. His energy emitted feelings of distress and fear. He started to tell me about his situation and how his 401K plan dropped 80% in three months. This constituted his entire savings and his retirement savings. Jack had been working at the bank for over 30 years. He was a very safe guy who played by the book and minimized risk.

Then he said something I will never forget ... *"Joe, I did everything right and look what happened to me."* It was a very powerful statement and its effect was not lost on me. Jack saw me as a big risk taker. He could never understand how it was possible to live as an entrepreneur. He perceived my type of business to be a tremendous risk. Now he was the one in trouble.

How could Jack do everything right, as he believed, and have the rug pulled out from under him? He could not reconcile what happened since it was such a jolting shock to all he believed to be true. His lesson, and the lesson for all of us, is this: there are no absolutes or guarantees in this world. The idea that you can do everything right and avoid a crisis is a myth. There is no such thing as doing everything right – or wrong.

People have refused to take the leap of faith and follow their true calling. The universe has decided its time to make the decision for you. This upheaval in the economy is helping people, by force in some cases, to get back on track to fulfill their true purpose. They are forced to be creative and use their natural skills to create income and heal the world at the same time. This is all part of the master plan to shift the energy of the planet.

All big changes come with some discomfort and upset. Accept the fact that we are in a time of transition and jump on board. The sooner you do, the easier the ride will be.

The negative ego wants you to believe you can control outcomes and situations. There is nothing to control – that is an illusion. Control creates a false sense of power that holds you in an identity. Give up the desire to control and you will become more powerful than you ever imagined.



Time for a Shift: You cannot control outcomes by doing everything you believe is right. There are no guarantees in this world. Do not allow your ego to hold you fear-based with false beliefs.

5 – Redefining Success

- ◆ Is the power of money and success too tempting for my fragile ego?
- ◆ Can I create and maintain a meaningful loving relationship and retain my success?
- ◆ Will success in the material world cost me my family and friends?
- ◆ Do success, money and power corrupt us all?

I've found that the most powerful moments seem to come when we least expect them. We try to plan and control so many parts of our lives in an effort to feel safe and secure. In the end, life is always teaching us the right lessons at the perfect moment.

The following story came to me from the recesses of my mind as I started to write this chapter ... another unexpected miracle in a life filled with such events.

In the early 1980's I was working as a bartender at a club in lower Manhattan. One night I had a profound conversation with one of our customers. It was completely unexpected, as are most meaningful experiences in life.

It was early in the week and I was in the process of closing the bar around 2AM. The streets were quiet that late September evening. Winter was approaching and it was beginning to turn colder in New York. I remembered wearing shorts and t-shirt a few days earlier as I walked through the city enjoying an Indian summer day. Suddenly it was feeling too much like winter. New York has that ability to shift temperatures in the blink of an eye.

There were usually a few regulars hanging out at the bar as I was closing up. On this particular night most had gone home a bit early. The one customer who remained was Steve. He was in his late thirties, a local guitar player who frequented the string of bars and clubs on Bleeker Street in Greenwich Village. Steve was about six feet tall and very thin. He had jet-black hair. He always looked like he needed a shave, and he carried himself like a guy with an attitude. This was all part of his persona. Those of us who knew him in the neighborhood recognized the soul of a tortured artist.

His gruff exterior was a facade for a man who was carrying the broken dreams of becoming a rock star. As he approached forty he knew his dream was fading with each turn of the calendar pages. That night, he sat at the end of the bar drinking a bottle of Miller Lite. I locked the front door and began my closing process. We started to talk casually about the happenings of the day.

Then Steve asked me a jolting question – *"How do you define success in your life, Joe?"* I was in my early twenties at the time so this was a question I had never really considered.

I searched my mind for a reasonable answer. *"I guess I would like to open a few night clubs here in the city,"* I replied, thinking I had a real winning answer.

*"That's nice. But how do you want to **feel?**"* he persisted.

Feel? I never thought about how I wanted to feel. My focus was always on making money which would give me the ability to buy things that would make me happy. Wasn't that the key to success and happiness?

Steve's question was simple, yet profound. It forced me to think about success from another perspective – not simply from a purely monetary view, but from a deeper spiritual view. This question was in some ways the beginning of a new way of thinking for me. I did not realize it at the moment but a new world was opening for me.

My inability to answer this question brought feelings of panic and inadequacy. I thought the only way I could redeem myself was by throwing the question back to Steve. *"How do **you** define success?"* I asked with a slight hint of wonder.

Steve hesitated for a moment and replied, *"I am not exactly sure, but I know the only time I feel really alive is when I am playing music."*

Suddenly he had an amazed and knowing look on his face. Steve went on to explain how he had always believed that success was becoming a rock star. But he now realized that to feel good all he needed was to keep music in his life. He wasn't in an all or nothing situation – success or failure. Steve could be successful in any aspect of music. The disappointment he had been feeling in not being a rock star was now lifted. Steve allowed himself to derive joy from all aspects of his real love ... music.

Steve left the bar that night feeling light and free. It was amazing to see Steve's transformation. His energy shifted and the world became a place of great opportunity and limitless possibilities for him. A simple shift in perspective was all it took. At the time I did not really process what happened that night. On that breezy night in Manhattan I had witnessed a dramatic shift in the energy of a tortured soul. His transformation was simple – yet profound.

This conversation opened a door to my own soul that would take me many years to discover.

What Is Real Success?

The conversation with Steve really had my head spinning but I was not equipped to understand or comprehend the depth of what I had experienced at the time. I continued to look for success in the traditional places. To me, it was still about becoming a successful businessman with buildings featuring my name in huge gold letters. If this idea sounds familiar, you need look no further than America's favorite son, Donald Trump.

In the early 80's Trump was the toast of the business world and a model for what we all wanted to be. This was a time when everyone focused on the importance of material wealth and excess. *Dynasty* was a huge hit on television, *Studio 54* was the place to be and people were becoming wealthier than ever before on Wall Street. The age of overindulgence was in full swing. If you were a young person with visions of grandeur, this was the ideal time to be alive.

I continued my quest for material success, but my conversation with Steve never really left my memory. Was success really all about the acquisition of money, possessions and ultimately power? A few years earlier, I had filed for bankruptcy after my first business attempt went south. I had purchased a soda route and was unable to pay the notes to the owner and eventually lost the business. I was determined to rebound and make my next venture a mega success.

A piece of me, a very small piece at the time, was beginning to understand that there was something much deeper I was searching for in my life. We all grow at our own pace and can only accept so much truth at a given time. For me, this was the beginning of a long journey that continues to this day.

One of the interesting things about working in a Manhattan nightclub is the extreme diversity of people you meet. The club I worked at featured live rock bands seven nights a week. The crowd was diverse, ranging from punk rockers to businessmen in three-piece suits. As a bartender you realize quickly that the better you are at connecting with people, the more money you will make. I became very adept at reading people and understanding what made them tick. This is a skill that continues to serve me well today.

One thing I began to realize was this – every person has a dream. Every night a new group of people would enter the club, each person with their own unique flair and energy. The evening began as a blank canvas just waiting to be filled with vibrant colors. As the energy of the crowd mixed, it created a unique signature that would never be duplicated. The energy of a particular group was distinct to that little slice of time and space.

It was interesting to listen to the dreams of the musicians, bartenders and waitresses (most of whom were aspiring musicians, artists, actors and models), businessmen who wished they could be rockers, would-be designers and writers. Each one had a dream of catching this elusive thing we call success. Would he be the one to become a rock star? Would she be the one to become a famous actress? There was an excitement in not knowing who would actually make it. There was a feeling of underlying anxiety in each person who held the dream.

I never forgot the people at the club because to a large degree they all had something very special. This group was still holding on to the dreams and hopes we all had as children. Society may have seen them as losers or misfits, but they were much closer to their souls

than the people who went to jobs they hated every day. These years of working behind the bar helped me see the difference between having true passion and settling for something less simply to be accepted.

Every day I saw thousands of people line up to take a train to work in New York City. Each one of them looked like they were lined up for a firing squad. *Was this the cost of success? Do you have to lose your soul and sell your hope for a piece of the dream? Were the rockers at the club closer to their souls or were they simply delusional? Was it possible to hold on to these fleeting dreams no matter how dire the conditions?* These are just some of the questions I have spent my life trying to answer.

Convention or Creation

We have been conditioned to believe success comes as form. You are successful when you have accumulated certain material possessions and have enough money in the bank. Conventional wisdom has always preached this creed. Success is measured by the width of your wallet, not the size of your heart. We have created a conflict that does not really exist. The idea is as old as the world itself. If I want this, I have to give up that.

We all face moments of truth in life. These are the times when we are challenged to make a decision involving two sides. One side holds the rational decision, the one that seems to make sense. The other holds the dream, this little feeling only you can sense. It is a feeling that burns in your soul. It may be a slight flicker or a burning inferno. In either case it is there, just waiting to be released. Because we are fear- and lack-based, the majority of the population selects the sensible option. This is a much easier story to sell to family and friends.

When you select the inferno, you are out on your own. How many great artists, musicians or writers decided to extinguish their flames for the sake of convention? I believe a great artist resides in all of us. The problem is that too many people never allow themselves the opportunity to explore that option.

There are decisions to be made and bills to be paid. As fear creeps in, the artist covers the flame with layers of despair. Little by little the internal flame of creation is smothered until it is no more. But deep down a single ember still burns within the artist, just waiting for the right spark to light it again.

We never really lose our deep feelings of passion when creating our lives. The passion never dies. It simply lies dormant looking for a small opportunity to ignite the flame. This is the good news. The question is ... where and when will that spark appear? This spark is within you just waiting to be recognized. Only you have the power to open your heart and allow your true passion to emerge.

You can choose to be sensible or you can choose to be great. Sensible is much easier and, as a result, less fulfilling. Being great costs, but it also offers a hell of a payoff. You have

the gift of free will. This choice belongs to you and you alone. Will you choose to be ordinary or extraordinary?

You are completely alone on this one. No one can help you or guide you in the right direction. The answer comes from deep within your heart and soul. You already know the answer. All you have to do now is gather the courage to pursue it.



Time for a Shift: Believe in what you feel deep in your heart. We have been conditioned to question our instincts, especially when they are unconventional. Follow your feelings and you will never be sorry.

6 – Desire and Attachment

This is where things get a little confusing. As you begin to move toward your goal, you feel a strong desire to move forward. It is so powerful that no matter what you do it cannot be stopped.

I know what you are thinking – *"That's good, right?"*

Yet I often say to myself, *"Why can't I stop doing this work?"*

There is a certain level of tyranny in these desires that must be managed. It is easy to become so consumed by your desire that it takes over your life. You lose judgment and clarity. As a result, you may damage other parts of your life that are very important to you.

You have to work to maintain balance as you move forward. Balancing your life between work and family will serve you well and, in the end, your success will be much more fulfilling. This is always a work in progress and it is not possible to be perfectly balanced all the time. As long as you are aware of this, you will remain more balanced.

As Albert Einstein said...

*"Life is like riding a bicycle.
To keep your balance you must keep moving."*

Your deep desires are coded in your DNA. When you have a strong feeling or desire, it is coming from your soul. These strong feelings continually pop up and won't leave you alone. When you resist these feelings, you are moving away from your true mission and purpose here on earth.

These desires were a part of you before you materialized here in human form. You could say you brought them with you from the other side. Your desires are based on the emotional work you came to accomplish in this lifetime.

You are here to clear energy or Karma. Each desire serves as a beacon to help you work on an unresolved feeling. As you clear one feeling, a new one is waiting to be addressed. This is how you create situations and opportunities here in third dimensional form.

Every experience is designed to help you feel a feeling. When you feel the desired feeling, you can move on to the next one. When you don't, the energy is trapped within you and repeats itself. This is what we describe as a pattern of behavior. In reality, it is nothing more than trapped energy that continues to recycle.

Your energy remains trapped when you resist your true feelings. Denial, repression, compulsive behavior and becoming a victim are all signs of resistance. You must accept how

you feel no matter what. Even if it is ugly and painful, the feeling must be experienced and released.

If you do not deal with your true feelings, you are destined to recreate similar situations. In most cases these episodes escalate in intensity each time. As I like to say "*It starts as a snowflake and ends as an avalanche.*" Do yourself a big favor and address your feelings as they come. All you have to do is allow yourself to feel those feelings without judgment.

This, of course, is more difficult than it sounds.

Be in your truth and feel it. Allow every feeling to flow through you. There is a tremendous up side to this work. You will feel great feelings at a much higher level of intensity. Your feelings of joy, love and peace will be amplified beyond your wildest dreams.

I have worked with so many people who were always repressing their feelings (myself included). We have all repressed feelings to survive in hostile situations, both emotional and physical. Unfortunately once you begin to repress, it becomes your normal way of functioning. You can't just flip a switch and decide to start feeling again. This repression may save you at certain times, but in the end it stops you from feeling all the positive feelings as well as the negative.

The bottom line is simple ... feel all day long. If you feel happy, allow yourself to feel it at the highest level. When you feel sad, honor that feeling as well. Don't hold back your tears or painful emotions. They all serve a purpose in the big picture. Your feelings are like the colors of the rainbow. You need each and every one of them to create and experience true beauty in your life.

The Danger in Your Desires

Your true soulful desires are motivated by love. These are things you want to accomplish for the purpose of bringing more love to the world. This is the desire you want to ride all the way to the promised land of love and joy.

When you are aligned with your true desire, are willing to do the work, accept your feelings and remain patient, things begin to manifest. You will start to create success in the external material world. This is proof that you are on the road to your true purpose. In the beginning, this is a wonderful and fulfilling feeling.

The danger occurs as you become more successful and powerful. You begin to drift away from the internal love-driven desire. The negative part of your ego has been waiting for this all along. It wants to move you away from your inner beauty and into your power-hungry ego-mind.

This is exactly what happened with the economy. I have spoken to dozens of mortgage brokers. Many place the blame for the economic upheaval on their industry ... and even on

themselves. One in particular, let's call him Tom, was very honest about his career and what happened.

Tom has been in the mortgage industry for more than 20 years. He was great with numbers and truly enjoyed financial markets. I asked him about the feelings he had when he was able to secure a mortgage for a client. He explained how he derived so much pleasure – especially when he was working with first time home buyers. *"The excitement and joy they felt when they were approved was amazing,"* he exclaimed. *'It was such a great feeling to know you helped someone achieve such a special dream.'*

The soaring real estate market presented incredible opportunities in the mortgage industry. One of these was refinancing the equity in homes. Say you purchased a home for \$150,000. You could watch it grow in value to \$300,000 in a few short years. All of the sudden you have the ability to access that \$150,000 equity, so you can take that money and spend it on other things you probably don't need. You have just added an additional \$150,000 in debt to your mortgage. The big winners were the banks, brokers and agents involved in the refinancing deals. Hefty fees were attached to every refinance and the commissions kept on coming.

Then some deregulation allowed unqualified people to attain mortgages for homes they could not afford. Even though most of the people in the industry knew this was an accident waiting to happen, they continued to write the deals and collect those commissions.

As we all know, the bubble eventually burst and so did the economy here in the United States and in other parts of the world. Where did this all go so wrong? Let's go back to Tom who made sure he had qualified buyers, and looked for reputable lenders and the best interest rates. His desire was to do a great job and get his clients the best deal based on what they could afford.

The new deals were driven by money – and only money. I am not here to judge, because many a salesperson in that situation, myself included, would probably have done the same thing. There are many other factors that led to the economic breakdown. The point here is how we drifted away from our true desires.

Tom confessed that he wrote a lot of those bad deals and he knew it. *"Everyone was doing it and making a ton of money in the process,"* he explained. *"I did not feel good about it, but what was I supposed to do?"* he responded in an apologetic tone.

Was it Tom's and other mortgage broker's responsibilities to stand up and cry foul? Who has the courage to buck a system that is making you rich, even when you know it's not for the overall good? We can pass judgment, but it is not fair to do so unless we're tested in a similar situation.

The lesson here is to be careful as your true desires manifest in the material world. Wealth, success, popularity and power are very intoxicating. You must remain grounded and not lose sight of your true desire. The negative ego is tricky and has many enticing weapons. If you remain true to your mission, temptations will not hold the same allure.

We all make mistakes and become carried away at times. Allow yourself to be human and accept your weaknesses. We are all susceptible to and tempted by the trappings of this world. It takes a true leader to accept and admit it.

Don't Get Attached

Another dangerous part of this journey is attachment. This is another trap set by the negative ego. As you begin to manifest your desires, it is easy to become attached to things and give them too much importance mentally. This is what happens when your identity is connected to your image and not your true self.

Let me be clear about something important. There is nothing wrong with desiring nice things in your life. As you know, the universe wants all of us to be abundant. If you have always wanted a certain car, pair of shoes, piece of jewelry or spectacular home, bless you. There is nothing wrong with desire as long as it brings joy into your life.

The danger appears when these external possessions become too important. This happens when you allow yourself to be defined by things you possess and not your true self. When people move into a high state of negative ego, they disconnect from their soul. This moves you into a false-self and actually lowers your vibration of energy.

The negative ego gains tremendous power and momentum once it is unleashed. People lose control and move into a state of total narcissism and disconnect. We see this all the time with actors, business executives and athletes. They become so detached from their original desires they move into a world of distortion.

Let's summarize the two types of desire. Desires based on love are awesome. Your attachment to the external world is a train wreck! Balance the two and keep this in mind as you move forward. Don't feel guilty about wanting that great new car. There is nothing to feel bad about. Just remain true to your higher-self and stay true to your mission of love.



Time for a Shift: Focus only on your internal desires at all times. Do not judge these desires. Just allow yourself to follow them. Your true path will emerge even if you cannot see it right now.

7 – You Can't Rewrite History

One of the biggest obstacles we all face in this life is our own histories. People are constantly telling me why they can't move forward, based on their past.

I hear things like...

- ▼ *If only I had a different mother ...*
- ▼ *If only I had a different father ...*
- ▼ *I wish I grew up in a better area ...*
- ▼ *We were taught to be poor ...*
- ▼ *My family held me back ...*
- ▼ *I was always made to feel afraid ...*
- ▼ *No one loved me ...*

This list can go on forever and be a complete book itself. The problem is your history cannot be changed.

Imagine saying '*I don't like the part in my history book about Hitler killing all those people, so I am going to tear it out.*'

History happens and there is nothing you can do about it.

The problem with history is that we identify with it so strongly, we refuse to move on. When you hold yourself continually in history, you are trapped. The more you keep telling it, the stronger it becomes. I am not suggesting you forget your past or act like it did not happen. You need to come to terms with your history and accept it for the purpose it served.

History made you who you are today. Without it you would not have the depth and wisdom you currently possess.

History becomes a negative when you continue to tell the story again and again. It's as if you hope that if you continually tell it, eventually it will have a happy ending! I hate to be the one to tell you this ... but the ending is not going to change. Sorry.

When you break down the word history it looks like this:

hi-story or his-story

Your history *is* your story. The more you identify with the negative aspects of it, the more you will remain trapped. Please stop telling people your sad story. Everyone is tired of hearing the unhappy ending.

Now is your opportunity to write your *new* story – one filled with opportunity. Let go of the pain and move toward the light. Believe me, there is a much better view from there. You have the power to overcome your history and create new outcomes.

There are really only two options:

- 1 – Remain in the same energy and continue to create the same outcome.
- 2 – Break free of your past and create a new, much brighter story.

I think you know which option to take.



Time for a Shift: Your history (story) is a part of who you are and it will always be there. Do not deny it or wish it never happened. Accept it and use it as the powerful teaching tool it is meant to be.

8 – Going All In

Do you ever watch those eccentric guys playing high stakes poker on television?

I am not a gambler but I do find the psychology of these games fascinating. At some point one of these colorful fellows or gals (there are a few women) decide it's time go "**all in.**" They proceed to push all of their chips into the center of the table. This means that all their money is riding on this one hand. In some cases it is tens of thousands of dollars or more.

After making this bold move, they wait to see what the other players will do. Will another player challenge them by going all in as well? This gesture is a combination of calculated risk and a lot of guts. Good gamblers, like good business people, are not random risk takers as many people believe. They are very good at taking calculated risks and trusting their intuition.

In most cases the other players at the table will fold their hand or quit. In this case the person who went all in wins the hand and never has to show his cards. It is the ultimate test of will and courage.

When you decide you are going to "*Find Your Purpose*" you must go all in. This is not one of those 'let me try this and see what happens' moments. You must commit to the mission completely. Too many people make a half-hearted attempt at connecting to their true mission. I frequently hear things like "*Let me see how it goes and then I will decide what to do next.*"

This is not acceptable. You must make a decision that has only one direction and that is straight ahead. There is no 'let me see what happens' in the equation. This is your life – not a board game.

Another error is placing conditions on your mission. 'I will try this for six months and then decide if I want to continue' does not qualify. You are either going to follow through or not.

You must believe you are here to follow a specific path. As you begin moving through it, you may be pulled in another direction. Being open and flexible is an important part of this process.

You should follow your inner guidance at all times. You will not necessarily be moving in a straight line. In some cases you may move along a very predictable path. There are many other situations where you realize '*this is not what I want to do.*' You often take the wrong road when you follow your head and try to be sensible or listen to other people.

I was watching a sportscaster on ESPN a few weeks ago. He was telling the story of how he went to law school, passed the bar and then realized he did not want to be a lawyer. His family was shocked and dismayed. Now he is living his dream as a sportscaster.

In some cases you may realize that what you thought you wanted is not your truth. This is a road of many twists and turns ... buckle up!

Let's Go Old School

In the ancient world, soldiers did not have many options. Once they were committed to go to war, there was no turning back. You could not decide at the last minute that this was not going to work for you today. It was fight or die. In some extreme cases, ancient generals actually burned the ships the soldiers arrived in at the shore. The message was simple – we cannot go back the way we came, so we must win or die. Imagine the feeling you would have standing on a foreign shore watching your only mode of transportation being burned to a crisp!

The ancient world was a harsh place. The big issue was not deciding whether or not to buy a new pair of shoes. Each day revolved around eating and survival. If you were not *all in* on that one, you were not going to be around very long.

I am not trying to be dramatic but you do need some of this warrior attitude to move forward. I consider myself a "Spiritual Warrior." With the word *warrior* the thought of violence frequently comes to mind. In this case I am not speaking of violence. A "Spiritual Warrior" is filled with passion.

The Ancient Greeks did not believe in obituaries. When a man passed, they asked one question, "*Did he have passion?*" Warriors of all types live with burning passion trying to make this world a better place. Are you living with passion every day? When you are connected to your true mission and purpose you vibrate incredible passion and love.

It is for this reason that you must go *all in*. Once you make this decision, there are no ships available to return to for a safe voyage home. Some people play not to lose. You have to play to win. There is more risk, or the belief there is more risk, in this attitude. The real risk is not following your heart and living a life with no emotion or excitement.

I Love Fear

This journey is filled with turbulence but it is far more exciting. The projection of fear has always stopped people from following their hearts. Notice I said the *projection* of fear?

***All fear is driven by a projected belief in
an imagined outcome.***

Now all you have to do is imagine a *different* outcome to remove the fear. See how simple that was?

This, of course, is easier said than done. When you are used to projecting terrible, fear-based outcomes, it is difficult to see a sunnier side. Start every day with the image of the outcome you desire. As you make this your habit, it will replace your fear-based projection.

Be patient. This will take time. You are reprogramming many years of negative imagery and emotion. These positive projections themselves may also begin to elicit feelings of fear. You may begin to squirm at the notion of being happier and more successful.

This is happening because the feeling is foreign to you. Being happy, passionate and successful is new to your energy field. Do not dismiss these feelings of fear and discomfort. They must be addressed if you are to move forward.

Fear-releasing Exercise

The feeling of fear is very natural to us. Without fear we would be vibrating at a level of energy that is too high for this world. Fear is actually what holds us in third dimensional form. When you are not feeling fearful, your energy is much lighter. I am sure you have experienced this feeling many times in your life.

The big mistake we make is trying to repress or ignore the fear. Your reaction is based on how fear was addressed in your earlier years at home. If you went home and said, *"I am afraid of going to a new school,"* what was the reaction? In most cases people tell me they were told, *"There is nothing to be afraid of. You will be fine."* When that happened, your true feeling of fear was not validated. When a feeling is not validated, it becomes trapped in your energy field. You hold the feeling because you don't know what else to do with it.

Let's be very clear when talking about fear. I am not suggesting you become an alarmist. I am suggesting you allow the feeling to be accepted.

This is an alternate plan of how to deal with the fear being expressed by a child about school.

"Hey, Mom. I am afraid of going to a new school."

Instead of saying everything will be fine, you could respond, *"It is normal to have some fear about going to new school. Just be yourself and take it one step at a time."* In this example the fear is validated, making the child more relaxed. The child realizes it is a natural feeling and knows it must be dealt with in order to move forward.

Exercise: The next time you feel fear, simply accept it on an emotional level. Allow yourself to feel the feeling. Do not go into denial or repression about the fear. Feelings are not good or bad. They simply are.



Time for a Shift: Every time you feel a feeling, you are releasing negative energy (if the feeling is negative) and changing your vibration of energy. The more you feel, the faster you go. Your goal is to absorb the positive energy and release the negative. This is how you cleanse your soul.

There is No Turning Back Now

Going *all in* is a great feeling. You finally believe in something that is much greater than just yourself. This view allows you to see yourself and the world in a whole new way. You realize that we are all part of the same energy and that healing each other is the true mission.

9 – What Do I Do Now?

Most people have been conditioned to believe that to be successful you must take action. This is true, but once again it is only part of the story. Action alone does not hold the key to your success. You have to know when to act and when to stop.

The universe is based on energy. This energy is always in motion depending on how you feel. There are times when you are called to act on your feelings and beliefs. Then there are times when the best action is no action. As you begin to move forward in your quest, you are creating momentum. The universe is now moving your desires closer to you.

In some cases you have to get out of the way to allow the universe to help you. This can be extremely difficult, especially when you are not seeing results in the physical world. How can all this inner work *not* be manifesting in the material world? You must understand that energy work comes first. The physical world has to catch up to your new energy.

This is what I have found: ***The bigger the mission, the longer it takes to manifest in the physical world.*** So if you have a really big mission, you had better be patient.

The universe is working on a schedule to serve the overall good. You may want it now, but if it is not happening now, you must accept the fact that the time is not right yet. You are continually absorbing information and intelligence. When you are ready and the time is right, you will manifest.

There are some specific things you can do to accelerate the process. You have to keep your positive momentum moving forward. This happens when you are holding a high vibration of love and faith. When you begin to feel fear and panic, your natural reaction is to act. If you do, you are acting out of fear. Every time you act out of fear, you are slowing yourself down. This is the time to take a step back and relax.

When I was in the middle of my heavy, energy-clearing work, my feelings were like a roller-coaster. My emotions were all over the map on a daily basis. I would go from feeling unstoppable to an intense depression in just a few minutes. This was creating havoc in all areas of my life.

Business was also being affected and at one point no money was coming in. This brought up tremendous feelings of fear and panic. I was working with a very powerful spiritual teacher at this time. As my state of panic reached a fever pitch, I reached out and called her to explain my plight. She told me to take a break and relax for while. My head almost exploded when I heard those words! Didn't she hear what I was saying?

She continued to tell me to take a few days off and do nothing related to business. "*How could I possibly do that at this time?*" I asked. She gave me a very simple answer. "*How is what you are doing now working for you?*" she queried.

I had no answer and began to understand this power at a much higher level. At this time I had to have faith and to trust where I was in the process.

I proceeded to take a few days off and then eased my way back into doing some work. If a feeling of fear came over me, I took a break. Nothing happened for a few weeks and I continued to struggle with feelings of anxiety. Then, out of the blue, I received two calls within an hour of each other. One was for a significant consulting job and another for a series of speaking engagements. I sat at my desk in disbelief. This was the first time I had experienced this type of manifestation. I had stepped back and allowed the universe to deliver.

Now I practice this philosophy every day. If I see myself moving into feelings of fear and panic, I step back instead of taking bad action. This is difficult because we are so conditioned to always do something, to take action. As time passes you will see the difference between:

Good Action: Inspired Action

Bad Action: Fear-based Action

No Action: Time to Step Back

The More You Do, The More You Do

Energy is always in motion. There is no such thing as standing still. Even when you think you are still, your energy is moving. The key to your success is building a flow of positive energy and momentum.

Many believe this is accomplished with one giant burst of energy. There is nothing further from the truth. Your momentum is based on consistent action and energy focused in one direction.

Building positive momentum revolves around consistency. Becoming successful in any area of your life requires that you to do the same things over and over again. The more you do something, the more proficient you become at doing it. If you wanted to become a great guitar player, you could practice 10 hours a day for a month or you could practice 1 hour a day every month. In the end, the more persistent player will be a much better guitar player.

Do at least one thing every day regarding your mission. It may be reading an article, listening to a CD or talking to an expert. One small daily action builds tremendous momen-

tum over time. This will also begin to create more opportunities as your willingness to move forward opens more channels of positive energy.

The best example of this concept concerns exercise. When you exercise on a regular basis you feel much better. Your diet becomes healthier and your craving for high fat foods is reduced. When you stop exercising, you become more fatigued because you are not generating the same energy. When you feel tired, you start to eat for energy. This, of course, is the beginning of the end. The longer you wait, the more difficult it is to get back to the gym.

The same is true for your mission. It is fine to take breaks, but do not lose your momentum.

Yoga instructors always talk about how your muscles become atrophied if they are not used. If you have never practiced yoga, take a class. But be ready to feel some pain the next day. When you re-engage your muscles you will really feel pain. As time goes by you will feel more flexible and fluid.

We have discussed some physical action, but the more important issue is focusing your energy. You attract based on what you are focusing your energy on most of the time. So this must become a conscious effort on your part. In addition, you must become extremely attuned to recognizing your thoughts and feelings at all times. In life, we get what we expect.

Each day take some time to sit quietly and focus on your mission and purpose. Do not become concerned with how it will happen or how you think it should happen. Just stay focused on your desire. You must become locked into your desire on an emotional level. How will accomplishing this mission feed your soul? Stay at this level all the time and you will create a very powerful focus of energy.

I was speaking at an event in New York on the topic of desire. A young woman named Carol stood up and said she desired a new home, car and wardrobe. "*That is not your real desire,*" I exclaimed. "*But I **really** want those things in my life,*" she cried. I explained how those were only possessions to be manifested. Although Carol desired those things, they were not part of her mission or purpose. We all want to have nice new things but that is not what you desire to make your life whole.

We continued our verbal exchange. I kept on asking Carol what she desired in her life. I wanted to know what she wanted to do deep down in her soul. Finally she said, "*I want to sing and play music.*" That was her true mission, but she had confused it with material possessions. Many people are working from the outside as they have been taught. Always look deep within your soul for the answers you seek.

Honor your feelings and monitor your energy at all times. Following through with your mission can be very difficult. There are times when you will not feel like continuing. Every person who has ever reached for more has experienced levels of frustration.

"If I had a dollar for every time I lost it"... you get the point.

Deep in your heart you know it will all work out for the best. There are times when we are not at our best. These are the times when you have to have a plan for what to do. Everyone feels depressed or drained at times. Accept these feelings as part of your journey. It will make the process a lot easier.

Remember to be nice to yourself at all times. If you don't, then who else is going to?



Time for a Shift: Do not take action just for the sake of doing something. Be very aware of what is motivating each action you take. When you are confused, take a step back and allow the universe to guide you through.

10 – The High Road is the Hard Road

The moment you decide to follow your heart and connect to your true purpose you are choosing the hard road. The majority of mainstream society chooses the path of least resistance, or the easy road as they perceive it. They are looking for safety and hoping not to have too many bumps along the way.

People who change the world accept the fact that they have chosen the more difficult path. The highs are much higher and the lows are much lower. We wouldn't have it any other way. I have always loved to read biographies. My favorite people to read about are inventors and entrepreneurs. I love to see people take a raw idea and turn it into something new.

Another reason I love to read these stories is to see what these people went through to achieve their breakthroughs and successes. We notice these incredible people "after the fact." To truly appreciate their accomplishments we must know their entire story. Milton Hershey went bankrupt several times before he created the Hershey Empire. Abraham Lincoln and Walt Disney both had nervous breakdowns at different points in their lives. These stories serve as inspiration and, more importantly, they show the importance of willingness and fortitude in truly following our dreams.

Accept the fact that you have chosen the hard road. The sooner you do, the easier it will become. Let me paraphrase the words of M. Scott Peck as he says in the opening of his famous book *The Road Less Traveled ...*

"Life is difficult. The sooner you accept this fact the easier your life will be."

There is Nothing to Figure Out

People spend lots of time attempting to figure out life. This is a very tedious and draining exercise. There is nothing to figure out. This exercise is a trap set by the negative ego to keep you on the revolving hamster wheel for the rest of your life. The minute you think you have it solved, you find out you still don't. As I always tell my clients...

*"The minute you think you got it,
you are going to get it."*

Stop wasting your time and energy attempting to solve a problem that does not exist. Your life is meant to be an adventure – not an accomplishment. You are here to experience your feelings and expand your soul. The more you expand, the more freedom you experience. Use your extra energy to enjoy life and the many experiences you will encounter.

Feel every feeling and own the energy. As you feel more, you live more.



Time for a Shift: Stop trying to figure everything out and find logical answers. Allow the wisdom of the universe to flow through you. Accept the fact you are taking the high road and it is going to be more challenging and more fulfilling.

11– Let the PaGandhi’s Run Free

These pages were not designed to be a how-to book. There are plenty of books and programs out there to tell you how to start a business or how to find your dream career. I wanted to delve deeper and move you into a new energy.

You are the creator of your life. See yourself as such and proceed accordingly.

Life is a contact sport and you are meant to participate in the game – not to watch from the sidelines.

As a **PaGandhi** you are now responsible for healing the world and you need to have a lot of fun in the process. Follow your **PaGandhi** mission parameters and run free. The world needs more people like you.

As a **PaGandhi** your mission is:

- ◆ Create peace
- ◆ Have fun
- ◆ Have joy
- ◆ Laugh (a lot)
- ◆ Do what you love every day
- ◆ Help others
- ◆ Heal others
- ◆ Create abundance
- ◆ Save the World!

This is the **PaGandhi** creed...

“You must be the change you wish to see in the world and enjoy every step of your journey.”

You Are the Cure

We live in a world made up of energy. This is a fear-based world that easily is directed to the negative side of life. You are a healer, which means you are part of the positive shift the world is experiencing. This is a great responsibility and an honor. Your positive energy is contagious and it is affecting people more than you know.

As you touch more people with your positive energy, they become elevated. Seeing you following your dream gives hope to others. You are telling them that they can live the life of their dreams. We all need positive role models to fill our hearts with hope. You are now such a model for others. This energy creates an unstoppable wave of positive momentum.

You are the cure!

A few suggestions...

Here are few ideas that will help you along your journey. They are simple tasks but they can pay great dividends in your life.

Meditation: This is the key to peace and happiness. I suggest you meditate first thing in the morning and before you go to bed. This does not have to be a very long process. Consistency is much more important than length of time. Take a few minutes to sit quietly each day. Sit in a chair or on the floor. Do not lie down because your brain will move into sleep mode if you try meditating then.

If you are having trouble clearing your mind, simply focus on your breathing. Inhale and exhale on a count of three. As you do this, focus on your breathing. This will help you get out of your head. Continue to practice and start to focus on your desire. This will elevate your energy and attraction.

Journal: Keep a journal of your life. This is a very cathartic process that will also serve as a reference guide. For human beings there is something very powerful about writing. You do not have to write every day – just when you feel the urge.

Stay in Feeling: Be aware of your feelings all day, every day. This will help you improve your intuition and your connection to your higher-self.

Remove Your Barriers and Create Breakthroughs

Ultra Breakthrough Membership Club: Maintaining your energy level and remaining consistent are the keys to your success. It is for this reason that I have created the **Ultra Breakthrough Club**. As a member you will receive ongoing training, weekly motivation, interactive virtual sessions, recordings of training sessions, special offers and much more.

You can try the **Ultra Breakthrough Club FREE**
for 30 Days Right Now!

**You will also receive \$797 in Bonus Gifts
just for trying it.**

See details at <http://ultrabreakthrough.com>

Become a PaGandhi at <http://pagandhi.com>

About Joe Nunziata

Joe realized he wanted to be an entrepreneur at an early age. After high school he went to work delivering beer in Brooklyn, NY. Within a year he purchased his first business, a soda delivery route in Brooklyn. Within that same year Joe was forced to declare bankruptcy. He then went on to work as a bartender and night club manager in New York City. Looking for a new start, Joe accepted a position selling advertising space and then moved into direct mail marketing. He started a direct mail marketing business when he was 25. The business produced profit inconsistently for five years until Joe declared bankruptcy again.

Frustrated, Joe went on a quest to find out what was stopping him from achieving the success he desired. He began to study the power of the mind and then moved into spiritual energy principles. Joe worked with a number of powerful teachers in the areas of meditation, Chakra energy principles and the influence of unconscious energy and beliefs.

These principles and concepts became the foundation for his revolutionary new programs. Joe realized that your actions do not determine your success. Your success is a product of unconscious beliefs and feelings. To become successful in any area of life, you must identify and clear the unconscious blocks that are holding you back.

Joe's bestselling book "Spiritual Selling" combines powerful spiritual energy principles with proven sales strategies. His *Attractor Sales System* is designed to help salespeople and entrepreneurs attract perfect clients and opportunities. This new sales philosophy is being embraced by many entrepreneurs and corporations in today's business community. His other books and programs include *Finding Your Purpose*, *Create Your Breakthrough*, *Connecting to Your Spirit*, *No More Mental Barriers*, *No More 9 to 5* and *The 7 Keys to Transformation*.

Joe has appeared on various television and radio shows across the country and internationally. He is an in demand speaker and trainer on a mission to help people move to a higher level of success and peace in their lives.

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