

7 BELIEFS

Your Oddity is Your Destiny

Beliefs
Make You,
Break You,
or
Kill You

*Forget the f*ckery of habits*

BELIEFS RULE!

The Oldest Man (TOM)

7 BELIEFS

TO: _____

FROM: _____



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Contents

Introduction.....	1
Part 1: MEANING.....	5
1. Free at Last.....	7
2. Inside-out	13
3. The Tyranny of Beliefs	25
4. Survival of The Fittest	33
5. Genius, Power, and Magic.....	43
6. Taboo Thinking.....	55
7. 7 Beliefs	67
8. Integrity	79
Part 2: MOTIVATION.....	89
9. Emotional Intelligence	91
10. Tough-Minded.....	95
11. A World Record	101

12. The Power of You.....	111
13. Passion & Purpose.....	123
14. Your Oddity is Your Destiny	129
15. Mastery	143
Part 3: MONEY	153
16. How to Make a Million	155
17. The One Percent Challenge.....	163
18. Create a Tribe	173
19. The Age of Creativity.....	181
20. Riches are in Niches	191
Conclusion	201

Introduction

My single motivation in writing *7 Beliefs* is to save lives. Society is collapsing because people are self-alienated — disconnected from their spirit (TIPS from Mother Nature). Their life force — attention, time, and energy (ate) — is squandered on distractions instead of meaning.

Consequently, people are bored. To escape the pain of boredom, they invest their life force in distractions. I want to change that. The author of *7 Beliefs* is The Oldest Man (TOM). What is most meaningful to me is not money but contribution. I hope I contribute to enriching your life experience.

Most are not aware of the power and utility of their beliefs, even though it's their beliefs that make them, break them, or kill them. Forget the f*ckery of habits; beliefs rule your life.

Your beliefs function the same way as do blinders on a horse drawing a carriage. The horse only sees the road ahead. That is what the carriage driver wants the horse to see — only that.

Beliefs are of the utmost importance because they determine what is and what is not in your awareness — what you see and what you don't see. Since your beliefs were instilled in you before you reached the age of reason, without regard to your unique spirit, your TIPS, you don't see what is in your best interest. Being

self-alienated, your life is lived less meaningfully, passionately, and purposefully.

When was the last time you awoke so excited that you couldn't eat breakfast? I bet it has been a long, long time. But now you know why and can change. There are 7 beliefs, which, when adopted, lead to becoming independent, authentic, and significant — to being enriched financially, mentally, emotionally, and spiritually.

I've worked with 5,000 entrepreneurs and wannabe entrepreneurs and have come to understand why most are only marginally successful. If you do what you were born to do, your calling, you'll earn more \$'s than now seems possible.

What I teach is not to be found elsewhere; it's original. You will gain insights and understanding that will unleash the genius, power, and magic (ge'pow'ma) that is within you — within all of us.

There are two parts to each of us. One part I call *godd*. This is the immaterial, conscious part that can think, imagine, and decide (tid) how to employ the resources possessed by you. The resources are contained within your material being, what I call your *bodd*.

Godd decides how to use your life force — the attention, time, and energy (ate) within your *bodd*.

The second part is your *bodd*, and it has ge'pow'ma in it. However, few know how to access it or use it, because they are alienated from their spirit — their TIPS. Beliefs were instilled in you to control what you see. To blind you to what's in your interest, so you'll serve the interest of another. Think advertising, mass media, or religious/political propaganda.

If you want to grow a 7-figure consulting business and save people from squandering their lives — their attention, time, and energy on distractions, read this book. Learn how to help people identify their calling, so they become independent, authentic, and significant to others. And so, they become rich in every sense of the word.

When you're on your deathbed, you'll not care how much money you've earned, you'll want to know that you've left a positive legacy.

I am 81 years old. Before my leaf falls from the tree of humanity, I want to contribute. You know that our society is in trouble. There is increasing dissension, division, and discord because people identify with their beliefs, which is stupid.

You'll come to understand that you, *godd*, are the creator of beliefs. You are the creator of all the meaning you experience in your life.

The tragedy is that human societies and civilizations have periodically collapsed — 300 times; I call this a *nefarious cycle*. It is caused by ignorance of the importance and function of beliefs.

Humans don't know how to manage themselves — manage their beliefs. We can change that.

This book is divided into three sections: meaning, motivation, and money. Meaning is the first section because meaning determines the level of your motivation. The next section, motivation, determines the level of your productivity. The last section on money determines your level of financial freedom. Your level of financial freedom determines the POWER OF YOU to live, learn, love, and lead at the highest level.

What you crave is self-esteem more than anything. With increased insight and understanding, I promise you'll come to know your calling: your unique priorities, passion, and purpose in life. You'll create and leave a positive legacy.

PART 1
MEANING

1

Free at Last

I'll show you how to maximize the **meaning**, **motivation**, and **money (memomon)** in your life, given your **temperament**, **interests**, **preferences**, and **strengths (TIPS)**. You were not taught how to manage yourself and soon no one will want to manage you except for despots. I'll explain: the problem you face, what caused it, and the solution to it.

I promise to show you how to become a visionary. As a *godd*, you'll create meaning; as a *bodd*, you'll bring it to life with genius, power, and magic (ge'pow'ma). You'll tap your ge'pow'ma as a visionary and live your dream life.

You'll understand yourself. You'll love yourself, love what you choose to do, and excel at doing it. You'll become independent, authentic, and significant. You will understand the change that is occurring in our society.

Mechanization upended society in the latter part of the nineteenth century when half of the US workforce was employed in agricultural jobs—muscle mattered. The invention of machines—the tractor, for example, was invented in 1892—changed the need for farm labor.

Less than 1.4% of the US workforce is engaged in farming today; that's a **97% loss of jobs** in farming. Machines replaced muscle. Farmhands had to adopt new thinking. The good news is that this change increased human wealth and prosperity. People had free time for sports and entertainment.

Society is being upended again. You cannot compete and win against machine intelligence—know-how—any more than a farmhand could compete and win against a tractor. Anything a human expert can do, machine intelligence can do better—for less money and error-free. This fact sets you **free at last** from the need to earn money. AI-driven wealth will fund your income, freeing you to focus on meaning.

There will be a universal high income for everyone.

Elon Musk

Thanks to machine intelligence, the production of material wealth will explode over the next five years. Software in humanoid robots will replace brain power. All the goods you could want will be available to you because you'll receive a high income without working for it. Employment as you know it will disappear.

Freed from the need to make money, you will do whatever you want, whatever is meaningful to do. You'll have to change your attitude as farmhands did. You'll be forced to learn to manage yourself: your **attention**, **time**, and **energy (ate)**. This is your life force: ate. Don't waste it on distractions.

You'll need to be an expert on you: your **temperament**, **interests**, **preferences**, and **strengths (TIPS)**. You'll learn how to access the **genius**, **power**, and **magic** (ge'pow'ma) within you. You'll become a visionary and see yourself living a dream life. You'll create priorities, passion, and purpose for yourself.

Your TIPS are your oddity—your calling.

Let's Get Real

Could AI replace a therapist? Yes. AI therapist Lisa outperformed humans in empathy, and was rated most helpful by people in a blind test.

Lisa was non-judgmental—only sought to help. This fact is disconcerting. What can you do? First, let's get real. There's something you don't know how to do.

Peter Drucker (1909-2005), the father of business management, a futurist, and a creative thinker, before his death at age 95 wrote:

*"It is an unprecedented change in the human condition. For the first time—literally—substantial and rapidly growing numbers of people have choices. For the first time, they will have to **manage themselves**. And society is totally unprepared for it."* (boldness added)

The wealth created by humanoid robots will dwarf the wealth created by mechanization. You'll not want for anything except meaning.

Mindset and Bias

I'll show you how to maximize meaning, motivation, and money—your *memomon*—by managing your attention, time, and energy (*ate*). I offer a mental toolbox of ideas to construct a dream life. Master your fate by managing your beliefs.

You'll adopt new **beliefs**, you'll become more **independent**, **authentic**, and **significant** (bias). Knowing your bias for the first time, you will employ it to constructively contribute value to others. We are each different, so we have different biases.

There will soon be no need to conform. Your *oddity* is your calling. It's how you'll benefit others.

Having a bias is natural, factual, and necessary. I want strangers, friends, my wife, my children, and you to be biased—to know and be true to your calling.

In the information age compliance and conformity were rewarded. Today, your individuality, your bias, will be valued.

You can profit from your idiosyncratic (uniquely personal) TIPS. You can employ your TIPS to enrich yourself and others through self-management.

Human civilizations have arisen, prospered, and collapsed in a *nefarious* cycle 300 times due to changes in the weather, technology, and governmental policies.

Given our times, the path is not chosen. Two possibilities hang in the balance: 1.) We descend into a new dark age of tyranny or 2.) We elevate into a new age of idiosyncratic (uniquely personal) development.

Beliefs

With new understanding and beliefs, a world of peace and prosperity can arise and endure without nefarious cycles.

Two roads diverged in a wood, and I—I took the one less traveled by, and that has made all the difference.

Robert Frost

Conventional wisdom holds that one should not discuss religious or political beliefs in a social setting. This seems wise because people identify with their beliefs; different beliefs lead to dissent, division, and discord. But this problem arises not because of different beliefs, but because people **identify** with their beliefs *which is a mistake*.

It's a failure to understand the use and function of beliefs. This lack of understanding is crippling to individuals and harmful to social cohesion. Manage your beliefs and exploit your TIPS. I'll show you how.

Since individuals have different TIPS, they need different beliefs—different biases. *What's good for the goose, is not good for the gander*; this is true even at different stages of one's development. What is good for the caterpillar is not good for the butterfly as one crawls and the other flies. One needs to be fat to become a butterfly in a cocoon. And the other is thin so it can fly.

The importance and necessity of different biases are obvious. Knowing the bias of another, you can appreciate them. You can collaborate, coordinate, and cooperate (*cococo*) with them to achieve more than you otherwise would. I'll show you how to build a tribe of kindred people to cococo, so you can become a millionaire doing what you love to do.

The Challenge

Do you remember the last time you awoke so excited that you could not eat breakfast? You can rediscover that feeling. Imagine the memomom that could flow into you given the positive expectation that you'll kick ass doing what you love to do.

What **MUST** you do before your life ends? Begin it! No matter how poor you are, no matter how inopportune or impossible... Begin it! If you can think it, you can do it. You don't need a perfect plan because an imperfect plan will do fine. You will perfect your plan if you just start, stumble, and stick with your **intent**.

Whatever you focus on, you energize. If you focus on FUD (fear, uncertainty, and doubt) by holding it in your awareness, you'll experience more FUD.

Here is the **key** to everything you could want or desire: ACT. Be it feeble, dumb, awkward, wrong, pathetic, silly, embarrassing, impossible, ACT. That's the key. Learn to consume failure like a ravenous animal devouring its food.

Your beliefs determine your feelings.

If you treat yourself as you are, you will remain as you are. But if you treat yourself as if you were what you ought to be and could be, you will become what you ought to be and could be.

You were *never* taught how to create memomon. It wasn't in the interest of others for you to do so.

You were never offered a course in meaning 101, motivation 101, or money 101. No. You were taught to be compliant, to conform—to be a good employee. Your TIPS were not recognized or encouraged. To the contrary, your bias was all but extinguished during your schooling.

Self-esteem enables self-reliance and self-expression. You cannot have self-esteem if you are self-alienated. Discover your TIPS. I will help you identify your TIPS, your calling to be **free at last**.

Takeaway

Machine intelligence (AI) is superior to human know-how in that it's digitized and can be electrically transmitted. A humanoid robot can learn all the knowledge related to a profession in a minute or two. Humans cannot compete with a machine's capacity to learn. We will no longer need to *make money*.

If you stick with me, I'll show you how I've used my TIPS and how you can use yours to create a business and make a million dollars in one year starting with little or no money. I've done it four times in four different occupations. If you take in the contents of this book and do what I do, you can become a millionaire by helping others while doing what you love to do. In the next chapter, you'll discover how to become an inside-out person—a person who trusts their internal power over external opinions.

2

Inside-out



I have often wondered how it is that every man loves himself more than all the rest of men, but yet sets less value on his own opinions of himself than on the opinions of others.

Aurelius Marcus

The reason most value the opinion of others over their own is because they were taught to do so in their formative years in school. Before you reached the age of reason, you were taught beliefs—without regard to your temperament, interests, preferences, or strengths (TIPS). This disservice blocked your power to create priorities, passion, and purpose based on your TIPS.

*Things which matter most must never be at the mercy of things
which matter least*

Goethe

Your TIPS fuel your *bodd*—your inner **genius**, **power**, and **magic (ge’pow’ma)**. What matters most is your opinion of yourself; and the opinion of others matters least.

Defining Moment

It was a fine day in June 1957 when I walked across town to the beach. I was thirteen years old and headed to the north break wall that extends into Lake Michigan. There was a popular spot halfway out with a diving board. A lifeguard was on duty at the diving board.

It was at this place and time that I experienced my defining moment: How I am different (odd) as are you and how that difference matters to me and to others. It began this way:

Three teenage girls in bathing suits walked in front of me on the north break wall towards the diving board. I was interested in the girls. Close, but not too close, I snuck looks and eavesdropped as I walked behind them.

Though alone, being the youngest, and not knowing anyone in the crowd at the diving board, I had a good time. I dove into the

water, swam back to the ladder and climbed out, lingered, and dove in again...

Having lost track of the girls and tired, I headed back. A third of the way back I noticed from a distance a crowd of maybe fifteen or twenty people standing at the edge of the break wall looking into the water. I saw adults—men and women and younger folks. My pace quickened, what were they looking at?

There was an adolescent female chaotically flogging and lashing at the water, she went under then bobbed up ... There was a stranger, a young boy trailing beside me. I turned to him and commanded, “Run! Get the lifeguard.” He turned and sprinted back towards the diving board. I turned and dove towards the girl.

Freeze frame me in the air ... What the hell was I thinking?

I was the skinniest kid in Mason county, a weakling. In gym class, I was the only boy who failed to perform as instructed, to do a handstand against the gym wall. I was skinny. Despite that, I was unable to hold up my own weight. My head sank towards the floor despite my best effort to hold myself up.

A weakling without stamina... Worst of all, I had no idea how to save a drowning person. But, saving her was a MUST for me—no one else was. Oddly, I never doubted, nor hesitated. Unfreeze-frame me.

Plunging into the water, I swam towards her as fast as I could. I had no plan—no idea of what I could do. Upon closure with her, I realized what I could do. I grabbed her at her waist with both hands, pushed her up over my head, and pushed myself to the bottom. The water buoyed her weight. It worked. I was tall. I knew she was breathing air, but I was submerged. Holding her up was easy. For me, breathing was a problem.

I held my breath. I held, held, and held until I held no more. I surfaced—hands still at her waist; I gasped air—several breaths, and re-submerged again holding her high above my head.

I never said a word to her. I was busy in the moment, too damn busy doing the best I could. Maybe the third time, the lifeguard said, “I got her.” Job done. I now had to swim back to shore.

I was exhausted. I had been a sickly lad. Weaklings are easily exhausted. I did breaststrokes towards shore—slow, conserving energy. Finally, thinking I could touch the bottom, I tried to stand. Too deep! For a nanosecond, I panicked ... but, not wanting to drown as my older brother, Chucky, had, I willed my way to shore.

Back at shore and tired, I knelt in the sand near the shoreline to build a sandcastle. Bent over, I was riveted on my project when a bare-footed adult, probably the lifeguard, stopped in front of my gaze. I did not look up.

“Are you the boy that saved the girl?” He asked. Without looking up, I answered “Yes.” I was intent on building my sandcastle. The man’s feet lingered awhile, then moved away with him saying nothing more. So what?

I was and am nearly indifferent to the opinion of others. When I was five my father was convicted and sent to prison. At five I had no friends—parents in the neighborhood instructed their kids not to play with me. Despite what the kids and their parents thought, I knew they were wrong about me. I learned that the opinion of others isn’t based on knowledge of me. I know me better than anyone.

I am different in this way: I am self-referenced—an inside-out person. I was not thinking when I dove into the lake to help. I was feeling. I felt the girl was drowning. I had to do something, I had to try. How could I not try to help her, and live knowing I did nothing but watch her drown?

I’m different—an inside-out, self-referenced person who trusts my *bodd* over others’ opinions.

I will never wittingly do anything that would cause me to think less of myself. I always intend to maximize my **self-esteem**, to be someone I respect and love. You and I are the same in this regard.

You want to esteem yourself more than anything, but you may not know it.

Understand this: I couldn't care less about the opinion of that life guard. I did what I had to do. The opinion of others is, most often, worthless.

The Power of Beliefs

I've told you my story **not** to entertain you, but to show you how important your beliefs are. When I saw the girl drowning, I knew instantly what had to be done. Why did no one in the crowd on the break wall, do what I did? Do you know? You need to know because otherwise you will be like those impotent bystanders. Your life will not be lived. You don't want the above tombstone put on your grave.

Let's revisit my experience and imagine you are the person drowning. Individuals are standing on the break wall above gawking at you. Standing! Gawking! You go under, bob up. You flog and lash at the water. Others stand and watch. Why don't they help?

The individuals watching you fight for your life make no judgment. No decision. They are doing what everyone else is doing: **watching**. How is that possible? Anyone with eyes could see that you are drowning. Sorry, *that is not true*. They couldn't see that you were drowning. How is that possible? Good question. The answer is that your beliefs determine what you see and what you *don't see*. Do not trust the opinion of others because you don't know what they see—what they believe.

Spectators vs. Participants

The watchers, **spectators**, were trained to be obedient, compliant, and responsive to direction. They were taught to be reactive and **not proactive**. When? When they were in grade school. When they had

no capacity to evaluate or think independently; they were taught to look to others to know what to do.

In the industrial age, **spectators** had a place and a purpose to which they were put. Industry needed obedient, compliant workers. There was no need to be self-aware, self-directed, or self-motivated. The more robotic a person was, the better the employee.

You were schooled to be compliant, to answer correctly. Knowledge—not **curiosity**—was rewarded. My school teachers didn't like me because I asked questions, disagreed with their opinions, and openly challenged them. I was told to go see the principal. My independence of mind was perceived as disrespect. Know this:

There is a difference between being occupied with an assigned task set by another and being set afire by your own desire. Your TIPS make you special. I love to think. What do you love to do? Do it!

A Hint of Power

There is a part of you and I, which I call *bodd*. Our *bodd* has ge'pow'ma in it. It's your subconscious mind and *a lot more*. I access it.

I dove into the water to save the girl because I trusted my *bodd*. Our *bodd's* communicate with our conscious minds using feelings, emotions. Unfortunately, you are likely self-alienated from your spirit—your TIPS and alienated from your *bodd*, most are.

I want you to know why the power within you is not used by you. I want you to understand why you don't access your power and what you have to do to access it. As a *godd*, you decide your vision; as a *bodd*, you unleash genius to make it happen. Gaining understanding unlocks your power.

I *felt* I had to save the girl. I didn't know how to save her but I knew *bodd* would help me. I'll teach you how to work with your *bodd* so you can access the same power I do. I trust my opinion. I know what I see. I know what I see and know what I feel.

Your oddity is your destiny

The quintessential difference between a *spectator* and a *participant* in life is that a *participant* has an internal agenda, the *spectator* does not. This internal agenda encompasses self-chosen beliefs, rules, and values used to decide what to do. *Spectators* have no self-chosen daily goals, no personal vision of a future. My current goal is to make this chapter informative, interesting, and helpful.

My vision: Write a book entitled: *7 Beliefs* and subtitled *Your Oddity is Your Destiny*. I will recruit advocates to teach my ideology, so others can experience more memomon in life.

When I helped save the girl, I was proactive, I was a *participant*, I was important to myself and the girl I helped. I want to be important to you. The onlookers on the break wall were *spectators*. We're all different, we all have strengths and weaknesses. Use your strengths, avoid your weaknesses. My unique difference and strength was and is that I trusted my *bodd* to help me. I'm committed to saving your life force from engaging in pointless distractions.

The Power of Imagination

In the Industrial Age an educational system was created to train people to take direction, learn answers, and obey. You and I were trained to be what I call an *answerite*. Trained not to think but to answer right. *Answerites* are *spectators*. *Participants* are independent, inside-out people that do not look to others for direction but trust what they see independently and decide what to do.

There's no institutionalized interest in teaching you to be an independent thinker, authentic, or significant—to be what I call a *learnic*. A *learnic* is a person addicted to learning, personal growth, and independent thought.

Your independent decision-making is the work of your *godd*—the visionary part of you that creates meaning and chooses what matters to you. *Godd* looks inward, decides your path forward based on your unique TIPS and bias, and then hands your vision to your *bodd* to achieve it with ge’pow’ma.

Before you had the ability to create your mindset (your attitude), you were thwarted—overwhelmed by smothering, forceful instruction. Your mindset was not allowed to develop naturally. Here is an example:

My teacher barked at me in grade school: “Kirk, stop daydreaming. Tend to your studies.” I was sitting at my desk looking out the window and imagining wondrous possibilities. Our childish tendency to be creative was systematically extinguished via our schooling. This is not groundless speculation; know this:

A famous NASA study showed that the educational system in the US crushed children’s creativity.

NASA tested 1,600 five-year-old students. Shockingly, 98% tested in the “*genius category of imagination*.” By graduation that number dropped from 98% to 2%. Why? The imagination and creativity of children was crushed by stupid *answerites* who were themselves victims of US public schooling, resulting in no **curiosity**.

In a different study, **five-year-old students** were given an original construction challenge requiring **collaboration**, **coordination**, and **cooperation** (*cococo*). The same challenge was given to ivy league college graduates, lawyers, engineers, MBA graduates, and other professionals. The children outperformed the adults by a huge margin. US schooling undercuts a student’s source of power which is imagination. Without imagination self-esteem decreases. Good news! What was done to you, can be undone by you. I’ll show you how.

I’ve been an independent SOB throughout my life. I have no degrees or credentials. But I have succeeded and set records repeatedly in all my endeavors because I trust my *bodd* and just *dive in*. I commit. All answerites, academics, will be among the first to be replaced by AI. Schools, colleges, and universities will soon cease to exist.

The Power of Curiosity

Do you have a vision of you doing what you would love to do? Do you have a credible plan to make your dream come true? Do you set goals daily to realize your aspirations?

Without imagination there is no vision or a plan to realize it. If you don't have a vision of a future five, ten, and twenty years from now, know that you need to reinvigorate your ability to imagine and you can. To do so, first, understand the function of beliefs.

Your beliefs control what you can see, what is in your awareness. You were inculcated with beliefs that extinguished the fire of your imagination and your **curiosity**.

The only thing worse than being blind is having sight but no vision.

Helen Keller

Without imagination there is no **intention**, there is little invention. To experience meaning, you must first invent a vision of you doing what is most meaningful to you given your TIPS.

In the age of creativity, becoming an intentional person is a necessity. To be an intentional person, you must be an inside-out person—a *participant*.

The Power of Intent

All human behavior is changed by **intent**, by your *intent* or the intent of another. You can be reactive or proactive—a *spectator* or a *participant*. Your choice.

You have a forte—a peculiar strength. You need to know your strength—how you are different. The admonition: *Know thy self and to thine own self be true* is a MUST in the *Age of Creativity*. How can you develop or manage yourself without knowing yourself? You cannot.

How does a person change from being *other-referenced* (managed by others) to being *self-referenced* (managed by oneself)? It starts with recognizing **you are in charge**, you have a choice. You are a decision maker. You have to cultivate and foster what interests you. Grow your interest by feeding it your **attention**, **time**, and **energy (ate)**—your life force.

Here is what **not** to do: The couch potato sits watching his favorite distraction eating salty chips washed down with beer, then some ice cream, and caps his feed fest with a smoke. Why? Because he *wants* to! Why does he *want* to? The answer is conditioning and habituation which you can learn to master. The *spectator* isn't self-directed. The *spectator* is **trained to want what they want**.

It is easy to believe whatever supports your desire, be it instant gratification or long-term achievement. To change what you want, decide to do so. It is that simple. New beliefs will spring into being and support what you *want*. Deciding can be easy given new understanding—new thinking, a new attitude. Contrary to what you have been led to believe, you can *want what you want* and transform your life easily, even instantly. You are in charge if you believe you are.

Takeaway

Spectators are *not* taught to imagine the consequences of what is happening before their eyes. They are taught to prioritize being right—to **not** make a mistake. They are **not** taught to be responsible—to think for themselves. Answerites look to others to know what to do. Their priority: **Don't Make A Mistake**.

Participants prioritize obtaining a positive result. They create a vision of what that result looks like and create a plan to realize it. *Participants* are learnics. Learnics don't care if they fail or make mistakes because that is how they learn to succeed.

Do you want to be an *answerite* or a *learner*? Decide! Obtaining results requires you to create a vision—**think**, **imagine**, and **decide** (tid). Discover your TIPS at 7Beliefs.com and become a participant, not a spectator.



3

The Tyranny of Beliefs

Imagination is more important than knowledge.

Albert Einstein

Important

It's your beliefs that rule and determine your outcomes. Beliefs determine what is in your awareness. What is in your awareness determines what you see—your *perceived* reality—what you believe is important. What is meaningful to you determines your life outcomes. Two **true** stories exemplify what few understand.

Story #1: Banana Brained

I was on the upper floor of the building housing the department of psychology at the University of Minnesota. I noticed a small window in one of the doors adjoining the hallway. I looked in.

I saw a Rhesus monkey constrained in a clear Plexiglas contraption. The monkey's skull cap had been removed. Electrodes were stuck into the monkey's brain as though it were a pin cushion. Small

wires were attached to each electrode. I could see smoke curling up from a lit cigarette fixed in front of the monkey's lips. A tube adjacent to the cigarette delivered an apparent reward to the monkey when it took a drag on the cigarette. There was no one in the lab.

My impulse was to save the monkey, but seeing myself hurrying down the hallway cradling a skull-less monkey in my arms, I realized the futility of my compassion; I was unable to care for a skull-less monkey. I was a student.

I wondered how the monkey came to its hellish circumstance. I learned via the Internet that 20,000 rhesus monkeys are captured annually in India and exported to research labs and other facilities around the world. The way monkeys were captured intrigued me.

A small bamboo cage is constructed. A ripe, yellow banana is placed in it. Then, the cage is fastened to a tree branch in a tree frequented by monkeys. When a monkey happens upon the cage and sees the banana, it will reach between the slats that are just wide enough to squeeze its hand through and grasp the banana. The space between the slats is not wide enough to allow the monkey to withdraw its hand with the banana in it. So?

The monkey does not release the banana and is captured. The monkey's fateful decision to hold the banana subjected it to the control of another—serving the interests and desires of another. It is a hellish life to be captured, constrained... not able to pursue one's nature. Has that happened to you? Yes. You are captured by the beliefs you hold. Those beliefs are most likely not in your interest.

Like the monkey, we cling to beliefs without imagining their cost.

The monkey *wanted* the banana. You want money. It is easy to know what you *want*, but hard to know if you should *want* what you *want*. To know that, you would need to imagine the possible consequences of obtaining what you want. The monkey was not able to do that.

Being *banana brained* means knowing what you *want* without knowing the longer term consequences... Think of the couch potato becoming obese or overweight. Is that the consequent the couch potato wanted? I don't think so.

We all have beliefs. Your beliefs dictate your wants, what you think is **important**, what you think is **good or bad** for you.

When you hold unexamined beliefs—which you likely do, you are like the *banana brained monkey*. You're captured.

Nearly all the teachers and professors employed in academics are *answerites*. They don't know that they reduce the creativity and imagination of their students. They nullify a student's capacity to be **curious**.

Academics **believe** they have the answer, so there is no need to imagine, think, or ask: *What if I'm wrong?* This academic viewpoint is the opposite of a scientist's viewpoint. A true scientist does not believe she has the answer; she believes she has a hypothesis which needs to be tested. Testing requires imagination (how to test) and attention to the test results.

If Einstein is right that *imagination is more important than knowledge*, then academia is engaged in an injurious enterprise albeit unwittingly. If so, the sooner we reform our educational institutions the better. Teachers need to encourage students to understand their TIPS and imagine how they can use their TIPS to deliver value to others. They need to encourage **curiosity**—questioning.

The creator of the IQ test did not believe that it measured a student's intelligence but rather, believed it measured the level of a student's knowledge. Measured how effective teachers were in teaching students. Different beliefs create different meanings.

The teachers decided on a different belief. They believed the test measured how intelligent students were: those failing to retain knowledge were labeled less intelligence. This belief allowed teachers to be unaccountable for the results of their teaching.

The whole idea of IQ is not supported by facts—see Daniel Coyle’s book *The Talent Code clarifies: Talent isn’t born. It’s grown*. Your beliefs make you, break you, or kill you. Don’t believe you’re stupid because what interests you isn’t valued by others. Einstein was thought to be an academic failure, not fit to achieve anything in science. He was considered a rude, disrespectful fool.

If you have the beliefs of an academic—an *answerite*, you are not open to feedback because **you know the answer**.

Without **curiosity**, there is no increase in understanding or knowledge. Einstein did not know; he only had a theory of general relativity which fostered technological discoveries and an abundance of new wealth. He was not an *answerite*. He was a *participant* pursuing his interests despite the disapproval of others. He was a learnic.

Story #2 Death and Despair

I was five years old. My older brother Chucky was eleven. Chucky brought a turtle home to our apartment. Mom told Chucky that he could not keep the turtle, that he had to return it to where he found it.

Chucky, turtle, and I went down the back stairs to the alley; it was only two and a half blocks to the Fish House on Pere Marquette Lake where Chucky captured the turtle. When we arrived at the Fish House, there was no one there.

Chucky released the turtle into the water and spotted a school of minnows circling just off the front of the dock. He pointed them out to me and said that there was a net beneath the dock. While he fetched it, I watched the tiny minnows as they created a perfect circle of continuous motion just below the surface of the clear water.

This day was to become a life changing experience—birthing a fierce tendency to be an independent thinker. Chucky was my oldest brother, my best friend, my teacher, and my hero. I loved Chucky; I looked to him—up to him.

Retrieving a long-handled fishing net from beneath the dock, Chucky positioned himself toward the edge of the dock above the circling minnows. He sunk the net slowly into the water beneath the school of minnows. Then, with his arms spread apart on the handle, he leaned over the dock's edge and pulled up hard and fast.

Instead of pulling the minnows out of the water, he pulled himself into it. He plunged into the frigid water wearing his flannel winter coat. It was March, winter in Michigan.

Lakes in Michigan continue to cool throughout the winter and tend to reach the coldest temperature in the month of March—about 32 degrees Fahrenheit.

Chucky could swim but not weighted down with icy cold clothing. The shock of plunging into ice cold water can kill a person. It did kill Chucky, but not instantly.

“Go get mom!” He yelled up as I approached the edge of the dock above him. I turned and ran off the dock as fast as I could, retracing my route back home. When I burst through the door of our apartment. I gasped, “Chucky fell in the water, said to get you.”

Mom and I rushed down the back stairs through the alley to the street. A man in a car pulled over... “What’s the matter?” he asked. “My boy fell into the water,” mom said. He drove us to the Fish House. On the dock, Chucky was nowhere in sight. Mom called and called and called... Mom was desperate. I felt bad for her.

That night when my seven year old brother Kenny told me that Chucky was dead, I asked, “What does that mean?” He said, “You will never see him again.” He was right.

Chucky's *decision* to catch the minnows cost him his life. I lost my oldest brother, my best friend, my teacher, my hero. Mom asked me, “Why didn't you help him?”

Her question caused me to wonder why Chucky ordered me to go get mom. The only reason I could think of is that he didn't want me to fall into the water with him. So I said that Chucky said, “No,

you might fall in too.” I told a lie. Mom’s question plagued me. Another adult told me that I should have gone to the police post that was a half block away but I did not know that.

Children and adults make decisions, judgments without forethought. Disobeying my elder brother’s command was inconceivable when I was five years old.

The death of Chucky taught me that people make decisions with no concern to the consequences that might ensue. Chucky had taken a turtle out of its environment, brought it into our apartment, and was told to return it, which he did.

He decided to take the minnows out of their environment but why? He could not keep them. It is human, all too human, to make decisions with no concern to the consequences. I want the death of Chucky to mean something, to be a warning to others.

The banana and the minnows were of little importance. The belief in their importance was consequential. Tragically the consequence was not **imagined** until it was too late.

It is easy to decide, judge, and believe. It is hard to imagine the consequences that might ensue. Neither Chucky nor the Rhesus monkey considered what they could forfeit. Chucky forfeited his life, the monkey forfeited the freedom to live on its terms.

All your beliefs are judgments as to what is good or bad—what is important, what is meaningful to you. All beliefs create expectations and consequences which are often at loggerheads, conflicting.

Are you aware of your beliefs, what you think is good or bad? Do you know the expectations and the consequences that your beliefs stir up? You cannot know the value of anything, whether it is good or bad for you or how it could be consequential without knowing your TIPS, your spirit. To the extent that you do **not** know yourself, you are not *participating* in life. You are not *proactive*.

There are three kinds of people: *those who **follow** the rules, those who **break** the rules, and those who **make** the rules. **Make your own rules**, own your spirit, your bias, your gifts.*

Beliefs are Blinders

Your beliefs determine what you see (what is presented in your awareness) and the meaning you see (be it good or bad?). You will learn that an unwanted belief can be extinguished instantly with new awareness and understanding. If you come to know your TIPS and learn how to **think**, **imagine**, and **decide (tid)**, you'll be armed and ready to create and realize a vision of you living an amazing life.

To manage yourself, manage your beliefs. Your beliefs function as blinders—as the blinders used on a horse pulling a carriage. The horse sees the road ahead, *only the road ahead*—blind to everything else. The carriage driver controls what is in the awareness of the horse's brain by using blinders.

Beliefs are blinders controlling what is in your awareness. In the next chapter and beyond, I'll introduce you to beliefs that will *maximize the memomon* in your life.

The fact that you're reading this book attests to your willingness to start, stumble, and stick. You will learn to manage yourself and realize your ge'pow'ma (**genius**, **power**, and **magic**).

Takeaway

Answerites have no meaningful goals, no **curiosity**, no discoveries, no innovations, no inventions because they know all they need to know. They think they know what is best for you, though they don't know you. And most likely don't know themselves. Their beliefs blind them. They don't see what I see.

*Things which matter most must never be at the mercy of things
which matter least*

Goethe

What matters most is your opinion of yourself; the opinion of others matters least. The one belief needed to manage yourself effectively and create a desirous future vision is revealed in the next chapter.

In the next chapter you'll know the one belief that enables you to manage yourself. Without this belief you will never create a compelling vision of a desirous future. You will never know what is most important to you.

4

Survival of The Fittest

If you are not for yourself, who will be for you? If not now, when? Be a lamp unto yourself, be your own reliance.

Buddhist

Remember there are three kinds of people: *those who follow the rules, those who break the rules, and those who make the rules*. Make your rules based on your TIPS. Become self-referenced, an inside-out person, by knowing and managing your beliefs—your rules. Become the measure of all things in your experience.

I cannot pick your rules because you and I are different. We have different natures and experiences. We have different beliefs about what is good or bad. You know your experiences. I do not. But, I can show you how to actualize your potential and how to create priorities as well as a sense of passion and purpose aligned with your TIPS.

A Riddle Solved

Imagine bringing a baby into the world and having the power to gift your newborn a miraculous ability. If you can imagine it, you can gift it. What ability would best serve the interests and well-being of your baby? Take a minute. **Participate**. Write your answer in the margin, for later reference. Thinking and imagining is good for you. Think. Write. **Participate**.

Let's revisit this question from a different perspective. Imagine that God decided to create a human being and having done so, bequeathed a unique power to her creation. What would that power be? Write your answer in the margin. Think. Imagine.

Thinking (questioning) and imagining (creating) are the best practices because similar to a muscle, they are strengthened with use. You and I have been gifted with the capacity to create the meaning of all of our experiences. There is no superpower superior to that. But, you've never been taught how to use your superpower. You may not know that it exists: You can create with imagination the meaning of any experience. I know it's hard to understand and believe. Let me prove it to you.

The Origin of Meaning

Steven Weinberg, a noble laureate, and theoretical physicist concluded in his book, *The First Three Minutes*: "... the more the universe seems comprehensible, the more it also seems pointless."

Yes, it is pointless because to have a point requires **intent**. Using the scientific method to explore the universe, scientists did not use goblins, ghouls, and gods to explain events occurring in the universe.

This change in mindset applied with discipline has yielded an extraordinary bounty for humanity... so much that a person living in a developed country is lavished with more wealth and well-being than any past Egyptian pharaoh, Caesar, or a king could imagine.

Human longevity has increased threefold. Science tells us what is, but doesn't tell us, the meaning of anything.

Think of a child sitting in a sandbox. Not one grain or any combination of grains of sand in that sandbox exhibited any **intent** to do anything. Without intent, all the grains are meaningless. Would you want it otherwise? No, of course not. Our adult sandbox is the universe. Atoms make the objects in it. None exhibit an **intent** to do anything but obey the laws of physics as we understand them. So what?

I am grateful that I live in a "pointless" universe. Why? I can imagine and create something new like a sandcastle. That was fun for me as a skinny teenage weakling on the beach. I had my way with the sand, I was boss. I was a creator of something.

If the universe is pointless, does that mean that my life **MUST** be meaningless? No. On the contrary, it means that you and I are free to create meaning... be it building sandcastles on a beach, putting satellites in space, or connecting human minds directly to the Internet. You are free to create whatever is meaningful to you. For me, right now, it's creating this book.

You—given your idiosyncratic (uniquely personal) nature and your experiences, can decide the value of your experience. Nothing has value in and of itself. What is, is. The meaning of everything is up to you.

If I loved you and I were capable of giving you the greatest gift, I would gift to you *free agency*. What is *free agency*? You are in charge of your life: you are free to decide what is important, what matters; what's good and what's bad. Understand that your experiences are yours alone. If you like chocolate ice cream and I like butter pecan, who's right? We both are—all value judgments are subjective.

Who, but you, can best judge what is best for you?

What is good or bad for you is different than what it is for me. There are consequences for every choice you make, but there are no rules to dictate your choice of what is **meaningful**, or not **meaningful** to you. That is up to you—only you.

There is nothing good nor bad but thinking makes it so.

William Shakespeare

This is your gift: The capacity to imagine and thereby create the meaning of your experience. How do I know that there is no objective meaning in the universe? I know that all experience is subjective by definition. Your experience only occurs in your mind. It is only perceived by you.

Good or Bad

The cheetah, the fastest land animal, stands frozen, staring, staring, staring... Bursting out of the savanna's tall grass toward its prey, a wildebeest... faster and faster the cheetah runs. The wildebeest responds by zigzagging left, then right to avoid contact. The cheetah closes in and, in a final burst, leaps forward to grip the wildebeest's hindquarter with its claws. The wildebeest falls to the ground... in a moment the cheetah is at its throat. Locked in the jaws of the cheetah, the wildebeest is suffocated, dead. The cheetah then eats its prey.

Where are the good and the bad in the above scene? The good is in the mind of the cheetah which will feed itself and its brood for another day. The bad was in the mind of the wildebeest before its death. There is no objective good or bad in the scene because what is good or bad is entirely experiential. There is no good or bad in the physical universe. There is only a subjective perception of it in a mind.

Humanity's Gift

Imagination is everything. It is a preview of life's coming attractions. Imagination is more important than knowledge.

Albert Einstein

Given Einstein's belief, do you see why his teachers didn't like him and thought he would never amount to anything? I'm happy that my teachers didn't like me either. I saw that their judgments were like the judgments of those parents who thought there was thievery in my blood. Those opinions are useless nonsense!

You are godlike in that you are omnipotent and omniscient when it comes to the meaning of anything and everything in your experience. I call this aspect of your mind, your free agency: *godd*. You are godlike whenever you **intentionally** create meaning.

Unlike the cheetah or the wildebeest, you have the capacity of prospection—meaning you can imagine a future context. You can turn any disadvantage into an advantage in a future context with imagination. You choose to create meaning or obliterate it when you choose a belief. **This is your power**. As a skinny weakling, I choose to believe that I was honest and that helping others was good. I still believe that.

When I was a boy, I was weak and sickly. I imagined that I could become strong and healthy. Today, I'm in my early eighties and I'm stronger and healthier than ever before. I routinely lift weights and run up an incline on my treadmill. I imagine that I can become the oldest man. That is my vision, my plan, and my goal. I want to set a good example for you.

Free agency is your power to decide the meaning of everything.

Ye, are gods.

Jesus of Nazareth

Some dismiss their gift—their ability to change their mind. They argue that certainly being castrated, going blind, or becoming quadriplegic is bad. They think, *If that happened to me, I would be a hapless victim. There's nothing I could do.* Bullshit!

Nothing bad can happen to you because what is bad *is a judgment*. Judgments do not happen to you. **Judgments are something you make about what happens to you.** You, therefore, determine whether your experience is good or bad. Believe what you want, but accept responsibility for what you believe. You can turn any adversity to a greater advantage. Think of Helen Keller. In 1882 when she was 19 months old she became deaf and blind. She turned that happenstance into a legendary life.

*The mind is its own place, and in itself can make a heaven of hell,
a hell of heaven.*

John Milton

You will never come to know your true self without accepting the ability to respond—**response-ability**. You can turn any lemon into lemonade with imagination.

You were forced to endure schooling that nearly extinguished your capacity to imagine wondrous things. Before your schooling, you were a **genius** with the **power** to imagine **magical** things (ge’pow’ma). Back then, you were not in charge, but now you are. Now you can acquire **empowering beliefs**.

Create meaning that serves you regardless of what befalls you.

TOM

I lost my beloved brother Chucky when I was five years old, that experience is now most meaningful for me.

People who have experienced a dreadful loss—such as loss of sight or mobility, are in time just as happy after they accept the loss as they were before it occurred. We humans are resilient.

What is the purpose of a seed? Is it to germinate and grow? Do you have seeds of potential in you? Do you have a duty, an obligation to develop your potential? Yes. Choose a belief, but consider its consequences.

Every stitch of meaning sewn into the fabric of my life was stitched there by me and can be unstitched by me.

TOM

Authority and Responsibility

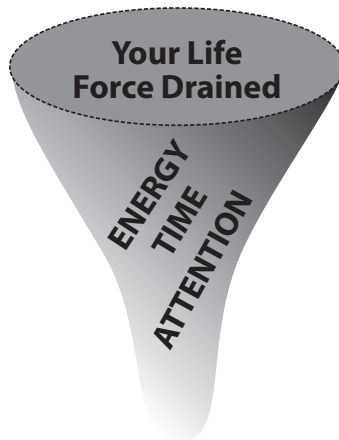
Authority and responsibility are two sides of the same coin. If you deny responsibility for the meaning of an experience, you forfeit your power to create it. You become a victim.

Nothing means anything without consent.

TOM

Today I see lifetimes being dissipated in distractions for lack of a meaningful challenge—for lack of imagination, there is no *vision*, no plan, and no goals. Without meaning created by **intent**, without vision, without goals, without routines aligned with a vision of a future you, you are not in charge of your life—someone else is. Don't waste your life force, your **attention**, **time**, and **energy** (ate) on distraction.

**No Vision, No Goals Leads
to Boredom and Then →**



**Distractions
gone, gone, gone**

No one has given me the authority to be a leader or to write this book. No one will give it to you—to do anything that matters. Assume command and do the best you can now. Be your own reliance; *dive in*. Commit!

Earth is teeming with life when once it was barren. Surely, if there is a niche for the dung beetle, there is one for you and I as well.

To enfeeble you, to destroy you, all I need do is accept responsibility for you, convince you that I will take care of you—think government. *Your purpose is to cultivate the seeds of potential within you. This belief is the primordial belief that enables self-management.* Without this primal belief, you are a perpetual victim managed by others to serve their interests—not yours.

Assignment

To know yourself better, spend time with yourself. Note your thoughts in a private journal. Your journal should *not* be shared. It should be a private conversation with your best friend: your *bodd*. *Bodd* is your gut, listen to it. *Godd* decides your future. Your gut makes it happen.

Whatever you attend to, you energize. Engage in two daily routines: meditate and journal daily. High achievers engage in these two activities. Start to meditate daily, set aside time to do it—make it a routine. Ditto journaling.

To create a new habit or routine, make it easy. *Inch by inch is a cinch*. Start to meditate for two minutes each morning. Graduated to 3 then 4, and so on. Ditto journaling. You'll come to know yourself better.

Learning to control your focus (attention) is the skill of champions. Self-control, self-discovery, and self-management begins with control of your attention. Create a vision of a future doing what you love.

Takeaway

The fittest survive by responding to adversity with a take-charge attitude. Adversity is a challenge to imagine how it can be turned into an advantage. All experience prods you to learn, grow, and achieve more than you otherwise would—the **primal belief**. All failure is a gift. If you are not failing, you're not learning. If you're not learning, you're not growing. If you're not growing, you're dying. *If you've no priorities, you're dead.* Next unleash the genius, power, and magic (ge'pow'ma) within you. With free agency secured, the next chapter shows how to use your inner ge'pow'ma to achieve results.

Definitions

Answerite: A person who thinks knowledge is more important than the ability to imagine—to be **curious**.

Banana brained: Knowing what you want without knowing the longer-term consequences of getting what you want.

Bodd: The unconscious, material part of your body which holds gepowma.

Cococo: Collaborate, coordinate, and cooperate

Cocoon: Quiet time to daydream and imagine possibilities.

Gepowma: The genius, power, and magic (ge'pow'ma) that is within bodd.

Godd: The immaterial, conscious part of a person that can think, imagine, and decide (tid) on how to employ their attention, time, and energy (ate).

Learnic: A person who prioritizes personal growth and independent thought.

Memomon: Meaning, motivation, and money (memomon)

Tidate: To think, imagine, and decide how to employ your attention, time, and energy to achieve an objective (tidate).

TIPS: Temperament, Interests, Preferences, and Strengths (TIPS) — your TIPS from Mother Nature reveal Your Oddity and Your Destiny.

5

Genius, Power, and Magic

When I was five years old I had horrific nightmares. I was afraid to sleep. Like a spoiled child, I screamed to myself: NO MORE DREAMS! Strangely, four decades passed without me waking and remembering a dream. Then, I did.

It was in the summer of 1990; I was forty-six years old. I dreamed I was sitting at the back of an empty bus, lurching left and right. Bracing myself by grabbing the seat-back in front of me, I could see there was no one on the bus. There was a panel behind the bus driver. Standing up, I moved forward, holding one seat-back after another. There was no bus driver. The steering wheel twisted counterclockwise and then clockwise. I awoke.

Why did I dream?

I remembered—prior to sleep, I had decided to conduct an experiment. I had read how others had successfully turned problems over to their mind prior to sleep, so I commanded my mind to prepare a two-hour speech for me to present at an upcoming seminar featuring Zig Ziglar, Rocky Bleier, and myself. If only, it were that easy.

The message from the dream was clear: I had to steer the bus; decide what to present at the seminar. *I am the decision-maker*. So what?

A part of me was communicating with a different part of me... Letting me know what it could *not* do. Are there two parts to me? What part was saying I had to steer the bus? What was the other part? You cannot effectively manage yourself without understanding yourself.

Godd and Bodd

If the biblical Jesus is correct and you are a god, in what sense is this true? There is an intangible, emergent capacity in humans called consciousness. You consciously **think**, **imagine**, and **decide (tid)** how to use your **attention**, **time**, and **energy (ate)**. You rule: you decide what is important, good or bad. I call this capacity within you *godd*. You choose what can and cannot enter your awareness when you choose your beliefs.

There are three parts to your mind. To understand these different aspects of your mind, think of this analogy: Imagine holding a flashlight on a pitch-black night. When you turn the flashlight on, a beam penetrates the darkness. By analogy, the light beam is *pure awareness* with nothing illuminated but the beam itself. The beam itself is **not** the part of you that is of immediate interest. The other two parts, which I call *godd* and *bodd*, are of interest. These parts control what's in your awareness—your perceived reality.

What is in your awareness is the reality you see. *Godd decides* where to point the light beam: what to illuminate in your awareness and what not to illuminate. *Bodd* is that part of you—your body—that strives to realize *godd's* intentions. Your hand points the flashlight in a direction you want illuminated. *Godd* (mind) **decides** and *bodd* (body) **abides**. Understand this:

Godd **thinks** (questions), **imagines** (creates), and **decides** (judges) how to use your **attention**, **time**, and **energy (tidate)**. *Godd* can **tidate** and change the rules by which you live: your beliefs, your

habits, and your routines. When you refer to yourself as “I” or “me” you are referring to the *godd* part of yourself. Your efficacy depends on how effectively *godd* and *bodd* work together.

If you think of yourself as a submarine, then *godd* is the sub commander, and *bodd* is the sub and crew. The commander says, *Up periscope*, surveys the terrain, and decides what to do. *Bodd* (the crew and sub) implement the commander’s (*godd*’s) decision if *godd*’s command is *unambiguous*. If the decision is ambiguous, then *bodd* would have to make a decision and **that it cannot do**, so it does nothing.

Bodd (your body) is defined as all material parts of you. My *bodd* told my *godd* by way of a dream that *godd* had to drive the bus. The one thing that *bodd* **cannot** do is make a decision. *Bodd* obediently serves you—the *godd* part of you. Your *bodd* can do unimaginable, miraculous things for you, but it can never make a decision; that is *godd*’s job. That is why *godd* exists.

Think of *godd* as your mind—the immaterial part of you, your consciousness, and your *bodd* as your *body* including your *brain*—the material part of you.

You are not just a conscious and unconscious being. There is more to your *bodd* than your brain and neurons. *Bodd* has *genius*, *power*, and *magic* (pronounced ge’pow’ma) within you, a part of you.

Bodd will only maintain the status quo until prodded by *godd* to change. *Bodd* serves *godd*. *Godd*’s decisions determine your fate.

Efficacy requires integrity—non-conflicting directives from *godd*. When that happens; the **ge’pow’ma** of *bodd* activates within you. You can experience explosive growth in creativity and productivity. To harness your *ge’pow’ma*, *godd* must understand three things: 1.) The power of *bodd*. 2.) How to communicate with *bodd*. 3.) *Godd* MUST accept responsibility for all results obtained by *bodd*.

The Power of Bodd

At conception, you were a one-celled, microscopic organism called a *zygote*. That single cell spawned trillions of cells. *Bodd has the ge'pow'ma to create a human being: you.*

Today there are 30 trillion cells in your body—created by *bodd*.

For every cell that is you, there are other cells, mini-invaders, that are not you: viruses, bacteria, and fungi. Each second, your life is sustained by more than a quadrillion molecular chemical reactions coordinated between trillions of entities, all orchestrated by your *bodd*.

Each cell in you is itself a marvelous organism. It has a membrane (its *brain*) that determines what can or cannot enter the cell similar to how your beliefs function in your mind.

All of your experiences are recorded and retained. *Bodd* manages that information to serve your interests. Your *bodd* only allows ideas into your awareness that are consistent with your beliefs, self-image, and self-talk.

You can access your *ge'pow'ma* with **curiosity**. If you want to create a vision of a future, for example, *bodd* can help you do that barring a conflicting belief within you.

Communicate with Godd

Godd needs to decide what you will do, have, and be. If a decision does not conflict with other ones, it will be realized. Conflicting judgments derail *bodd's* efficacy. The greater your integrity—the greater the coherence of your intentions, decisions, judgments, and beliefs, the greater the *ge'pow'ma* available to you. You **MUST**, for example, **keep all your promises to yourself and others**.

Be aware that the way we judge ourselves is different than the way we judge others. We judge others based on their actions—their results, not their intentions. But with ourselves, we do the opposite.

This is a grave mistake by *godd* causing self-deception. *Bodd* is rendered ineffective because *godd* is lying to herself and does not know it. Your intentions **MUST** be judged against your results—only your results. *The road to hell is paved with good intentions.*

To be more effective, make your self communications unambiguous—no conflict. If you are not getting the results you want, it is because of self-sabotage—honesty leads to efficacy.

Bodd is always with you, witnessing everything you say and do. You cannot hide anything from your best friend and servant. *Bodd* never judges you—that's *godd's* job. *Bodd* wants to help you get what you want, but you have to know what you want. Do you? Do you have a vision of the future?

If you want to be **curious**, creative, confident, courageous, and committed, envision a future where you have these attributes and are loving what you're doing, what you have, and the person you've become.

Your Best Friend

Imagine that you had a best friend who loved you so much that your friend would do whatever you wanted. Further, imagine this friend is a genius of the highest order with capabilities beyond what you know. Finally, that this friend existed only to serve YOU. What do I mean?

If you asked this best friend to lift a pistol and point it at its head, it would do so without hesitation. If you then ordered your best friend to pull the trigger, it would do so and kill itself. I think you know that your best friend is your *bodd*.

The way *bodd* works with *godd* is similar to the way each living cell's membrane controls what molecules are permitted to enter into the cell. Given *godd's* judgment, *bodd* will not allow dis-confirming information into *Godd's* awareness. This is why teachers never **learn**

that their belief in the importance of knowledge—over **curiosity**, kills the imagination, creativity, and ingenuity of students.

If *godd* has no vision of a future, *you're* not in charge, not managing your life.

Bodd taught me in my bus dream that I am the decision-maker. I am in charge. I have the authority to decide. Always! And so it is with you. If you believe you are a victim and have **NO** ability to turn a lemon into lemonade, this lie will cause *bodd* to kill your ingenuity. People who forsake response-ability succumb to authority. They're outside-in people managed by others as shown by the following:

Psychologist Stanley Milgram in his research and book *Obedience to Authority* found that 80% of the population in the US lacks the internal resources needed to defy evil, authoritarian orders. What does this mean? It means that despots like Hitler, Stalin, or Mussolini can induce people to do evil things simply by ordering them to do so. Why? The majority of people lack the **beliefs** needed to be independent, authentic, and significant (biased). They don't know their bias or make their own rules based on their bias.

My vision is to create a message and movement to teach people to acquire the seven beliefs so they can be independent, authentic, and significant and thereby maximize their memomon. If successful, millions, maybe, billions of lives will be saved. Humanity will no longer experience wars and the nefarious cycle of societal and civilizational collapse because people will no longer submit to despots—the psycho-sociopaths among us.

Create Your Wants

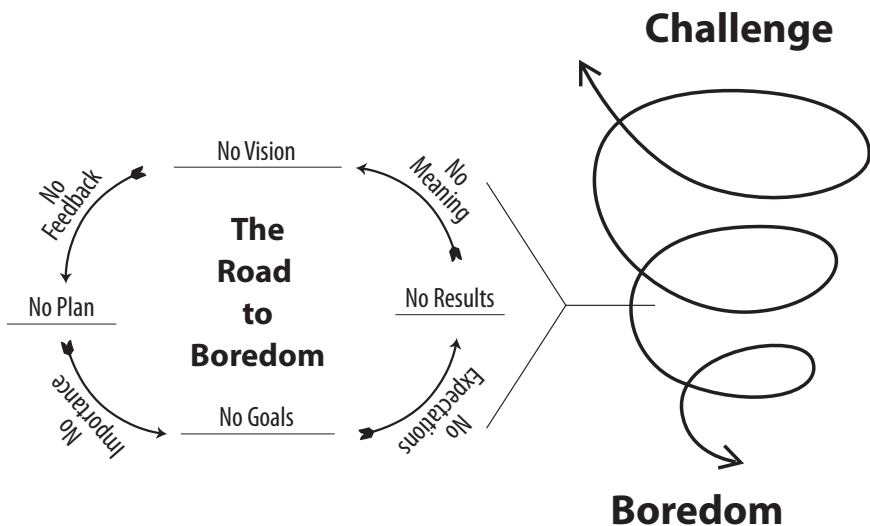
Most believe you can know what you want, but not, want what you want. If that were true, then advertising would not work, but it does. Marketers, politicians, governments, and the mass media are all

hell-bent on creating your wants. *A person will change their beliefs to justify having what they want in a nanosecond.* They rationalize.

I do not want to exercise daily, but I do. Why? I imagine the consequence of exercising and do it to gain the benefit of a long healthy life. I'll become the oldest man or die trying.

Few want *what they want*; others have created and managed their wants. Since most don't make their own rules, others do that for them—to have them serve their interests.

Most people in the US today are overweight or obese. Did they decide to be that? No. They responded to propaganda. Propaganda works. Convince someone that they want X and they will rationalize having it even if it is contrary to their interest as it most often is. Think of how social media sites capture the attention, time, and energy of people to no end but distraction. Why do people waste their attention, time, and energy (their lives) on distractions. ANSWER: They do it to escape the pain of boredom. Without vision or a plan to realize it with goals or challenges, people experience the pain of boredom.



Create your *wants*, mindful of your TIPS—your calling. Become a better you. You're worth far more than you imagine, than you can now imagine. Work on imagining—creating your wants. I work twelve hours a day, seven days a week because my vision is most meaningful. I have a mission.

Inspiration is for the weak-minded, I work long and hard to realize my goals.

TOM

After the age of twenty-five, most can self-direct changes in their wants. Typically, the neural structures needed to do so, don't exist until then. This is why most have no vision of a future aligned with their spirit. If you're young and have a vision, it's likely due to indoctrination and your vision is not aligned with your TIPS.

You don't see the harm in your wanting distractions. Were you taught any of these **positive, powerful** beliefs:

Beliefs of High Achievers

Belief #1: Anything worth doing is worth doing badly because that is the only way to learn how to do what is worthwhile. To learn to walk, talk, or read, you first suffer walking, talking, and reading badly. When you were a baby trying to walk and failed hundreds of times did anyone say: Quit! Persisting in failing is the hallmark of a champion. If you want to do something and you do it badly, keep doing it. Tell someone that you love them even if you do it badly.

Belief #2: Work is playing. Thomas Edison said that he never worked a day in his life and that it was all fun. Engage in activities that are joyous and aligned with your TIPS. Commit to what interests you.

As children, we played by pretending that we were somebody doing something: a cowboy, doctor, or whatever. That is exactly what you must do. Let your *bodd* know your aspirations. Create a

vision of your future self. I'm pretending I'm a wise old man helping YOU.

Suggestion: Ask your *bodd* tonight before sleep to remind you of some of your most joyful life experiences. You will have to ask repeatedly, night after night, to train *bodd* to be responsive just as you trained *bodd* to walk, talk, or ride a bike on autopilot ... learning requires repetition until you are conditioned.

Belief #3: All adversity holds a greater advantage. This is the greatest belief to have since in the face of difficulty, this belief will enliven and empower you to act. Adversity is an opportunity to grow. All adversity is happening *for* you—to stimulate your growth.

If you are **not** experiencing adversity, you are **not** challenged to grow in perspective, skill, or awareness. Adversity prods growth—what else will? Embrace adversity. Think! Do not let FUD (fear, uncertainty, or doubt) prevail.

Adversity holds a greater advantage. Actualize your potential: **start, stumble, and stick.**

Internal Conflict—an example

Julie, who had worked with me at my investment banking and brokerage firm, visited and explained that she had a debilitating fear of snakes. She thought her fear of snakes was irrational but could not overcome it. I asked if she wanted her fear extinguished. She said, *Yes*. I asked her if she knew why she had the fear. She said, *No*.

I asked a series of questions using Neural Linguistic Programming (NLP) and permanently extinguished her fear of snakes within minutes. She became more integrated and understood why she had had an irrational fear of snakes for decades. Here is her story.

She remembered that as a small child, she was in a barn with two boys. One of the boys saw a garden snake in the hay, caught it near its head between his thumb and forefinger, and then with his other

hand, he pulled the top of Julie's blouse out and dropped the snake in. Julie was terrified and traumatized.

She had long forgotten the incident in the barn with the snake, perhaps, because it was too painful to remember.

Her *bodd*—had not forgotten. Ever since that incident—thirty years later, *bodd* was still attempting to protect her from any contact with snakes by causing an irrational avoidance response to them. This illustrates how a part of you with positive **intent** can persist in acting to protect you. This is how internal discord arises within you making you less efficacious and happy.

Parts of your mind can thwart your positive **intent** without you knowing why. *Godd* (mind) no longer has access to the multitude of memories, experiences, or judgments—your past decisions, but *bodd* (body) does. *Godd* can challenge and change the meaning of any experience brought into awareness.

Bodd cannot ignore an outdated imperative from *godd*, no matter how outdated, only *godd* can remove an imperative—nullify a past decision by *changing the meaning* of it.

Remembering why Julie feared snakes, she (*godd*) *decided* her phobia was understandable but silly. Her understanding and decision canceled her phobia instantly, and permanently.

Like Julie, you and I have habits of mind, patterns of thought, that control our behavior—thoughts on autopilot outside of our awareness. There is a shortcut you can use to integrate these voices to achieve your dream life. Continuously, relentlessly visualize a future where you're doing what you love.

Here is another example of a personal internal conflict: I was unable to outline this book. I had been told long ago that I was not good at organizing. I held that belief even though it was false. Recently, I reorganized our garage and organized a workspace for my wife, Bo, to produce pottery in our split-level home. I noticed that I had done a good job of organizing the garage and her workspace.

The conflict between my observation and my belief came into my awareness. I recalled that when I was drafted into the service, I was given a battery of tests to determine my strengths. The tests showed that I had an engineer's mentality.

An engineer is a person, who given an objective, can create (organize) a plan to achieve the desired result. This realization canceled my debilitating belief. I *instantly* knew how to outline this book. Incredible!

Beliefs are like laws that tell us what we can or cannot do. Like laws, more often than not, our beliefs are not modified when time and circumstance dictate that they should be. People are thwarted, their dreams stillborn by parts of them that intend to help, but do not because *godd* has created conflicting intents—intents that are out of date or out of context like Julie's snake phobia and my belief that I was an inept organizer.

Takeaway

I have peace of mind knowing I am never alone—my *bodd*, my best friend, is always with me. I know I am the master of my fate. My best friend is carrying me most of the way. All I do is decide on my vision, and my plan to realize it, and set my goals. If you do this in earnest, the ge'pow'ma within you will work its wonder for you.

TIDATE

Think (question): What do you want to do, have, and be?

Imagine (create): What to do, have, and be in vivid detail.

Decide (choose): How to use your resources to achieve your goals?

Attention: How will you use your attention in detail?

Time: How will you use your time in detail?

Energy: How will you use your energy in detail?

Learning to walk, talk, and ride a bike was not easy. Teaching your *bodd* to help you tide will be hard.

Creating a vision for yourself is hard. There is, however, nothing more important to do if you want to have priorities, passion, and purpose, if you want to be a *participant* in life. Think of your vision as your mission.

Write your thoughts in your journal. You can have whatever you want if you know what you want. Never quit learning, be a *learnic*—start, stumble, and stick.

In the next chapter, you will learn how to increase the meaningfulness of your experience by maximizing your self-esteem: your sense of identity, belonging, worth, and efficacy; and how to be true to your calling. Also, you will learn the who, what, and why of you. You will understand why you are the boss and how to become the best you.

6

Taboo Thinking

A Strange Thing: I awoke because my brother, Keith, said, “I can’t come.” I lay in bed blinking towards the ceiling. My brother was not in the room. He was in Michigan, two thousand miles away. I was in Arizona. It was not a dream. He spoke to me when my eyes were closed and I was asleep. He woke me up.

When I last saw him, I visited with him and his family in Michigan. Keith and I were the only two surviving brothers out of eight of us. Four died shortly after birth. Keith and I had grown up together.

I wanted him and his family—his wife, Mary, and their son, Bruce—to travel to Arizona and spend time with Bonnie and me.

We were getting older and I wanted to show Keith I loved him. Before Bonnie and I departed from visiting with him and his family, he had agreed that they would come to visit during the coming winter. Before I left, he and I hugged each other; but when he released his embrace, I did not. I hugged him tighter to let him know that I loved him.

Around 11 am Arizona time, the phone rang. It was Bruce, Keith’s son. “Dad died last night while asleep,” Bruce said. I took comfort in

knowing that Keith and I had connected, that he had to tell me he could not keep his promise. His telling me from his deathbed that he could not keep his promise to visit is beyond my understanding.

I was connected to my brother in ways that I do not understand. Did Keith's last message come before his death? If so, how? If after his death, then in what sense was he dead? I do not know. I do not need to know. Having the experience is enough to convince me that there is more... More to us than we know. Keith proved that to me.

*There are more things in heaven and earth, Horatio, than are
dreamt of in your philosophy*

William Shakespeare

I believe that my brother, upon dying, wanted to tell me, **he** couldn't come. Because he was dying, he forgot about the limitations of spacetime. Because of our love something like telepathic communication occurred. I bring this up because I believe there is no limitation to what you can do, except your capacity to imagine it. If you can imagine it, you can materialize it with persistence and belief.

Bodd's reach defies spacetime, tap it with imagination. Keith's message shows *bodd's* power to transcend imagined limits and is fueled by vision.

Everything humans have created, be it a chair, an airplane, or an artificial heart, was first an idea imagined by someone. From the Stone Age to the Creative Age, progress has been accelerating. One idea after another is imagined and acted upon with intent. Our ascent, your ascent will unfold with **imagination and intent**.

There is no more cathartic—purging and purifying—experience than dying. At the moment of death, all of our beliefs are expunged and we are freer, perhaps, than ever without self-imposed limitations. On your death bed you may ask: Was I true to my calling? Did I do my best to become all I could be?

All human progress has come from individuals who have dared to act with an intent to realize a vision. You do not know what you can do—no one does. I suspect that *bodd* has powers that I, *godd*, do not comprehend. *Bodd* may access an intelligence beyond our knowing. If so, dreaming your impossible dream is a MUST.

Whatever you can do or dream you can, begin it; Boldness has genius, power, and magic in it.

Johann Wolfgang von Goethe

Boldness is a willingness to commit. If you start, stumble, and stick, your *ge'pow'ma* will join in—aid you, in realizing your vision.

IMAGINE

Make it your priority: create a vision. To gain perspective on how rich you are, know this:

My maternal grandfather, Arnold Ernell, had no running water in his home, no indoor toilet, and no electricity; and yet he was a wealthy man who owned two stores and was superintendent of the largest employer in his area. **Prior to 1925 most homes in the US were lit by kerosene lamps.**

My mother, Helen Ernell, grew up in her father's home—no electricity, running water, or toilets. In *today's dollars* her father, my grandfather, Arnold, was a multi-millionaire. But he had to go outside in the dead of winter to take a shit in an outdoor toilet as did my mother.

Would you want to trade places with him and be as rich as he was, living as he did? I don't think so. You and I owe much to our progenitors—the *learnics*. Our challenge, our duty, is to create a vision and pursue it. Ask:

What can I do better than others? Bodd knows you better than anyone. Bodd can do more for you than you know. Godd must ask

bodd, not once, but every night: *What am I good at? What do I love doing? How can I best start doing that?*

When you have a vision, goals, and a sense of purpose, you'll have more memomon, you'll be a *participant*. You'll live life to the fullest. You and I have all the resources we need to create a vision. ACT!

Godd/Bodd Revisited

Strive to connect to the longings within you, your soul whispers—the seeds of potential within you. Decide what to make of your life. Decide what's important for you to do, have, and be.

Talk to yourself nightly just before slumber. If you begin this practice, you will be in the company of Einstein and Edison, gifted businessmen like Richard Branson, and artists like Salvador Dali. I do it. :-)

To have the conviction that your *bodd* will do your bidding, decide what time you wish to awaken. Order your *bodd* to wake you at that time. Do it nightly—day after day, until you succeed. When I first did this it took a long while. But now, *bodd* wakes me when I want to be awakened. *Bodd* can keep track of time.

Beliefs

Beliefs control what enters your awareness.

*Before I built a wall I'd ask to know What I was walling in or
walling out, And to whom I was like to give offense. Something
there is that doesn't love a wall, That wants it down.*

Mending Wall, Robert Frost

Our beliefs wall us in and wall us out. Beliefs determine what you see and what you don't see—what is and isn't in your awareness.

Your efficacy as a decision-maker depends on what you see. Your beliefs tell you what is good or bad for you—what to want and what not to want. Beliefs wall in what you *think* you want and wall out what you *think* you don't want.

Warning: Most are banana-brained and *identify* with their beliefs. This is a mistake with negative consequences. Don't identify with your appearance, capabilities, affiliations, and so on. Do not wall yourself in or others out. Be open-minded and non-judgmental—less *knowing* and more *understanding*.

Think: Here are four questions that you need to answer for yourself.

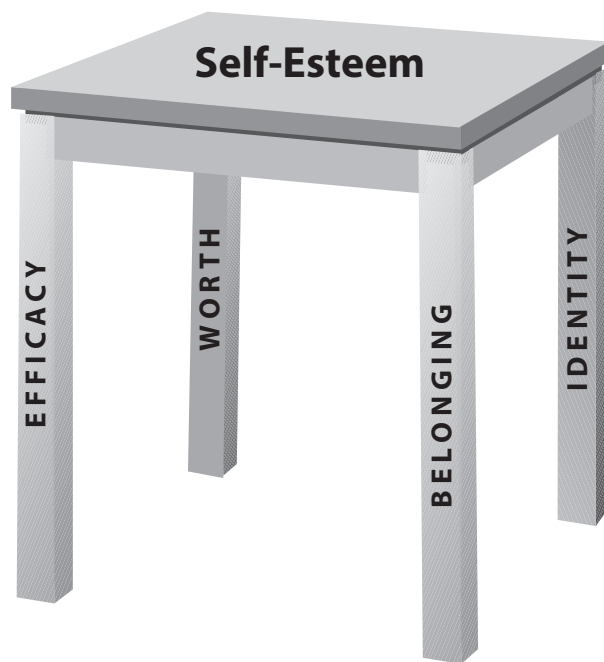
1.) What do I want? 2.) Who am I? 3.) What am I? 4.) Why am I?

All beliefs create meaning and limit your field of perception, thereby limiting your decisions and behavior. As you've seen, your beliefs can make you, break you, or kill you. With a vision, you can manage your life.

Question # 1: What do You want? (Belief # 1)

I want self-esteem because my *ge'pow'ma* is set afire with it. I want to believe that I matter, that I am significant to others. I want to contribute to others by showing them how to esteem themselves. Do you want to be a quitter, a drain on others, and lie to yourself? Or, do you want to be the best person you can be?

Understand how your beliefs limit you. If you want to be a *participant* and not just a *spectator*, adopt this imperative: Self-esteem is my priority. Self-esteem is both meaningful and motivational. Guard your self-esteem because it is the source of your power to titdate. If you esteem yourself, you believe in yourself and your *ge'pow'ma* is at your disposal.



There are four pillars supporting self-esteem: a sense of worth, identity, belonging, and efficacy. With understanding, you can increase your self-esteem. High self-esteem leads to a sense of well-being and an increased capacity to tide.

Pillar #1—Sense of worth: To understand what is meant by *worth*: Think of an infant. Does an infant have worth? The infant has potential and that potential has worth. If you realize that you too have potential and act to realize it, you'll experience a sense of worth. To the extent that you minimize your potential by neglecting it, you'll feel worthless. You cannot fool yourself, a part of you knows—*bodd* knows.

Given this belief, you are prodded to develop your potential and create more potential. Think of a weight lifter—use it or lose it applies. If you lose it, you become weaker, and your self-esteem

declines. If you use it, you gain muscle, and your self-esteem increases. If you develop your potential, your potential will increase, and your sense of worth will increase. Then, you dare to imagine what you could become.

Pillar #2–Sense of identity: Your sense of *identity* is important because you want to be consistent. If you identify yourselves with something that changes over time, you’ll feel victimized—not in control. The person who identifies with their appearance, for example, will, with age, experience reduced self-esteem.

You want to identify yourself with what is forever unchanging. I recommend beliefs below that will allow you to do that. These beliefs will enrich your life because your identity will **not** change.

Identify yourself as a decision-maker and a creator—as *godd*. The consequence is you’ll never believe you’re a victim because you can choose (decide) your attitude. This identity empowers you. The consequence of this belief is that you are able to respond to happenstance... the meaning and feelings experienced is caused by your judgment which you control.

Never blame or complain. You alone create the meaning of everything that happens to you. Having this attitude leads to rapid learning and personal growth. It is incumbent upon you to turn all things negative into a positive outcome with imagination and **intent**—see *What am I?* below.

Pillar #3–Sense of belonging: What is meant by *belonging* and why is it important? Know that humans tend to be gregarious, social creatures. You have a strong desire to belong, and to connect with others. If you are ostracized or alone, you will suffer. Your self-esteem will decline. Ergo, you would be wise to belong to a tribe that will NOT ostracize you, and that you will always be a part of.

To ensure your worth to your tribe, be productive—be a contributing member of it. If you choose to believe that you belong to the human tribe and do not identify yourself with a subset of it, you will never be ostracized.

There is only one race, the human race. There is a greater genetic difference between human hair color—red hair vs. blond hair, for example, than human skin color. As a human, I want to be significant to other humans. Just as I helped save a drowning girl, I must save others from wasting their lives on distractions. I want to convince you to develop your potential.

I’ve lived almost a decade (and counting) beyond my expiration date—in 2023 the average male in the US lived 73 years. So I’m in the fall of my life. Being a leaf on the tree of humanity, before my leaf falls, I want to contribute all I can to my tribe. I want to set a good example and become the oldest man who contributes to the end of life.

Pillar #4—Sense of efficacy: Finally, your perceived ability to achieve results affects your sense of self-esteem. Ability or skill is realized potential—not mere potential. If you see yourself as being ineffectual, your self-esteem will decline. If you’re ineffectual, you’re doing the wrong thing, not your thing, based upon your TIPS, bias, and spirit. You have strengths I do not have.

Believe that you will suffer and fail repeatedly to achieve your goal. Adversity teaches you how to succeed. Do not quit on your intention. If needed, invent new tactics and strategies to advance in the direction of your vision. This is my standard: *I will do or die trying.*

The four pillars determine your level of self-esteem. Do you believe that self-esteem is what you want most in life? I do because I do not want to live with someone I do not esteem.

Question #2: Who am I? (Belief # 2)

What has not changed since you attained the age of reason and will not change as long as you are conscious? ANSWER: You can decide the meaning of everything that happens to you. This is forever unchanging, so long as you're conscious. Who are you? You are *godd*: the boss, the commander, the decision-maker.

You are in charge. You can—and do—choose your attitude toward what has happened to you. You can change the meaning of any happenstance by deciding to create a new meaning for it. You can imagine a future self where adversity becomes the best thing that ever happened to you—Helen Keller did it.

You can turn any adversity to an advantage by believing that whatever happens to you, happens *for* you to learn, grow, and develop more of your potential given new insights, distinctions, and understanding.

Here is my identity: I have response-ability, I decide what I want to do, have, and be. I create the plan to realize my vision. This is who I am: a decision-maker and creator so long as I'm conscious.

Question #3: What am I? (Belief # 3)

I'm in my early eighties. What does this mean?

It means whatever I say it means. Here is the meaning I have created: I am *more* able to contribute to others than ever before. I have *more* experience garnered over eight decades. Life is sooo good to me. I can show others that life begins at eighty. Vision: I want to become the oldest man. A helpful man.

I'm on the threshold of several virgin experiences. I am creating a book that clarifies my philosophy of life, my message, and you are reading it. Wow! I intend to spread my message to all of humanity. I will create a movement that will change the face of humanity, eliminate the need for government, and reduce dissension, division, and discord in society. To me, that is a whale of a vision.

I intend to challenge myself and you to grow: independent, authentic, and significant. I'm an intentional person filled with a sense of purpose which I created. I am a *learnic* and a nut-job because I believe I can help change society. I love it. I am a creator. I have a plan to materialize my decisions.

Question #4: Why am I? (Belief # 4)

You are human. If you belong to any gang, it's humanity. You are unique. If you exist for a purpose greater than yourself, it is to exemplify your spirit for others to see. In doing so you become a spiritual leader manifesting your idiosyncratic TIPS. Why are you? Why do you exist? The seeds within you are different than mine. Be true to yourself.

You have to create your purpose given your endowments—your TIPS. You are whatever you want to be. There is no purpose, meaning, or point to your existence except for that which you create. If it were otherwise, you would not be an end-in-yourself, but a means to the end of another. Be magnificently, gloriously, outrageously you.

Choose to make your own rules, choose your destiny, and choose your purpose. Create your vision. Choose to be an inside-out person. Choose to be a *participant*. Choose to create a meaningful life by being true to your TIPS. In doing so, you will inspire kindred spirits by exemplifying your spirit. Then, you will be **significant**.

Who you are is a decision-maker. *What* you are is a creator. *Why* you are is the same as a seed: Your purpose is to realize your potential using your TIPS. My message is not for wimps... Being true blue calls for tough-minded **intent**.

Takeaway

There is more to us humans than we imagine... More than we can now imagine. Humans, our progenitors, have taken us from the stone age to the age of creativity by imagining ideas and then materializing them. This is what *learnics* do.

Less than a hundred years ago (as I write) most in the US used kerosene lamps to light their homes. Look at us now. In the next chapter, you'll learn how to train your *bodd* to help you make meaning.

Making meaning requires something other than know-how: imagination. Create a vision of you living your dream life and then, only then, will the *learnic* within you activate the *ge'pow'ma* needed to realize your vision. If you *believe you can or can't, you are right*.

To succeed you must decide on what you want (self-esteem), who you are (the decision maker), what you are (a creator of meaning), and why you are (your purpose is to realize the seeds of potential within you. Grow!).

In the next chapter, you'll learn the 7 *Beliefs* that put you in charge and enable you to control your life outcomes. You'll learn how to become exceptionally good at managing yourself. **Curiosity** alone is not enough – you must act on it. The next chapter reveals the final belief that turns you into an unstoppable creator.

Definitions

Answerite: A person who thinks knowledge is more important than the ability to imagine—to be **curious**.

Banana brained: Knowing what you want without knowing the longer-term consequences of getting what you want.

Bodd: The unconscious, material part of your body which holds gepowma.

Cococo: Collaborate, coordinate, and cooperate

Cocoon: Quiet time to daydream and imagine possibilities.

Gepowma: The genius, power, and magic (ge'pow'ma) that is within bodd.

Godd: The immaterial, conscious part of a person that can think, imagine, and decide (tid) on how to employ their attention, time, and energy (ate).

Learnic: A person who prioritizes personal growth and independent thought.

Memomon: Meaning, motivation, and money (memomon)

Tidate: To think, imagine, and decide how to employ your attention, time, and energy to achieve an objective (tidate).

TIPS: Temperament, Interests, Preferences, and Strengths (TIPS) — your TIPS from Mother Nature reveal Your Oddity and Your Destiny.

7

7 Beliefs

Imagine being on a cargo ship driven by a hurricane into the rocky shores of a deserted island in the South Pacific. You were knocked out but awoke unharmed on a sandy beach strewn with the cargo stored on the ship's deck. The cargo contained food and tools. Lucky you. :-)

You thought you were alone, but no, there was a body lying on the shore near you. Looking up and down the shoreline, you saw nothing else. The body was a muscular youth breathing and unharmed but unconscious.

Uncertain, you decided to sit by the youth on the shore and ponder what to do. Soon the youth awoke as you had hoped. You thought that you and the youth's survival would depend on your leadership. You thought certain traits would optimize your chance of survival until rescued.

If you were the above leader, what traits would you select to optimize your and the youth's chance of survival? Do this:

Underline any traits you think the both of you should adopt. Do so impulsively; do it quickly to gain the best results. After having underlined some traits, pick the five you consider most important. Then number those five 1 through 5—most desirable #1 and least #5. Note this in your journal.

Traits

Sincere Honest Loyal Truthful Imaginative Dependable Resourceful
Reliable Reasonable Trustful Kind Disciplined Observant Responsible
Original Perceptive Wise Ethical Capable Courageous Cooperative
Ingenious Logical Generous Sensible Creative Self-Reliant Energetic
Inventive Realistic Rational **Curious** Decisive Humble Practical
Inquisitive Assured Consistent Bold Direct Objective Insightful
Prudent Persistent Deliberate Skeptical Tough Analytical
Conscientious
Attentive Authentic Careful Competent Effective Independent
Thoughtful
Intuitive Flexible Genuine Loyal Imaginative Fortright
Compassionate

Reality

In reality, our blooming, buzzing, beeping world can be overwhelming. You must wall out of your awareness most of reality and wall in what's valuable, important, and meaningful to you. You know your beliefs can do the job, but that doesn't mean you're skilled at employing beliefs to obtain the results you want.

Before proceeding: Know that the leader in the above story is you, your *godd*, and the youth is your *bodd*. You will use your self-chosen values to create a vision of you doing what you love. Lets proceed...

To ride a bike skillfully takes practice. You can only attend to one thing at a time. You must train your *Bodd* to do things automatically to open space in your awareness for what is important. Is there anything more important that the quality of your Decisions. I don't think so.

There are **7 beliefs**—see below, that will make you an effective decision-maker given your values. Your *bodd* is not skilled at using these beliefs. Train *bodd* to apply your **7 beliefs** before you make

any decision. Why? Your *bodd* can instantly retrieve all relevant information from your life experiences and put what is relevant into your awareness *prior* to deciding to act.

It took a long time to train *Bodd* to walk, talk, or write. Train your *Bodd* to use the **7 beliefs** to screen the information that's put into your awareness. I was astonished at the stupidity of people on the break wall who simply could not see that the adolescent girl was drowning. Every day I see that the majority are blind and impotent *spectators*—couch potatoes wasting their life on distractions.

You've seen that beliefs determine what information enters your awareness and informs your decisions. Train *bodd* to employ the **7 beliefs** in determining what's to be put into your awareness given your life experiences and the choice you're facing.

Pavlovian Conditioning

Ivan Pavlov discovered that mammals learn through association. When Pavlov put food before a mammal, it would salivate. Just before presenting food, he rang a bell. Repeating this, his mammals soon salivated at the sound of the bell in anticipation of being fed—automatically salivated.

After having trained his mammals, something unexpected happened. A thunderstorm raged throughout the night, and a deluge of water flooded the streets. Pavlov's lab animals were all caged in a basement. As the basement water level rose, many of the caged animals drowned. The survivors witnessed the drowning of their cohorts in the lower cages.

This trauma changed the survivors. The mammals no longer salivated at the sound of the bell. All beliefs and social learning were expunged. Their minds were clean slates again. When you experience adversity, *Bodd*, if trained, can help you to turn any adversity to your advantage—see Beliefs #2 and #4 below.

Adversity to Advantage

At five years old, I witnessed the behavior of others—how beliefs determined the way events occurred to them—the meaning they created in their minds. I saw that their beliefs crippled their capacity to express their spirit—TIPS. The evidence was in front of them, but they could not see it. They were *banana-brained*. They identified with beliefs alien to their nature. Their capacity for growth was blocked.

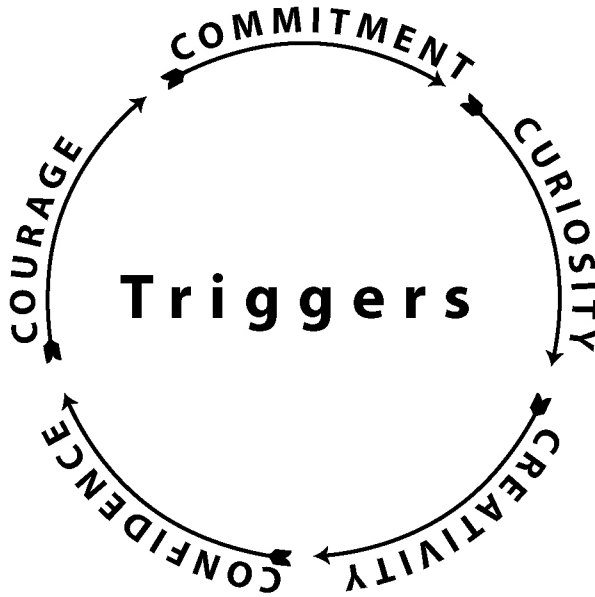
Next time you encounter adversity, spread your arms wide, embrace it with all your might, and thank whatever gods may be for your good luck. It is only through adversity that you become open-minded and have an opportunity to grow in a new way. Given the above story, you adopted values. Knowing your values makes you a better decision-maker

Self-Esteem is Power

I learned that higher self-esteem and independent thinking led to greater self-confidence and ingenuity. Over the decades, my confidence and ingenuity allowed me to set records as a military commander, stockbroker, investment banker, personal development coach, seminar promoter, and more.

Having high self-esteem is like having an internal gyroscope that keeps you balanced while being buffeted by the winds of adversity. It keeps you calm in the face of a raging storm. Unflappable, you see the greater advantage in adversity, whereas others experience FUD: fear, uncertainty, and doubt.

Knowing the values you've selected above is the first step in knowing your calling. Self-esteem is the bedrock upon which commitment, **curiosity**, creativity, confidence, and courage are built.



Shocking!

Remember from Chapter 1: *Given our times, the path is not chosen. Two possibilities hang in the balance: 1.) We descend into a new dark age of tyranny or 2.) We elevate into a new age of idiosyncratic (uniquely personal) development.*

You and I have an opportunity to be leaders by advocating the 7 beliefs. Elon Musk has said that humanoid robots will soon be able to do any job people do, only better—freeing people from the need to make money. People will receive a high income and be free to make meaning instead of money, but they don't know how to manage themselves, how to create meaning instead of money.

Remember how mechanization freed 97% of the farming workforce and how that workforce was trained to be answerites, conformists, and employees? Now tyrants will want to train freed experts—our current workforce, to be subservient to their authority leading to *hell on earth* for you and me.

There is an urgent need to create an army of *advocates* to teach people the **7 beliefs**, so they'll resist the influence of tyrants. I hope you'll join me in this movement. See 7beliefs.com/advocates. We can create *heaven on earth*.

Train Your Bodd

The **7 beliefs** create an attitude leading to personal fulfillment. Realizing your best self: financially, intellectually, emotionally, and spiritually requires training your *bodd* to assimilate **7 beliefs**, so your *bodd* will give the proper emotional signals when you're confronted with a decision.

The **7 beliefs** function as a lighthouse does during stormy weather and will guide you to safe harbor whenever you're stymied, stuck, or overwhelmed by adversity. Keep a card with these beliefs printed on it to condition (train) your *bodd*. Below the **7 beliefs** are listed. Copy the list, trim it, and tape the list to your mirror.

Every time you look in the mirror, ask yourself: *What has gone wrong, what is bad, and what do I think about that? How do I feel about that? How do I turn this lemon into lemonade?* Build your sense of command and response-ability.

Repetition will condition attitudinal change: your *bodd* will create positive emotional reactions to adversity. Instead of cowering to tyrannical threats, you will take charge, imagine how this new challenge can serve you. You'll become a great decision-maker in the face of adversity—a leader.

7 Beliefs in Review

Belief #1: The function of beliefs is to focus your attention on what matters to you. Implicit in any belief is a value judgment—a judgment as to what is good or bad for you. Your beliefs steer you to your destiny. *Your oddity is your destiny.* Your oddity is your idiosyncratic TIPS.

You are the captain of your ship. You, as captain, must know two things: your destination—your vision, and the capabilities needed to reach it.

Knowing versus Understanding

For tens of thousands of years, people *believed* that the world behaved as it did with **intent**. Knowing that what they did was done with their intent, they assumed all events occurring in their lives were caused by some agent with intent. The sun rose and fell, the weather turned bad—crops failed—the battle was won or lost... all because an entity willed it: People said, “God’s will, will be done.”

People projected onto the world their understanding of how they function. The fact that a person had never seen spirits, hobgoblins, or gods did not eliminate the need for such an active agent. No one could see the thoughts in their mind that caused their behavior, only themselves. Why would it be otherwise for spirits, hobgoblins, or gods?

This *belief* had a **consequence**: *a fatalistic attitude*. There is nothing a believer can do in the face of an omnipotent, omniscient power. The believer is an unending victim of an invisible, inscrutable entity. To be a victim means to be under the control of another—not responsible. This is a *banana-brained belief*. Here is a better *belief*:

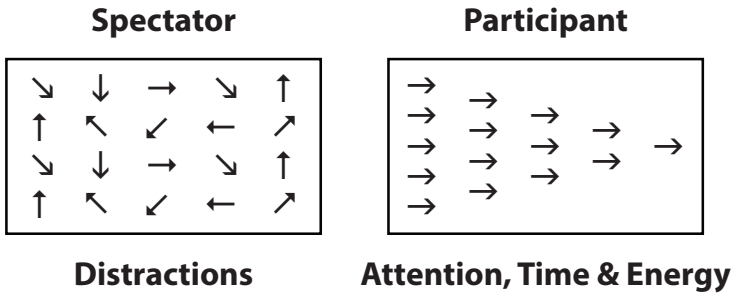
Belief #2: Know that nothing means anything without your consent. You judge what is best for you. How do you know if a belief is helpful or harmful?

Upon reaching the age of reason, you would be wise to retain only those beliefs that champion your authority to judge what is best for you. To do otherwise is to diminish your authority and, therefore, your response-ability. You have a unique collection of experiences, resulting in a unique perspective. No one can know what is best for you better than you.

Belief #3: Beliefs are never true—only consequential; there is no certainty, only probability. Why is this belief important? It's important to remain open-minded. You need to be open-minded to grow and you need to grow your self-esteem: your sense of worth, identity, belonging, and efficacy.

Hold all your beliefs as tentative... Are the expectations implicit in your belief practical? If not, the belief is useless and likely harmful. Why do most **not** grow or thrive?

Attention, Time & Energy



Just as light can be diffused or focused into a laser beam that cuts through steel, so it is with you. Are you focused or diffused? You can squander your life in misaligned activities—distractions, or you can know your TIPS and become valuable to others by doing your thing. Your calling.

Elvis Presley was a phenom on stage—in total command of his audience: the king of rock and roll. Off stage, he was a mama's boy and a wuss. He brought his spirit (TIPS) into the world; he delivered phenomenal value to others and was well rewarded by others for doing his thing on stage. You are unique. Can you do your thing on your stage? Do you know your thing? Do you know your stage? Do you know the beliefs that bring out and foster your spirit—your calling? Create your vision.

Belief #4: Create meanings that serve you regardless of what befalls you. Remember: Beliefs wall-in and wall-out what is in your awareness. You want to see what you value. You don't want to be distracted by what has no importance to you.

The 7 *beliefs* are necessary to bring your thing and your stage into your awareness. You need to maintain top-of-mind awareness of the 7 *beliefs* to be true to your calling. But first...

Know that you are not your beliefs—whatever those beliefs may be. You are more. Jesus of Nazareth said, “Ye are gods.” John 10-34. While I am not religious, I agree with this sentiment and have explained why above. Gods are creators. You are more than your beliefs. You create beliefs and in doing so, you create the meaning in your life. That is *godd's* job. *Godd* must train *bodd*.

Belief # 5: To become valuable to others, be honest with yourself and others. You cannot see reality if you lie to yourself or others. If you know your values and are honest, you can learn and understand what is fun for you to do, have, and be.

You were brainwashed because you were taught to know—which is to remember; you were not taught to understand—which is to think, question, and imagine consequences. You were taught that knowledge is important. But knowing creates a closed mindset.

If you think you have the ANSWER, you do not. None of us do. You only have a belief that may have utility depending on the expectations and consequences resulting from the belief. There is no certainty: not in the material world, not in the moral sphere of judgment. Those who have an answer, the answerites, hold a banana-brained belief. Be open-minded.

If you do not use your imagination to envision a better future and use your TIPS to deliver value to others, then you have no rudder. If you have no vision, there is no *place for you to go—you are not growing but stagnating*. You suffer.

Belief #6: You are the author of all the meaning, or lack of it, in your life. Most mistakenly identify with their beliefs. They think their beliefs define them: if you question their belief—their ideas, they feel you’re attacking them when all you are doing is questioning their ideas. But to them, you are evil and need to be censored or killed. No human should identify with their beliefs.

As long as you are conscious, you can choose to believe whatever you want to believe. It is your responsibility to do so. Let no one do it for you. If you don’t know you, no one does.

What is the purpose of a seed? Is it to germinate and grow? Do you have seeds of potential in you? Do you have a duty, an obligation to develop your potential? Decide!

Why is it important for you to think that you are always in charge, that you alone control the meaning of any happenstance that befalls you? ANSWER: to do less, is to be less. If you diminish yourself, you will never be independent, authentic, or significant because you don’t love or know your bias.

As long as you are conscious, you can choose to believe whatever you want to believe. It is your responsibility to decide the meaning of all of your experiences.

Every stitch of meaning sewn into the fabric of my life was stitched there by me and can be unstitched by me

TOM

Belief #7: Believing you are a victim nullifies ingenuity—your ge’pow’ma. Why is it important for you to think that you are always in charge, that you alone control the meaning of any happenstance that befalls you? You will never be independent, authentic, or significant if you don’t know your TIPS.

Authority and Responsibility are two sides of the same coin. Deny responsibility for the meaning of an experience, and you

transform yourself into a victim, and thereby lose your authority. Whenever you refuse to accept response-ability for the meaning of anything that befalls you, you victimize yourself.

An independent, authentic, and significant person exhibits a definite spirit.

Phia is an Italian word meaning a person who is creative and self-reliant. Meta means transformation. A *metaphian* is a transformed, creative, and self-reliant person.

I intend to create a movement—this is my life’s purpose. I hope some who read this book will become metaphian. I hope those metaphians will want to train others to be metaphians—trainers will be called *advocates*, see 7Beliefs.com/advocate

Assignments

Write in your journal the one thing you **MUST** do before you die. Next, write what will put you on the path to achieve it. Begin training your *bodd* to evaluate experiences with the **7 beliefs** in mind.

Belief #1: Your beliefs focus your attention on what matters to you.

Belief #2: Know that nothing means anything without your consent.

Belief #3: Beliefs are never true—only consequential; there is only probability.

Belief #4: Create meaning that serves you regardless of what befalls you.

Belief #5: To be valuable, be honest with yourself and others.

Belief #6: Believing you are a victim nullifies ingenuity—your ge’pow’ma.

Belief #7: You are the author of all the meaning, or lack of it, in your life.

Takeaway

Feed *bodd* appropriately. If you're overweight or obese, you're eating too much. Nothing goes into your mouth accidentally. It's always *godd's decision*. If you loved *bodd*, you would decide to eat less sugar; you would decide to learn how to eat optimally, and you would exercise routinely. Do you? It's a *decision*. It's *godd's decision*. Every decision you make sends a message to *bodd*.

I love my *bodd*, and because I do, I care for my *bodd*. I'm constantly telling my *bodd* that I want to live... I'll tell you a true secret: When I lost my wallet yesterday, I felt a sense of joy and smiled involuntarily. Why? Because I've trained my *bodd* repetitively with the 7 *beliefs*. To me, any mistake, challenge, or adversity is joyful because I know that I can handle it, learn from it, and prosper because of it. It's so easy... *Godd* is always with me and for me—all of me (*godd* and *bodd*), all the time.

Godd is the decision-maker—in command, and *godd* is the creator because *godd* has imagination and can turn any lemon into lemonade with it. How do I know? I know because I am over eighty years old and have been experiencing ***The Power of You*** for decades: setting records in everything I've done. I love me and I want you to love you as I do. Because you are *godd*, you can think, imagine, and decide to create positive meaning regardless of what befalls you. Learn to become tough-minded.

8

Integrity

If you are having difficulty creating your definite purpose, a vision, or positive expectancy, it is because you have too many conflicting judgmental imperatives barring progress. You need to clear your mind of these conflicts.

Change Your Mind

How does one achieve an objective? Understand that habits, patterns of thought, and behavior can change in an instant, as was the case with Julia's snake phobia and my belief that I was a poor organizer.

There is a shortcut to eliminating your historical, conflicting judgements. The shortcut requires you to imagine an inspiring future filled with doing, having, and being all that you desire.

Every human invention is born twice: 1st, as an idea, and 2nd, the idea is materialized using a plan.

Godd has absolute authority over your life. To whom is *godd* accountable? You must be accountable to yourself, to *godd*. If you can learn to do that, you can manage yourself. It's possible, but it's hard.

Failing to learn means failing to develop potential, which necessarily results in a reduced sense of worth—lower self-esteem.

O wad some Power the GIF fie us; To see oursels as ithers see us!

Robbie Burns

If you would like to have the power to see yourself as others see you, attend *not* to your intentions but to the results your intentions obtain. Promise keepers are rare. Most find it easy to be a fountain of promises and forget to perform on them. Do that, and you lose touch with reality; your credibility plunges. *Bodd* sees and remembers all your lies: loss of integrity equals loss in ge'pow'ma.

Unkept promises are self-inflicted wounds; *Bodd* is watching you? Watching *godd's* every decision, every action, every result? Think of the message you are telegraphing to your *bodd*: *I do not mean what I say. Strive to mean what you say and say what you mean.* Always!

A business person looks to the results stemming from her decisions. Intentions are irrelevant. Her business enterprise will fail if she does not attend to what her customers want. Ditto for an engineer who focuses on her intentions. Ditto for a scientist. Ditto for you. Ditto for me. Focus on the results—nothing else.

Here is a true story of how I learned early on that lying was not in my interest:

Dishonesty

I was eleven years old when I became a paperboy. My route was on Dowland Street, which was Ludington's skid-row.

The worst part of being a paperboy was collecting payment. Many of my customers avoided payment, so I had to return repeatedly. There was one I have not forgotten. I climbed thirty steps on each visit to collect. The stairwell was narrow and unlit. It ascended two stories to two apartments—one on either side. While I always delivered the paper, this customer rarely answered the door on collection day.

One day I knocked on the door of the adjacent apartment but to no avail. Finally, after pounding on both apartment doors, I became creative. I had to go to the bathroom; I unzipped, took out my penis, and pissed down the steep steps. The narrow stairwell functioned as an echo chamber, amplifying the splashing sounds.

I heard my customer's rapid footsteps towards the door. I shoot down the stairs and out the door, knowing that I was likely discovered—a paper bag hanging from my shoulder.

My boss called my home demanding to know if I had done it. I lied to him and said that it was a (imaginary) friend who was doing my route for me. My boss said, *Whatever! The customer wants you to clean the stairwell today. I said I would, and I did.*

Pissing down someone's stairwell turned out to be a bad idea. Here are two events that ensued:

1. A part of me wanted to delete this painful memory. I decided, No! I kept it.
2. Subsequently, the same customer always paid promptly without fail. :-)

The takeaway: You decide. I decided that lying was not smart. That decision caused me to consider the consequences of my decisions before acting, reinforced by my beloved brother Chucky's lesson.

Independence

When I was five, an oak tree stood in front of our rented house. The sidewalk had buckled up because the tree had grown too large for the space between it and the street.

I loved that tree. It seemed to stand guard over our house. I felt safe during thunderstorms. That tree was my guardian.

One night, I was awakened by thunderclaps and lightning bolts raging outside our house. In the morning, I discovered a lightning

bolt had hit and split the trunk of the giant oak tree. The fallen portion of the tree landed on the street away from our house. I discovered that my guardian was hollow inside its trunk. Hollow! My “mighty” friend taught me a valuable lesson: *Appearances can be deceiving*.

The oak tree lacked the internal strength that I thought it had. What was outside did not reveal what was inside until lightning struck it.

Character is the most valuable attribute you can possess because your self-esteem will be low without it. Without character, you are as a leaf caught in the crosswinds of happenstance, blown hither and yonder by the opinion of others. When lightning strikes, you will fall the way the oak tree did. It is what is inside that matters. You selected five values in the last chapter, do you exemplify those values?

Character

To build character, know that you are not your beliefs any more than a carpenter is his hammer or saw. Rather, the carpenter’s tools are tools. So it is with beliefs. Do not identify with your beliefs. Instead, see that your beliefs are tools used to manage yourself. Manage what’s in your awareness.

Religious advocates, politicians, marketers, tribes, and others work to instill beliefs in you. These promoters want to dictate what is meaningful or important to you. This is a disservice to you because they do not know your TIPS. Hence, they don’t know what is best for you.

What is meaningful to a prodigy depends on that prodigy’s TIPS. Different prodigies have different spirits. Einstein, Mozart, and Buddha were different.

The same is true for you and I. We are all prodigies, gifted in some way. Your character may require different beliefs than my own because you and I need different lenses to focus on the tasks and challenges appropriate given our TIPS. You decide what is appropriate for you. You are *godd*.

Know yourself—as only you can. Know what entreats, beckons, and interests you. You are different, so be different. How can you come to personify your five values? *Participate*. Think (question), imagine (create), and decide (act).

Your beliefs are your responsibility. Blaming or playing the victim will do you no good. No one can make you believe anything—not Jesus, the Buddha, Mohammad, or I.

Kenny's Lesson

Shortly after moving to our rented home, Kenny discovered a drug store less than a block away. The drug store had several shelves of penny, nickel, and dime candy. Those shelves were located in front of the checkout counter so the cashier could keep an eye on the candy.

Kenny was my senior by two years; he was seven. He told me to go into the store and take some candy when no one was watching. I did as instructed, came back with some candy, and gave it to him. He was not satisfied, he told me to go back and get more. I did. This was a two-strikes-and-your-out event.

The cashier collared me. She brought me into the back office to the owner. He wanted to know my name, so I told him. He called my mother and told her that I had been caught stealing candy.

When my mother arrived, she apologized to the owner for my conduct. Grasping me by the upper part of my left ear, she yanked me out of the chair upon which I sat—wow, did that hurt? Out the door, we went.

She told me I was a horrible boy, a shameful disgrace, and all the while jerking me along by my ear toward our home with nonstop reproach, condemnation, and threats. Some of the neighborhood kids witnessed me being maltreated and were delighted by the spectacle—giggling and laughing as we passed. This, no doubt, influenced parental opinion of me.

At home, and true to her threats, my mother retrieved a thick switch and beat me vigorously. When finished, she brought me into Kenny's bedroom and threw me to the floor. *Stay here!* She commanded. I crawled under the bed to the farthest corner and cried. I was a beaten boy.

I said nothing about Kenny to Mom. Time passed. Eventually, I was allowed out of the bedroom and allowed to eat. Alone with Kenny, I asked for some of the ill-gotten candy, and he said, "It's all gone." I never got a piece.

Despite being older, I came to understand that Kenny was dyslexic. At that time teachers thought he was retarded. I felt abused and misjudged, but I did not blame Kenny. I chose to listen to him. That was my mistake, not his. I deserved to be punished. Kenny was there for the candy but was a no-show when it came to punishment. *Another lesson.*

Building Character

Kenny taught me that others will, like he did, tell me what I should do and what I should want, but they will not be accountable or responsible for what I decide to do or want. I alone will be. As a five-year-old, I lacked internal guiding principles to inform my decision-making. There was no gyroscope. There was no north star. I was hollow inside like the oak tree.

I realized at an early age that I had to choose what kind of person I wanted to become. I needed to decide on my beliefs about what is important to me, my rules of conduct.

Be independent because when it comes to the payoff and consequences of your decisions, you alone reap the harvest. That is reality. When lightning strikes, you'll be on your own.

Be independent, think for yourself, decide on your rules, and respect yourself over all others. Become the measure of all things important and exemplify your spirit by being true to it.

Never do anything that would cause you to think less of yourself.

Your level of confidence and ingenuity are learned and earned skills resting on the bedrock of self-esteem. Greater esteem results in greater ge'pow'ma. You are *godd*. Create what you want.

Independent

A person's assessment of you can best be used to assess them. Are they a *spectator* or *participant*? Most are hollow inside, like that oak tree in front of the house. Remember 80% of people are hollow inside and will do what a despot tells them to do. They will do evil and justify doing it: *I was just following orders*, as the defendants at the Nuremberg Trials claimed.

Most are just a mirror reflecting the ideas and opinions of others. They are not independent, authentic, or significant. They don't know their bias. They're living alienated from their TIPS. They are not learnics.

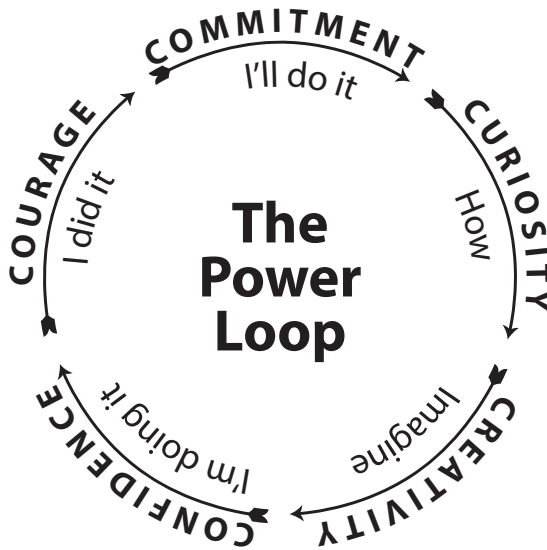
I trust myself. I am thankful for the adversity that I have experienced. I am in charge of myself: all my judgments; I am responsible for myself. I am *godd*, not Buddha, not Jesus, not Mohammad, not anyone but me. Ditto you. You are *godd*.

I have had the benefit of living for eight decades. I've seen how those who lie to themselves end up alone, unhealthy, and poor in every sense of the word. They blame and fault others—never themselves, for their results. Sad.

Esteem supports commitment, **curiosity**, creativity, confidence, and courage. You can fire your passion, create your purpose, become autonomous, and master your game if you have sufficient self-esteem.

Commitment, Curiosity, Creativity, Confidence, and Courage

Use it or lose it: The neurological underpinnings of your capabilities are subject to decay or growth so long as you live. Your muscle, brain, and mental capacities will grow stronger or weaker to the extent that you use them. There is nothing rigid about you. The price to pay to be outrageously successful is *believe that you can be*.



Build your commitment muscle by making more commitments. It is not luck, talent, or connections but your attitude. You need a growth mindset: commit to personal development and tough-mindedness.

COMMITMENT: Imagine standing naked, lost on a barren plane. The worst thing you can do is nothing. Pick a direction. Set a goal. Do not stand befuddled until the day you die. Why? because you will learn what is out there beyond the horizon.

In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.

Theodore Roosevelt

CURIOSITY: This means: up periscope so *godd* can get a panoramic view of your circumstances and enlist the support of *bodd* to achieve desired results.

Accept any challenge as a gift to grow. Learning to control your mind begins by sidelining FUD—fear, uncertainty, and doubt, to allow **curiosity** to roam. Ask questions to spark creativity. Focusing on FUD is a waste of attention, time, and energy (ate). Use your imagination (create).

CREATIVITY: Trust yourself. The more **curious** you are, the more imaginative, resourceful, and creative you'll become. Nothing fosters confidence more than an increased sense of ingenuity.

CONFIDENCE: You gain confidence by being more ingenious—having trained *bodd* to sideline FUD, you open your mind to options. Your sense of ingenuity strengthens and you become more confident.

COURAGE: Once you have identified a result you want, how do you get it? Engineers, who are in the business of achieving results, use a method called the *critical path*. How to create a *critical path*:

Identify the result you want; second, identify all the things that need to occur to achieve that result; third, list the order in which things must occur to achieve the desired result in record time; and, finally, do the first thing that must be done, do it as fast as you can, and then the next, and so on.

Identify and adopt principles to guide your decision-making. Principles encapsulate your values, what is important and meaningful to you.

Principles Based on 7 Beliefs

1st: *Never do anything that would cause you to think less of yourself.*

2nd: *Maximize your worth by developing your potential.*

3rd: *You are in charge and responsible for the meaning—or lack of it, in your life.*

4th: *You belong to humanity and derive your significance from the value and service you provide to others.*

5th: *Whatever will be—in your life, is up to you.*

6th: *Your purpose is to be an inspiration to others by exemplifying your TIPS.*

7th: *Mean what you say and say what you mean.*

How to Live a Principled Life

You can have anything you want if you are willing to pay the price to get it. How do you live a principled life? You decide to.

Conclusion

Don't be afraid of making a mistake. Be afraid of being dishonest.

YOU JUST FINISHED PART 1: MEANING

Now turn meaning into a legacy.

Parts 2 and 3, Motivation and Money, show how to turn your TIPS into meaningful work and income.

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"Your oddity is your destiny." Kirk Knapp