The Science of Getting Rich

by

WALLACE D. WATTLES

UPDATED AND EXPANDED VERSION

— FOR CHIROPRACTIC PROFESSIONALS —

BY DR. TORY ROBSON

EACH CHAPTER INCLUDES MIND EXPANDING QUESTIONS AND SUCCESS POINTS FOR THE CHIROPRACTIC ULTRA-SUCCEEDER!

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by Dr. Tory Robson

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Chapter I

The Right to be Rich

Whatever may be said in praise of poverty, the fact remains that it is not possible to live a truly complete or successful life unless one is rich. No one can rise to their greatest possible height in talent or soul development unless they have plenty of money, for to unfold the soul and to develop talent they must have many things to use, and they cannot have these things unless they have money to buy them with.

Human beings develop in mind, soul, and body by making use of things. Society is so organized that we must have money in order to become the possessor of things, therefore, the basis of all advancement for us must be The Science of Getting Rich.

The objective for all life is development, and everything that lives has an inalienable right to all the development it is capable of attaining.

A person's right to life means their right to have the free and unrestricted use of all the things which may be necessary for their fullest mental, spiritual, and physical unfoldment, or in other words, their right to be rich.

In this book, I shall not speak of riches in a figurative way. To be adequately rich does not mean to be satisfied or contented with a little. No one ought to be satisfied with a

little if they are capable of acquiring, using, and enjoying more. The purpose of nature is the advancement and expansion of life, and every individual should have all that can contribute to the power, elegance, beauty, and richness of life. To be content with less is sinful.

The person who owns all they want for the living of all the life they are capable of living is rich, and no one who has not plenty of money can have all they want.

Life has advanced so far and become so complex that even the most ordinary man or woman requires a great amount of wealth in order to live in a manner that even approaches completeness.

Every person naturally wants to become all that they are capable of becoming. This desire to realize innate possibilities is inherent in human nature, we cannot help wanting to be all that we can be. Success in life is becoming what you want to be.

You can become what you want to be only by making use of things, and you can have the free use of things only as you become rich enough to buy them. To understand The Science of Getting Rich is therefore the most essential of all knowledge.

There is nothing wrong in wanting to get rich. The desire for riches is simply the desire for a richer, fuller, and more abundant life, and that desire is praiseworthy.

The person who does not desire to live more abundantly is abnormal, and so someone who does not

desire to have money enough to buy all they want is abnormal.

There are three motives for which we live: we live for the body, we live for the mind, we live for the soul. No one of these is better or holier than the other, all are alike desirable, and no one of the three – body, mind, or soul – can live fully if either of the others is cut short of full life and expression. It is not right or noble to live only for the soul and deny mind or body, and it is wrong to live for the intellect and deny body and soul.

We are all acquainted with the loathsome consequences of living for the body and denying both mind and soul. We also observe that full life means the complete expression of all an individual can express through body, mind, and soul.

Whatever we can say, no one can be happy or satisfied unless their body is living fully in every function, and unless the same is true of their mind and their soul. Wherever there is unexpressed possibility, or function not performed, there is unsatisfied desire. Desire is possibility seeking expression, or function seeking performance.

We cannot live fully in body without good food, comfortable clothing, warm shelter, and without freedom from excessive toil. Rest and recreation are also necessary to our physical life.

We cannot live fully in mind without books and time to study them, without adequate opportunity for travel and observation, or without intellectual companionship.

To live fully in mind, we must have intellectual recreations and must surround ourselves with all the objects of art and beauty we are capable of having and appreciating.

To live fully in soul, we must have love, and love is denied expression by poverty.

Our highest happiness is found in the bestowal of benefits on those we love, and love finds its most natural and spontaneous expression in giving. The person who has little to give cannot fill their place as a spouse or parent, as a citizen, as a man, or as a woman.

It is in the use of material things where we find full life for the body, develop the mind, and empower the soul. It is therefore of supreme importance that we should be rich.

It is perfectly right that you should desire to be rich, if you are a normal person, you cannot help doing so.

It is perfectly right that you should give your best attention to The Science of Getting Rich, for it is the noblest and most necessary of all studies.

If you neglect this study, you are derelict in your duty to yourself, to humanity, and to God, for you can render God and humanity no greater service than to make the most of yourself.

Success questions for chiropractors:

- This was written in 1910. Do you believe these words are still true today?
- Do you have a positive or negative relationship with the word "rich?"
- In this chapter, does "rich" only refer to money?
- What is the definition of the word "rich?"
- If you hear someone say they want to become rich, do you respect it, or think the person is being selfish or greedy?
- Are you afraid to tell people that you want to become rich because you might feel guilty? Why is this?
- What were you told about rich people while growing up?
- Were you taught that rich people are crooks, or were you taught that rich people are good, generous people?
- What were you taught about money while growing up?
- Are your parents excellent money handlers with wealth to prove it?
- Where did your money habits come from? You picked them up somewhere along your life.
- Were you ever taught to have a goal to become a multi-millionaire?
- Do you find it interesting that those who may criticize a person for wanting to "get rich," invariably wish they were richer themselves?
- Have you been programmed to create wealth, or do you need to erase your poor money programming in favor of rich thoughts, habits, and results?

- How many people do you personally know who you would consider rich? Why do you think they are rich?
- Do rich people seem to look, walk, talk, and act differently than other people you know?
- Do you agree that chiropractic is a profession, when performed well, can return a rich life for you?
- Do you know any chiropractors who are rich? What criteria are you using to conclude this?
- Do you want to work, be in the top 10%, and actually become rich, or are you like the 90% who just say they do?
- At what point would you consider yourself rich?
- Are you thinking big enough?
- Are you willing to pay the price in time, effort, and money to go to a new level of production and prosperity?
- Is it smart, is it your right, is it your noble purpose to learn and behave in a manner to that will make you rich so you can live the best, most full, fun, and generous life possible? *Say YES!*

rich *adjective*

1. **having abundant possessions, means, or funds**
2. **possessing wealth, especially material wealth**
3. **having high value or quality**
4. **well supplied or endowed**
5. **highly productive or remunerative**

Success points:

- This chapter teaches that you were born to be rich. Being rich is the normal state. Just like light is the normal state and darkness is simply a lack of light.
- We learn it is right to want to be rich and anyone who does not want to be rich must be abnormal. It sounds harsh, but it is clearly true.
- A person who says they don't want to be rich is like a person who says they don't want to be healthy. Who would ever say this, let alone believe it?
- "Money can't buy you happiness" is what people without money say as an excuse for their underperformance or inability to learn, work, and secure socioeconomic success.
- This chapter mentions body, mind, and soul.
- A fully functioning, properly thinking, high-performance person will seek maximum development, expression, and performance with all three. A "rich" body, mind, and soul.
- **Body**: Our innate intelligence is attempting to express itself fully through every cell in our body. Subluxation interferes with this full expression.
- Chiropractic spinal adjustments can correct subluxations thus allowing the innate power to flow once again.
- **Mind**: The smart and fully functioning mind is also constantly seeking maximum expression, growth, learning, intelligence, and increased capabilities. An advancing person possesses an unlimited, somewhat fearless, optimistic, excited, faith-filled, confident, expansive, calm healthy, understanding, thankful, and advancing mind.

- A subluxated mind exhibits laziness, little faith, fear, lack of deservingness, excuses, bitterness, inaccurate thinking, is shackled by past events, often low integrity, deficient learning, weak will, and ultimately underperforms.
- High level coaching can "adjust" a doctor's subluxated mind and correct the thoughts, attitude, habits, and conditioning thus allowing them to function and express more fully. We want body strength and mental strength!
- **Soul**: A person can also have a subluxated soul. A soul that is in a dis-eased state, or subluxated relationship with God, the creator of the universe and sustainer of all things. Thankfully, there is also a significant, liberating, and permanent "adjustment" that is freely available to all which will correct this subluxation, save the person, and set their soul on a resurrected path for eternity.
- At WINNERS**EDGE** Chiropractic Success Consulting we realize there are four key areas in life: Love, Health, Career, and Money. Our goal is to be rich in <u>all four</u>. Spiritual or "soul" success is included in the LOVE category.
- All four areas of life are equally important. Love, Health, Career, and Money. This book just happens to be emphasizing money a bit more. Just like other books may emphasize health, clinical skill, or relationships.
- You cannot live a truly <u>full</u> life unless you are rich enough to do so. Some may argue on this, but it is true.
- The word "rich" may have a negative connotation to some. Many envy and are jealous of the minority who have been smart enough and worked hard enough to become rich.
- Envy, jealousy, and the idea of competition are low level thoughts that <u>other</u> people have, NOT us.

- Bless wealth and all those who have it. Why would you ever curse the very thing you seek for yourself?
- Rich is a beautiful word. One full of possibilities, generosity, security, and excitement!
- Rich for a chiropractor may be as simple as having a surplus of money after all practice expenses, taxes, debt payments, giving, and savings.
- Rich could also mean you have no debt whatsoever with a paid-for home that is worth over $2,000,000. You have another $5,000,000 to $20,000,000 or more invested which generates a significant return every month so you never have to work again if you choose.
- The starting point for financial success in chiropractic comes from putting the WINNERS**EDGE** money flow system in place, this is referred to as "preparing to receive."
    1. All collections get deposited into one account.
    2. Pay all practice expenses.
    3. From the gross profit, auto-pay all taxes due.
    4. Auto-give every month and never miss a month.
    5. Auto-save every week and never miss a week.
    6. Auto-invest every week per our ***Vortex*** system.
    7. Crush debt using our ***Rapid-Fire*** System.
    8. Personal and life expenses are last. (Never first!)
- This formula is non-negotiable. There is NO other reliable way. It sounds easy but only the disciplined can do it.

- All areas of your life are enhanced when you are more successful financially (rich) or on your way to becoming rich with the right system.
- Net worth is the measure of how rich a person is financially. Lesser people think that income is what makes a person rich. We actually want net worth and high income.
- What is your net worth right now? Net worth is the current value of everything you own minus what you owe.
- Nearly every church you see was built because of the money given by a few rich people. Commonly less than 20% of a congregation is responsible for giving 80% of all the money the church receives.
- Learn to like the word "rich" and proudly associate yourself with it. I am RICH. I LOVE being RICH. Being RICH is right!
- The school system rarely teaches anything useful about money. The media supports the idea of rich people being "bad" or that wanting to be rich is "greedy."
- We have been negatively conditioned on purpose, to keep the masses from becoming too powerful and capable of challenging the power structure already in place.
- My Dobermans could jump a 7' high fence easily, but I have trained them to never cross any fence that is just three feet tall. They have been conditioned to not know what their true potential is. I believe people have been conditioned and programmed the same way regarding money.
- Understand this, rebel against it, seek to learn the TRUTH.
- *The Science of Getting Rich* is the backbone of your new and more successful financial outlook!

Chapter II

There is a Science of Getting Rich

There is a science to getting rich, and it is an exact science like algebra or arithmetic. There are certain laws which govern the process of acquiring riches, once these laws are learned and obeyed by anyone, they will get rich with mathematical certainty.

The ownership of money and property comes as a result of doing things in a Certain Way, those who do things in this Certain Way, whether on purpose or accidentally, get rich, while those who don't do things in this Certain Way, no matter how hard they work or how able they are, remain poor.

It is a natural law that like causes always produce like effects, and therefore, any man or woman who learns to do things in the Certain Way will infallibly get rich.

That the above statement is true is demonstrated by the following facts:

Getting rich is not a matter of environment, for if it were, the people of one city would all be rich, while those of other towns would all be poor, or the inhabitants of one state would roll in wealth, while those of an adjoining state would struggle in poverty.

Observe everywhere we see rich and poor living side by side, in the same environment, and often engaged in the same vocations. When two people are in the same locality, and in the same business, and one gets rich while the other remains poor, it shows that getting rich is not primarily a matter of environment. Some environments may be more favorable than others, but when two people in the same business are in the same area, and one gets rich while the other fails, it indicates that getting rich is the result of doing things in a Certain Way.

And further, the ability to do things in the Certain Way is not due solely to the possession of talent, for many people who have great talent remain poor, while others who have very little talent get rich.

After studying people who've become rich, we find they are an average lot in all respects, having no greater talent or ability than others. It is evident they become rich because they choose to do things in a Certain Way.

Getting rich is not the result of saving, or "thrift." Many very penurious people are poor, while free spenders often become rich. Nor is getting rich entirely due to doing things which others fail to do, for two people in the same business often do exactly the same tasks, yet one gets rich while the other remains poor or becomes bankrupt.

From all these things, we draw the conclusion that getting rich is the result of doing things in a Certain Way.

If getting rich is the result of doing things in a Certain Way, and if like causes always produce like effects, then any individual who can do things in this way can become rich, and the whole matter is brought within the domain of exact science.

The question arises here, whether this Certain Way may not be so difficult that only a few may follow it. This cannot be true, as we have seen, so far as natural ability is concerned. Talented people get rich, blockheads get rich, very stupid people get rich, physically strong people get rich, weak and sickly people get rich.

Some degree of ability to think and understand is, of course, essential, but in so far as natural ability is concerned, any man or woman who has sense enough to read and understand these words can certainly get rich.

Also, we've seen it's not a matter of environment. Location counts for something, one would not go to the heart of the Sahara and expect to do successful business.

Getting rich involves the necessity of dealing with people, and of being where there are people to deal with. If these people are inclined to deal in the way you want to deal, so much the better. But that's about as far as environment goes.

If anybody else in your town can get rich, so can you, and if anybody else in your state can get rich, so can you.

Again, it is not a matter of choosing some particular business or profession. People get rich in every business and

in every profession, while their next-door neighbors in the same vocation may remain in poverty.

It is true you will do best in a business that you like, and which is congenial to you, and if you have certain talents which are well developed, you will do best in a business which calls for the exercise of those talents.

Also, you will do best in a business which is suited to your locality; an ice-cream parlor would do better in a warm climate than it would in Greenland, and a salmon fishery will succeed better in the Northwest than in Florida, where there are no salmon.

But, aside from these general limitations, getting rich is not dependent upon your engaging in a particular business, but upon your learning to do things in a Certain Way. If you are now in business and anybody else in your area is getting rich in the same business, while you are not getting rich, it is because you are not doing things in the same way that they are doing them.

No one is prevented from getting rich by lack of capital. True, as you get capital, the increase may become more easy and rapid.

No matter how poor you may be, if you begin to do things in the Certain Way, you will begin to generate capital, and you will begin to get rich.

The getting of capital is part of the process of getting rich and is a result which invariably follows the doing of things in the Certain Way.

You may be the poorest person on the continent, and be deeply in debt; you may have neither friends, influence, nor resources, but if you begin to do things in this way, you must infallibly begin to get rich, for like causes always produce like effects.

If you have no capital, you can get capital, if you are in the wrong business, you can get into the right business, if you are in the wrong location, you can acquire the right location, and you can do so **by beginning in your present business and in your present location to think and do everything in the Certain Way which causes success.**

Success questions for chiropractors:

- Do you have the ability to become rich?
- Is there any reason why you cannot become rich?
- Other chiropractors have done well, why can't you?
- How do rich chiropractors think compared to those chiropractors who are struggling?
- Are you waiting for it to get easier, or for someone else to come do it for you? Take this advice: *Nobody's coming.*

Success points:

- We learn in this chapter that anyone can become rich if they do things in a "Certain Way."
- What do you think the "Certain Way" might be?

- Chiropractors in every state since the profession began have become rich. This is proof that you can too!
- Laziness, weakness, cheapness, or foolishness can all be barriers to financial success. Have these affected you?
- You must be willing to work smarter (the Certain Way) and harder than most if you want to do better than most.
- Lack of discipline is another problem to overcome.
- You MUST be able to say NO to what you want to do and YES to what you need to do. Work before play.
- Goals move you towards what you want.
- Giving money away keeps the flow of money coming back to you. Giving also brings the powerful feeling of having.
- Paying taxes on time shows you are responsible and can handle more. You want your taxes to <u>increase</u>. This means you are making more money. Never sabotage yourself by wanting lower taxes but more income. These two are always connected.
- Never miss a week of saving money. Even if you have to start with $20 per week. You must prove you can hold on to a little money if you ever want larger amounts of money to come to you.
- Saving is putting money away for a house or other item or event. Investing (a higher form of saving) is putting money away permanently for future wealth and retirement.
- Crushing your debt is another key weapon of the successful chiropractor. Paying down a debt with a 5% interest rate is always better than investing at 5%. Do you know why?

- For every debt, look at how much interest you are paying every month and calculate the interest percentage.

  Example: I have a rental home with a 4.65% mortgage. The payment is $1450. $650 of this is interest and $800 is principal. Observe this is actually 45% interest!

  Regardless of what any person tells you, you will NEVER get a more reliable return on your money than the return you get from paying student loan or mortgage debt early.

- Paying taxes, debt, saving, and investing are things we must DO. They are unwritten components of the "Certain Way."
- *The Science of Getting Rich* is your guide on how to THINK and approach your new and more successful life.
- THOUGHTS create FEELINGS and HABITS.
- FEELINGS and HABITS cause your ACTIONS.
- Your ACTIONS bring your RESULTS.
- Notice your results ultimately come from your thoughts!
- **Key points in this chapter:**
  - You are smart enough to do this.
  - You are in a profession that can bring wealth.
  - You must learn the Certain Way and make it a habit.
  - You must start NOW, today, this minute, right where you are, to do things in the Certain Way. This is the action required for you to get wealth moving towards you. To deserve it. You must deserve <u>first</u>.

Chapter III

Is Opportunity Monopolized?

No one is kept poor because opportunity has been hidden or taken away from them, or because other people have monopolized the wealth and put a fence around it. You may be shut off from engaging in business in certain lines, but there are other channels open to you.

It would probably be difficult to gain control of any of the great railroad systems, that field is pretty well monopolized. But the electric railway business is still in its infancy and offers plenty of scope for enterprise, and it will be but a few years until traffic and transportation through the air will become a great industry, and all its branches will give employment to thousands and perhaps millions of people.

It is quite true that if you are a worker under the employ of the steel trust, you have very little chance of becoming the owner of the plant in which you work.

It is also true that if you will commence to act in a Certain Way, you can soon leave the employ of the steel trust, you could buy a farm of from ten to forty acres, and engage in business as a producer of foodstuffs.

There is great opportunity at this time for those who will live upon small tracts of land and cultivate the same intensively, such people can certainly get rich. You may say

it is impossible for you to get the land, but I'm going to prove to you that it is not impossible, and that you can certainly get a farm, a new position of employment, or a more successful business if you will go to work in a Certain Way.

At different periods, the tide of opportunity sets in different directions according to the needs of the whole and the particular stage of social development that has been reached. At present, in America, opportunity is leaning toward agriculture, the allied industries, and the professions.

There is an abundance of opportunity for the person who will go with the tide, instead of trying to swim against it.

So, factory workers for example, either as individuals or as a class, are not deprived of opportunity. The workers are not being "kept down" by their masters, they are not being "ground" by the trusts and combinations of capital. As a class, they are where they are because they do not do things in a Certain Way.

If the workers of America chose to do so, they could follow the example of workers in Belgium and other countries, and establish great department stores and co-operative industries, they could elect people of their own class to office, and pass laws favoring the development of such co-operative industries, and in a few years they could take peaceable possession of the industrial field.

The working class may become the master class whenever they will begin to do thing in a Certain Way, the law of wealth is the same for them as it is for all others. This they must learn, and they will remain where they are as long as they continue to do as they do.

Individual workers, however, are not held down by the ignorance or mental slothfulness of their class, they can follow the tide of opportunity to riches, and this book will tell them how.

No one is kept in poverty by shortness in the supply of riches, there is more than enough for all.

A palace as large as the capitol at Washington might be built for every family on earth from the building material in the United States alone, and under intensive cultivation, this country would produce wool, cotton, linen, and silk enough to clothe each person in the world finer than Solomon was arrayed in all his glory, together with food enough to feed them all luxuriously.

The visible supply is practically inexhaustible, and the invisible supply is inexhaustible.

Everything you see on earth is made from one original substance, out of which all things proceed.

New forms in nature, society, and industry are constantly being made, and older ones are dissolving, but all are shapes assumed by One Thing.

There is no limit to the supply of Formless Stuff, or Original Substance. The universe is made out of it, but it

was not all used in making the universe. The spaces in, through, and between everything you see in the visible universe are permeated and filled with the Original Substance, with the Formless Stuff, with the raw material of all things. Ten thousand times as much as has been made might still be made, and even then, we should not have exhausted the supply of universal raw material.

No one, therefore, is poor because nature is poor, or because there is not enough to go around.

Nature is an inexhaustible storehouse of riches, the supply will never run short.

Original Substance is alive with creative energy and is constantly producing more forms. When the supply of building material is exhausted, more will be produced, when the soil is exhausted so that foodstuffs and materials for clothing will no longer grow upon it, it will be renewed or more soil will be made. When all the gold and silver has been dug from the earth, if we are still in such a stage of social development that we need gold and silver, more will be produced from the formless. The Formless Stuff responds to the needs of humanity, it will not let us be without any good thing.

This is true of human beings collectively, the race as a whole is always abundantly rich, and if individuals are poor, it is because they do not follow Certain Ways of doing things which will make them rich.

The Formless Stuff is intelligent, it is a substance which thinks. It is responsive, it is at our command, it is waiting, always ready, designed to deliver. It is alive and always impelled toward more life.

It is the natural and inherent impulse of life to seek to live more, it is the nature of intelligence to enlarge itself, and of consciousness to seek to extend its boundaries and find fuller expression. The universe of forms has been made by the Formless Living Substance, throwing itself into form in order to express itself more fully.

The universe is a great living presence, always moving inherently toward more life and fuller functioning.

Nature is formed for the advancement of life, its impelling motive is the increase of life. For this cause, everything which can possibly minister to life is bountifully provided. There can be no lack unless God is to contradict Himself and nullify His own works.

You are not kept poor by lack in the supply of riches. It is a fact which I shall demonstrate later that the resources of the Formless Supply are at the command of the man or woman who will think and act in a Certain Way.

Success questions for chiropractors:

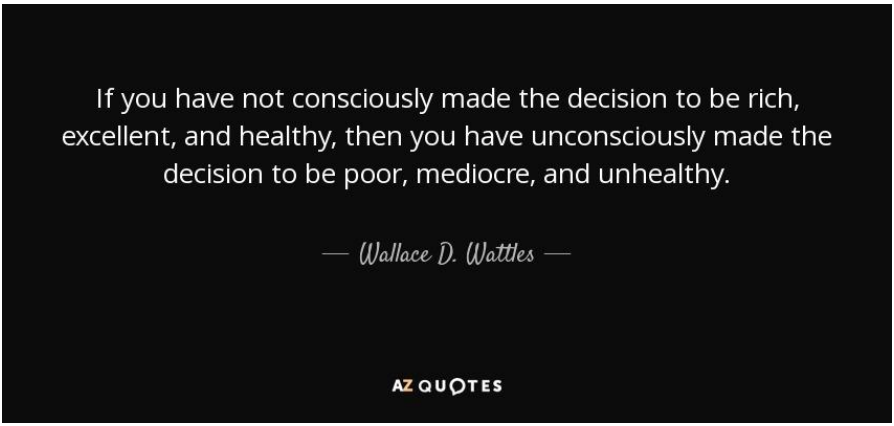
- What are a couple things you are now aware of after reading this chapter?

- Where does rain come from?
- The clear air can form a cloud. The cloud can rain. The rain can form a puddle of water. The water can freeze and become solid ice.

  Notice how nothing (the air) appears to have gone through a creative process to become a real, solid object that you can touch (the ice)? The process can reverse as well.
- Everything comes into existence in a similar fashion.
- Where did this book come from? There was a time this book was just a thought in my mind, but now you're holding it in your hands.
- Where did the building you are sitting in come from?
- At one time a person looked out at the ocean and thought: "Wouldn't it be amazing if we could launch and land planes from a big boat?" That thought went out into the Formless Stuff (the Original Substance) and through the natural processes of nature and industry you now see a massive and incredible aircraft carrier with aircraft launching and landing every day.
- Where do all new patients come from?
- Where does the money in your life come from?
- Don't all human beings initially start as a thought?
- Can you see that everything in your life right now has been brought into your life by your past thoughts?

Success points:

- You can control this creative process.
- This may be the greatest ability that God has bestowed upon humanity. He gave us the ability to create.
- Thinking in a Certain Way activates the Formless Substance.
- The power of your mind causes forces to go into action.
- It is always working. Your thoughts are continuously creating your practice, your life, and your environment.
- There is an infinite supply available to everyone.
- To create anything, you must be able describe it clearly, like you are placing an order that must be very detailed in order for what you want to be processed correctly and brought into your life.
- Thoughts… become… things.
- *We become what we think about.* -Earl Nightingale



Chapter IV

The First Principle in the Science of Getting Rich

Thought is the only power which can produce tangible riches from the Formless Substance. The stuff from which all things are made is a substance which thinks, and a thought of form in the substance produces the form.

Original Substance moves according to its thought, every form and process you see in nature today is the visible expression of a past thought in Original Substance. As the Formless Stuff thinks of a form, it takes that form, as it thinks of a motion, it makes that motion. That is the way all things were created. We live in a thought created world, which is part of God's thought created universe.

The thought of a moving universe extended throughout Formless Substance, and the Thinking Stuff moving according to that thought, took the form of systems of planets, and maintains that form. Thinking Substance takes the form of its thought and moves according to the thought. Holding the idea of a circling system of sun and stars, it takes the form of these bodies and moves them as it thinks.

Thinking the form of a slow-growing oak tree, it moves accordingly, and produces the tree, though centuries may be required to do the work. In creating, the formless

seems to move according to the lines of motion it has established, the thought of an oak tree does not cause the instant formation of a full-grown tree, but it does start in motion the forces that will produce the tree, along established lines of growth.

Every thought of form, held in thinking Substance, causes the creation of the form, but always or at least generally, along lines of growth and action already established.

The thought of a house of a certain construction, if it were impressed upon Formless Substance, might not cause the instant formation of the house, but it would cause the turning of creative energies already working in trade and commerce into such channels as to result in the timely building of the house.

No thought of form can be impressed upon Original Substance without causing the creation of the form.

A human being is a thinking center and can originate thought. All the forms that human beings fashion with their hands must first exist in thought, they cannot shape a thing until they have thought the thing.

So far, human beings have confined their efforts wholly to the work of their hands, we have applied manual labor to the world of forms, seeking to change or modify those already existing. We have never thought of trying to cause the creation of new forms by impressing our thoughts upon Formless Substance.

When someone has a thought-form, they take material from the forms of nature, and make an image of the form, which is in their mind. They have, so far, made little or no effort to co-operate with Formless Intelligence, to work "with the Father." They have not dreamed that they can "do what they seeth the Father doing."

We re-shape and modify existing forms by manual labor; we have given no attention to the question whether we may not produce things from Formless Substance by communicating our thoughts to it. I propose to prove that you may do so, to prove that any man or woman may do so, and to show how.

As our first step we must lay down three fundamental propositions:

First: We assert that there is one Original Substance or Formless Stuff, from which all things are made. All the seemingly many elements are but different presentations of one element, all the many forms found in organic and inorganic nature are but different shapes, made from the same stuff.

Second: This stuff is thinking stuff, a thought held in it produces the visible form from the invisible thought.

Third: Thought, in thinking substance, produces shapes, things, circumstances, situations, objects, realities. Every human being is a thinking center, capable of original thought, if we can communicate our thoughts to original

thinking substance, we can cause the creation, or formation, of the things we think about.

To summarize:

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

We can form things in our thoughts, and by impressing our thoughts upon Formless Substance, can cause the things we think about to be created.

It may be asked if I can prove these statements, and without going into details, I answer that I can do so, both by logic and experience.

Reasoning back from the phenomena of form and thought, I come to one original thinking substance, and reasoning forward from this thinking substance, I come to our power to cause the formation of the things we think about.

And through nature, and experiment, I find the reasoning true, here is my strongest proof:

If one person who reads this book gets rich by doing what it tells them to do, that is evidence in support of my claim, and this process will not fail, for every person who does exactly what this book tells them to do will get rich.

I have said that people get rich by doing things in a Certain Way, and in order to do so, they must become able to think in a Certain Way.

A person's way of doing things is the direct result of the way they THINK about things.

To do things in the way you want to do them, you will have to acquire the ability to think the way you want to think, this is the first step toward getting rich.

To think what you want to think is to think TRUTH, regardless of appearances.

Every individual has the natural and inherent power to think what they choose to think, but it requires far more effort to do so than it does to simply think the thoughts which are suggested by appearances.

To think according to appearances is easy, to think TRUTH in spite of appearances is laborious, and requires the expenditure of more power than any other worker is called upon to perform.

There is no labor from which most people shrink as they do from that of sustained and consecutive thought, it is the hardest work in the world.

This is especially true when truth (what you want, your vision, your goal) is contrary to appearances (what you currently see around you in your life.)

Every appearance in the visible world tends to produce a corresponding thought in the mind which

observes it, which then causes more of the same to be produced.

This cycle can only be prevented by holding the thought of the TRUTH.

To look upon the appearance of disease will produce the form of disease in your mind, and possibly in your body, unless you hold the thought of the truth, which is that there is no disease, it is only an appearance, there is only health, and the principle, the entity, the reality is health.

To look upon the appearances of poverty will produce corresponding forms in your own mind, unless you hold to the truth that there is no poverty, there is only abundance, wealth, prosperity, affluence, surplus, opulence, and riches.

To think health when surrounded by the appearances of disease, or to think riches when in the midst of appearances of poverty, requires power. One who develops and builds this power creates a MASTER MIND for themselves. They can conquer fate; they can have what they want.

This power can only be fashioned by accepting the basic fact which is behind all appearances, and that fact is: there is one Thinking Substance from which, and by which, all things are made.

So, we must grasp the truth that every thought held in this substance becomes a form, and that we can so impress

our thoughts upon it as to cause them to take form and become visible things.

When we realize this, we lose all doubt and fear, for we know we can create what we want to create, we can get what we want to have and can become what we want to be.

As a first step toward getting rich, you must believe the three fundamental statements given previously in this chapter, and in order to emphasize them, I repeat them here:

There is a thinking stuff from which all things are made and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

We can form things in our thoughts, and by impressing our thought upon Formless Substance, can cause the things we think about to be created.

You must lay aside all other concepts of the universe than this monistic one, and you must dwell upon this until it is fixed in your mind and has become your habitual thought.

Read these creed statements over and over again, fix every word upon your memory, and meditate upon them until you firmly believe what they say. If a doubt comes to you, cast it aside at once. Do not listen to arguments against this idea, do not go to churches or lectures where a contrary concept is taught or preached. Do not read magazines or

books which teach a different idea, if you get mixed up in your faith, all your efforts will be in vain.

Do not ask why these things are true, nor speculate as to how they can be true, simply take them on trust. The elements, planetary bodies, all plants and creatures in nature, every invention and creation by man proves to the reader that our assertion that thoughts cause the creation of things is clearly true.

The Science of Getting Rich begins with the absolute acceptance of this faith.

Success questions for chiropractors:

- What is the hardest activity that people shy away from more than any other?
- Do you have control over your own mind? Are you sure?
- Do you take FULL OWNERSHIP of everything in ALL areas of your life?
- Blaming and excuses are lies that people use so they don't have to face the fact that <u>they created their own life</u> and are 100% responsible for everything in it.
- Do you know anyone who likes to blame and act like a victim? They think their life is not their fault and that others, the government, or their work have "done something to them." Tolerate none of it. Everyone reaps what they sow.

- Do you fully acknowledge that you have 100% control over your life and your future because you can cause the things you want to be created and made real in your life?
- Are you now more empowered or powerless?
- Do you want to be in the top 10%, or better yet, the top 3% and permanently move out of the 97%?

Success points:

- Consider; time, space, and matter all had to come into existence at exactly the same instant.

  If there were no time, when you put the matter in? If there were no space, where would you put it?

  This is called the trinity of trinities. Time = past, present, future. Space = solid, liquid, gas. Matter = length, width, and height.

  "Smart" people, atheists, etc. have attempted to explain how time, space, and matter came to be, of course failing miserably. Usually, they avoid the question altogether.

  On the other hand, God handles this in 10 words:

  In the beginning (time) God created the heavens (space) and the earth (matter).

  The universe. Uni = one Verse = a spoken sentence.

  God said, "Let the be" and here we are.

  One spoken sentence originated from thoughts in the mind of God. The universe and all it were created from thought power.

His mind created all things from the formless substance, His intelligence and power literally sustain every electron in orbit around every atom.

It is nothing for God to take all the wood from every home and instantly put it back into the form of the trees from which they came.

The point… as God's highest creation, you are also given an incredible ability to create from your thoughts and words. Not at God's level obviously, but much more powerfully than you realize.

- These are some of the smartest facts I've ever learned.
- He is the law giver. He is the inventor of universal intelligence. He is the inventor of the innate intelligence that resides in every living thing small of large.
- Notice many people worship the creation, Mother Earth, etc. Be infinitely smarter and worship, give thanks, honor, and revere the Creator Himself first, then His work second.

Now back to a few success points:

- If you have a great or a poor primary relationship, you attracted that person.
- You chose that person and every moment you are with them is a moment where you chose to do so.
- If you are rich or struggling, you attracted and made all your financial decisions.

- If you are in poor physical shape or in great shape, you chose every bite of food you put in your mouth as well as every movement of your arms and legs.
- You choose the thoughts and actions that either bring few new patients or a LOT of new patients.
- We must always remember the Law of Cause and Effect. Thoughts CAUSE a certain EFFECT, i.e., things, to happen.
- The Science of Getting Rich defines the TRUTH as that which you want and where you are going, not what you currently see around you, or what has already happened.
- The TRUTH is what you want and see down the road, not what is next to you or in the rear-view mirror. The Truth contains hope, intelligence, and direction.
- What you see around you right now is the result of your PAST thoughts.
- Anyone can be happy when things are going well. The real winner can THINK and see the TRUTH in the midst of struggle, misfortune, chaos, or turmoil.
- The winner can be happy, thankful, and see opportunity and good in what "appears" to normal people to be a bad situation.
- Your ability to sit and concentrate clearly on what you want starts forces in motion to make what you want become real.
- See it like you have been given a mini version of God's ability to create.

- The ability to be still, silent, concentrate, and have sustained thinking is a modern-day SUPERPOWER. Few can do this.
- Thousands can do manual labor and build a house from a plan, only a few can start with a blank sheet of paper and design/draw the plan itself.
- Every great structure on earth started as a thought, then a plan on paper, then built into reality.
- Every chiropractic practice starts as a thought, then clear goals, then with action it becomes reality.
- YOU are responsible. Again, there is nobody to blame. Never for a second think you have somehow been suppressed or had less opportunity.
- If you can read, write, walk, talk, and use your hands, then you have all you need to do well!
- In chiropractic, a weak thinking doctor will get scared if they hear that their local insurance companies are going to cut what they pay.

  The weak, competitive thinker will get mad and want to change the system, fight the insurance companies, and blame them for their lower clinic collections.
- The winning doctor will simply reset and lock-in on his or her goals, understanding that they alone have the power to CREATE their practice regardless of anything outside it.

  There are many ways for increased collections to come in regardless of what any insurance companies do.

The power DC knows that all new patients and collections start in the mind. They will simply create them with their strong and clear thoughts.

The universe will determine the channel by which they will appear, and the practice that the doctor vividly imagined and took action towards will then become reality.

- Every chiropractic practice is the outward visible result of the thoughts of the doctor who owns it.
- Walk into any practice and you are literally walking into the mind of the doctor.
- A messy office comes from a messy mind.
- An office that is trying to cut corners comes from a corner cutting mind.
- An office that is sharp, clean, well-running, and highly profitable comes from a clean, sharp, well-trained, disciplined, high integrity, high energy, and well-coached mind.
- Knowing you can create your circumstances, what possible fear could you ever have?
- Fear is getting scared or anxious because you think something will happen in the future and you won't be able to handle it. It is the opposite of confidence or faith.
- Is any plant afraid to grow to its maximum potential?
- Why would any human be afraid to grow to theirs?
- Humans are the only living thing in the universe that do not naturally go 100% towards their potential.

Chapter V

Increasing Life

You must dissolve the last vestige of the old idea that there is a deity whose will it is that you should be poor, or whose purposes may be served by keeping you in poverty.

The atoms and molecules which comprise all, are in all, which vibrate in all, and vibrate in you, are consciously living. It is the natural and inherent desire of every living intelligence for increase of life.

Every living thing must continually seek for the enlargement of its life because life, in the mere act of living, must increase itself.

A seed, planted into the ground springs into activity, and in the act of living produces countless more seeds. Life, by living, multiplies itself. It is forever becoming more, it must do so, if it continues to be at all.

Intelligence is under this same necessity for continuous increase. Every thought we think makes it necessary for us to think another thought; consciousness is continually expanding. Every fact we learn leads us to the learning of another fact; knowledge is continually increasing. Every talent we cultivate brings the desire to cultivate another talent. We are subject to the urge of life, seeking expression, which ever drives us on to know more, do more, and to be more.

In order to know more, do more, and be more we must have more. We must have things to use, for we learn, and do, and become, only by using things.

We must get rich, so that we can live more.

The desire for riches is simply the capacity for larger life seeking fulfillment, every desire is the effort of an unexpressed possibility to come into action. It is power seeking to manifest, which causes desire.

That which makes you want more money is the same as that which makes the plant grow, it is life, seeking advancement and fuller expression.

The one living substance must be subject to this inherent law of all life. It contains the desire to live more, that is why it is under the necessity and is responsive to creating things.

The one substance desires to live more in and through you, hence it is ready to serve, at your command, and wants you to have all the things you can use.

It is the desire of God that you should get rich. He wants you to get rich because He can express His creation more fully through you if you have plenty of things to use in the process. He can express more through you if you have unlimited command of the means of life.

The universe desires you to have everything you want to have.

Nature is friendly to your plans.

Everything is naturally for you.

Make up your mind that this is true.

It is essential, however, that your purpose should harmonize with the purpose that is in all.

You must want real life, not mere pleasure or sensual gratification. Life is the performance of function, and the individual genuinely lives only when they perform every function, physically, mentally, and spiritually, of which they are capable, without excess in any.

You do not want to get rich in order to live swinishly or for the gratification of animal desires. That is not life, but the performance of every physical function is a part of life. No one lives completely who denies the impulses of the body a normal and healthful expression.

You do not want to get rich solely to enjoy mental pleasures, to get knowledge, to gratify ambition, to outshine others, or to be famous. All these are a legitimate part of life, but the person who lives for the pleasures of the intellect alone will only have a partial life and will never be satisfied with their lot.

You do not want to get rich solely for the good of others, to lose yourself for the salvation of humanity, or to experience the joys of philanthropy and sacrifice. The joys of the soul are only a part of life, and they are no better or nobler than any other part.

You do, however, want to get rich in order that you may eat, drink, and be merry when it is time to do these

things, in order that you may surround yourself with beautiful things, see distant lands, feed your mind, and develop your intellect, in order that you may love others and do kind things, and be able to play a good part in helping the world to find truth.

But remember that extreme altruism is no better and nobler than extreme selfishness, both are mistakes.

Lose the idea that God wants you to sacrifice yourself for others, and that you can secure His favor by doing so, God requires nothing of the kind.

What He wants is that you should make the most of yourself, for yourself, for others, and for Him.

You can help others more by making the most of yourself than in any other way.

You can make the most of yourself only by getting rich, so it is right and praiseworthy that you should give your first and best thought to the work of acquiring wealth.

Remember, however, that the desire of original substance is for all, and its movements must be for more life to all, it cannot be made to work for less life to any, because it is equally in all, seeking riches and life.

Intelligent substance will make things for you, but it will not take things away from someone else and give them to you.

You must eliminate any thought, awareness, or fear of competition.

You are to create, not to compete for what is already created.

You do not have to take anything away from anyone.

You do not have to drive sharp bargains.

You do not have to cheat or take advantage.

You do not need to let anyone work for you for less than they earn.

You do not have to covet the property of others, or to look at it with wishful eyes, no one has anything of which you cannot have similar and do so without taking what they have away from them.

You are to become a creator, not a competitor, you are going to get what you want, but in such a way that when you get it, every other person will have more than they have now.

Your goal is to continually bring increase to others from all your thoughts and dealings.

I'm aware there are those who accumulate vast amounts of money by proceeding in direct opposition to the statements in the paragraph above. I may add a word of explanation here, those people of the plutocratic type, who become very rich, do so sometimes purely by their extraordinary ability on the plane of competition, and sometimes they unconsciously relate themselves to Substance in its great purposes and movements for the general upbuilding through industrial development.

Rockefeller, Carnegie, Morgan, and others have been the unconscious agents of the Supreme in the necessary work of systematizing and organizing productive industry, and in the end, their work will contribute immensely toward increased life for all. Their day is nearly over, they have organized production and will soon be succeeded by the agents of the multitude, who will organize the machinery of distribution.

The old guard, the old multi-billionaires are like the monster reptiles of the prehistoric eras. They play a necessary part in the evolutionary process of a society, but the same power which produced them will dispose of them. It is well to bear in mind that many of them have never been truly rich, a record of the private lives of most of this class will show them to be the most abject and wretched of the poor.

Riches secured on the competitive plane are never satisfactory and permanent, they are yours today, and another's tomorrow. Remember, if you are to become rich

in a scientific and Certain Way, you must rise entirely out of the competitive level.

You must never think for a moment that the supply is limited.

For the moment you think all the money is being "cornered" and controlled by bankers and others, or that you must exert yourself to get laws passed to stop this process, and so on, in that instant you drop into the competitive mind and your power to cause creation is gone for the time being.

What is worse, if you allow yourself to drop into the competitive or fearful mind, you will probably arrest the creative movements you have already instituted.

KNOW there are countless millions of dollars' worth of gold in the mountains of the earth not yet brought to light, and know that if there were not, more would be created from Thinking Substance to supply your needs.

KNOW that the money you need will come, even if it is necessary for a thousand others to be led to the discovery of new gold mines tomorrow.

Never look at the visible supply, look always at the limitless riches in Formless Substance, and KNOW that they are coming to you as fast as you can receive and use them.

Nobody, by cornering the visible supply, can prevent you from getting what is yours.

So, never allow yourself to think for an instant that all the best building spots will be taken before you get ready to build your house unless you hurry. Never worry about the trusts and conglomerates or get anxious for fear they will soon come to own the whole earth.

Never feel afraid you will lose what you want because some other person "beats you to it." That cannot possibly happen, you are not seeking anything that is possessed by anybody else, you are causing what you want to be created from Formless Substance, and the supply is without limits. Stick to the formulated statement:

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

We can form things in our thoughts, and by impressing our thought upon Formless Substance, can cause the things we think about to be created.

Success questions for chiropractors:

- Have you ever felt nervous about another chiropractor who just opened in your area?
- Have you ever thought there were "too many chiropractors" out there?

- Have you ever thought you were in "competition" with other chiropractors?
- Do you now see that there is no such thing as competition? It seems like it, but again, it is all a matter of perspective.
- Be of the opinion and draw the conclusion that the more DCs there are, then more awareness for chiropractic there will be in the area, and the better all DCs will do.
- Change your thinking and you change your life.
- Low level minds worry, high level minds lock-in and work.
- The only competition is between you and yourself to create your practice from the unlimited supply.
- Do you smartly believe you have the power to CREATE the practice you want regardless of what is happening in your area?

Success points:

- I personally set all my collection records after there were four other chiropractors in my same office complex.
- Growing a practice is an internal project first. If you can see it in your mind, you can create it in your town.
- There is not one pie for the chiropractors in your area to fight for. Every chiropractor creates their own pie!
- I had a client with over 8000 new patients in the last 23 years in a town of only 912 people. How is this possible?
- New patients are in unlimited supply. People do not live in an area, they endlessly flow through an area like water in a river or kids through the school system.

- Think about what you want. Many dwell on what they don't want, they dwell on appearances, they cannot use their imagination to see the TRUTH. They then wonder why nothing exciting happens in their lives.
- Most look at their surroundings and visible conditions – this causes their thoughts – which then causes their results.

  They perpetually keep creating the same conditions in their life over and over and never even realize it!
- You must see the TRUTH, and the TRUTH is the image and feeling of what you want, where you are headed, and what you are creating.
- Remember, you can see the TRUTH. The TRUTH is that perfect image of exactly what you want in all four areas of your life: Love, health, career, and money!
- Nothing is already taken. People, money, property, anything and everything is available to you.
- If you are clear on what you want, and can concentrate on and think about it <u>clearly</u>, you can project it into the Formless Substance and start its creation and movement towards you.
- Setting and writing down goals is a form of doing this. Goals are a viable way to engage the Formless Stuff.
- You will be amazed at what you can draw into your life.
- Remember, all thinking is a waste if it is not matched with action. This is where those trying to "manifest" have it all wrong. They are trying to magically "get" without any action on their part to deserve it.

- You, as a winner, are ready to supply all the action required to guarantee you will have what you want come to you.
- Know what you want, write it down, think about it, what does it look like, feel like, smell like? See yourself with it, interacting, happy, smiling laughing, sharing, giving. Project it clearly out from you knowing you can do it.
- Thoughts are non-local, they are everywhere in the universe instantaneously when you think them. Your thoughts, signals, vibration, wavelength, ideas, images, are beaming out from your being every second of every day.
- This has sometimes been called “concepting.”
- How much feeling you have behind the thought determines how strong the signal is. Weak feeling equals weak signal.
- The feeling to add power to your desire is often called the ”catalyst.”
- I sometimes call it “burn.” Can you get yourself into a white hot “burn” of intensity for what you want? I mean like it is urgent, it has to happen, you demand it. Burning desire!
- Compared to meekly sitting there all ho-hum, hoping something good happens, maybe, if it’s not too much trouble.
- Observe a person who has something “bad” happen, they are mad, angry, and get emotional when thinking about the incident. Little do they know they are projecting those images, backed by strong feeling, into the Formless Substance, which will certainly bring back to them more of the same.

- So be calm. Be cool. If “bad things” happen, control the emotions. Remember, you get what you image, but you also get what you feel.
- Remember also, nothing bad ever happens. Everything that happens is equally good and bad, high-level minds understand and can see this. Which is why they become so successful.
- Lower-level people label everything good or bad. They comment and judge everything day in and day out from their pedestrian and unaware lens of life.
- Big winners see the good and opportunity in ALL things.
- This is why high performers have such a hard time around “normal people.” Normal people think, say, and do things that are hopelessly contrary to the TRUTH and high performance i.e., rich thinking.
- Strong, clear thoughts impregnated with “burn” and gratitude will bring strong results back to you.
- See now that you can literally use the Law of Cause and Effect for you own good. It is awesome.
- Success is 100% about being able to control your mind, your thoughts, your emotions, and your actions. Realizing you are always sending a signal (placing an order) that is always in the process of being delivered back to you perfectly in accordance with what you think and how you think it.
- You get what you feel. ← Read that again.
- How do you feel right this second? Excited, scared, weak, strong? *Choose how you feel = Choose your life.*

Chapter VI

How Riches Come to You

When I say that you do not have to drive sharp bargains, I do not mean that you don't have to drive any bargains at all, or that you are above the necessity for having any dealings with other people. I mean you will not need to deal with anyone unfairly, you do not have to give, or get something for nothing.

You must give to every person more than you take from them.

This is so vital is bears repeating.

You must give to every person more in use value than what you receive from them in cash value. This is how you keep the universe owing you vs. you owning it.

You may not be able to give every person more in cash market value than you take from them, but you can give them more in use value, or utility value, than the cash value of the thing you get from them. The paper, ink, and other material in this book may not be worth the money you paid for it, but if the ideas suggested by it bring you thousands of dollars, you have not been wronged by those who sold it to you, they have given you a great use value for a small cash value.

Let us suppose I own a picture by one of the great artists which, in any civilized community, is worth thousands of dollars. I take it to Baffin Bay, and by "persuasion" induce an Eskimo to give a bundle of furs worth $500 for it. I have actually wronged that person, for they have no use for the picture, it has no use value to them, it will not add to their life.

But suppose I give them a gun worth $50 for their furs, then they've made a good bargain. They have use for the gun, it will afford them many more furs and much food, it will add to their life in every way, it can make them rich.

When you rise from the competitive to the creative plane, you can scan your business transactions very strictly, and if you are selling someone anything which does not add more to their life than what they give you in exchange, you can afford to stop it. You do not have to beat anybody in business. And if you are in a business which does beat people, get out of it at once.

Give every person more in use value than what you take from them in cash value, this way you are adding to the life of the world by every business transaction.

If you have people working for you, you must generate from them more in cash value than you pay them in wages, and you can so organize your business that it will be filled with the principle of advancement, and so that each employee who wishes to do so may advance a little every day themselves as well.

You can make your business do for your employees what this book is doing for you. You can so conduct your business that it will become a ladder by which every employee who will take the trouble may climb to riches themselves, and given the opportunity, if they will not do so it is not your fault.

And finally, because you are to cause the creation of your riches from Formless Substance which permeates all your environment, it does not follow that they are able to take shape from the atmosphere and instantly come into being before your eyes.

If you want a sewing machine, for instance, I do not mean to tell you that you are to impress the thought of a sewing machine on Thinking Substance until the machine is formed without hands, in the room where you sit, or elsewhere.

On the contrary, if you want a sewing machine, hold the mental image of it with the most positive certainty that it is being made, or is on its way to you. After once forming the thought, have the most absolute and unquestioning faith that the sewing machine is coming, never think of it, or speak of it, in any other way than as being sure to arrive. Claim it as already yours.

It will be brought to you by the power and intelligence of the universe acting upon the minds of others using the normal channels of production and commerce.

If you live in Maine, it may be that someone will be brought from Texas or Japan to engage in some transaction which will result in your getting what you want.

If so, the whole matter will be as much to that person's advantage as it is to yours.

Remember always that the Thinking Substance is through all, in all, communicating with all, and can influence all.

The desire of Thinking Substance for fuller life and better living has caused the creation of all the sewing machines already made, and it can cause the creation of millions more, and will, whenever people set it in motion by desire and faith, and by acting in a Certain Way.

You can certainly have a sewing machine or other modern conveniences in your house.

It is just as certain that you can have any other thing or things which you want, and which you will use for the advancement of your own life and the lives of others.

You need not hesitate about asking largely, "it is your Father's pleasure to give you the kingdom," said Jesus.

Original Substance wants to live all that is possible in and through you, and wants you to have all that you can use for the living of a fabulously abundant life.

If you fix upon your consciousness the fact that the desire you feel for the possession of riches is one with the

desire of omnipotence for more complete expression, your faith becomes invincible.

Once I saw a little boy sitting at a piano. He was vainly trying to bring harmony out of the keys. I saw he was grieved and provoked by his inability to play real music. I asked him the cause of his vexation, and he answered, "I can feel the music in me, but I can't make my hands go right." The music in him was the URGE of Original Substance, containing all the possibilities of all life, all that there is of music was seeking expression through the child.

God, the Creator of all, the originator of the One Substance is encouraging humanity to live and do great things. He is saying, "I want hands to build wonderful structures, to play divine harmonies, to paint glorious pictures, I want feet to run and serve, eyes to see my beauties, tongues to tell mighty truths and to sing marvelous songs," and so on.

All that there is of possibility is seeking expression through people. God wants those who can play music to have pianos and every other instrument, and to have the means to cultivate their talents to the fullest extent.

He wants those who can appreciate beauty to be able to surround themselves with beautiful things, He wants those who can discern truth to have every opportunity to travel and observe, He wants those who can appreciate dress to be beautifully clothed, and those who can appreciate good food to be luxuriously fed.

He must want all these things in order to enjoy and appreciate the fruits of His creation.

"It is God that worketh in you to will and to do," said Paul.

The desire you feel for riches is natural, similar to music trying to express itself through the little boy at the piano.

So, you need not hesitate to ask largely.

Your part is to focalize and clearly express your desires.

This is a difficult point with most people, they retain something of the old idea that poverty and self-sacrifice are pleasing to God.

They hold to so much of this erroneous thought that they feel ashamed to ask for wealth, they try not to want more than a very modest competence, just enough to make them fairly comfortable.

I recall now the case of one student who was told that he must get in mind a clear picture of what he desired, so that the creative thought of them might be impressed on Formless Substance. He was a very poor man, living in a rented house, and having only what he earned from day to day. He could not grasp the fact that all wealth was in him and available to him. So, after thinking the matter over, he decided he might reasonably ask for a new rug for the floor of his best room, and an anthracite coal stove to heat the house during the cold weather.

Following the instructions given in this book, he obtained these things in a few months, then it dawned upon him that he had not asked enough. He went through the house in which he lived and planned all the improvements he would like to make to it, he mentally added a bay window here, and a room there, until it was complete in his mind as his ideal home. He then planned its furnishings.

Holding the whole picture in his mind, he began living in the Certain Way and moving toward what he wanted. He now owns the house and is rebuilding it after the form of his mental image. And now, with still larger faith, he is going on to get greater things. It has been unto him according to his faith, and it is so with you, and with all of us.

Success questions for chiropractors:

- Have you ever tried to get something without giving more in cash, or use value first?
- How do you feel when a person wants to "get" from you without offering anything of equal value in return?
- Imagine a staff member asking for a raise just because they have been there another year. They want more, but what are they offering in exchange?

  If the staff member suggests an idea that was of value to the clinic, then felt a reasonable raise was appropriate for

bringing more value to the business, then this makes sense and is honorable.

Very few EVER think like this. Most people are only able to think of what they want to GET.

Only higher-level minds can figure out something smart to GIVE first in order to then GET.

- Are you a person always looking for what you can get, and with how little you have to give in return?
- Are you rich?
- Can anyone violate the Law of Cause and Effect?
- Give little = Get little. Try to get deals = Patients try to cut your prices. Cause always = Effect.
- Are you willing to do more to get more?
- What kind of a chiropractor thinks they can do the same or less, yet get MORE new patients, visits, and collections?
- Do "go-getters" or "go-givers" have more long-term success?

Success points:

- Give your best in every situation whether you are paid for it or not.
- Be willing to give away your best stuff.

  Example: How much did you pay for this book?
- I have personally not charged for a new patient exam and X-rays for over 15 years. I have no barriers. I will give

anyone a chance to get their spine checked and see if chiropractic can change their life.

I give away first, and in return I get many new patients, referrals, retention, and collections.

- People will "understand" this concept when it is explained to them, but one minute later go back to thinking they should be getting more than what they are putting in. Don't do this.
- People love to get free stuff, yet almost never give anything of value away for free themselves.
- To get more you have to think, plan, give, and do WAY more than you think.
- Many confuse worrying and wishing with clear, smart, confident thinking and visualization. They say: *I think about stuff all the time!* What they really mean is that they worry about stuff all the time. They mistake this for "thinking."

  Example: Two people are on a beach, imagine one person kicking sand around all worried and nervous for an hour while another person calmly imagines, uses their mind, and then builds a beautiful sandcastle during the same hour.

  Both had EXACTLY the same time, situation, and opportunity, but one accomplished nothing while the other created an impressive sandcastle to take pictures of before the tide washed it away!

- Building a practice is the same thing. I see doctors who spend 38 hours a week in their office and get nothing done while others spend 24 hours a week in their office seeing

400 visits a week and collecting $1,400,000 a year with a 30% overhead.

- You create your practice by controlling your mind.
- What is value? What does the word "value" mean?
- Value is what you get for what you pay.
- Value is also what you give for what people pay you.
- You always want to give more than what you got paid. And <u>not</u> by having low prices, but by delivering attentive quality with everything you do.
- Additionally, you are always making sure when you pay for products or services, that you get full value in return.
- You give thoughts. You give time. You can give attention, You can give services, You can sell products. Whatever you deal in, make sure people get more in use value than what they paid. When you do this, you will always have a return coming back to you.
- How do you do this? By being on time, being prepared, presenting well, delivering results, caring, having craftsmanship in all you do, doing extra, following up, doing what others forget to do, being superior in delivery. Quality quality, quality!
- Want to test the teaching in this book? Do the steps below:

  (Now, most DCs are too weak and lazy to ever do this even though it works 100% of the time. Are you a talker or are you a doer? Are you a success seeking, world changing, chiropractic powerhouse who is on a MISSION?)

1. Go to the office at 5am every day for one full week. (I have spent more time in my office at 3am, 4am, and 5am than I can count. The other day I was here at 2:58am. My success shows. I dare you to join me.)
2. Dress as sharp and perfectly as you can each day. Wear the official chiropractic uniform like I teach at WINNERS**EDGE.**
3. Listen to one of our affirmation audios in the car while driving to your office every day, on low volume. This drive is your time to affirm, THINK and create.
4. When you arrive around 5am, take 15 minutes at your desk and visualize EXACTLY what you want for your practice that day, week, month, and year.

   Picture it as real as the sun. See the new patients, collections, referrals, smiling faces, results, happy team, checks arriving in the mail, payments arriving online, pre-pays, re-signs, volume, and fun.

   Then go to the front desk and stare at the appointment book for the day and imagine names filling the black spots, new ones, reports, prepays, call ins, great results, referrals.

   This is how you actually DO IT. You must sit and generate the thoughts (cause) that WILL cause things to happen (effect).
5. Review all your goals and graphs then picture the numbers and lines exactly the way you want them to be for the week, month, and year.

6. Read the WINNERS**EDGE** Black Book affirmation out loud while walking around.
7. Listen to a song that always makes you happy and excited for LIFE!
8. Clean every millimeter of your adjusting table(s) every morning preparing the equipment for increased duty.
9. Write down a list of five things you are thankful for. Mail out at least three Thank You grams.
10. Say these out loud with enthooosiasm!
    - *I am whole, perfect, strong, powerful, loving, harmonious, and happy!*
    - *I bring God's energy into my body asking for strength, protection, and guidance.*
    - *Every day in every way I am getting better and better.*
    - *All the people I require to reach my goals are on their way to me right now!*
11. Follow the WINNERS**EDGE** huddle and Doberman philosophy from the second the door unlocks to the second the door locks after the last patient.

    This means your tail wags EVERY time a person walks in yet internally you are aggressive for results and referrals.
12. **As the 1st action catalyst:** Each of these days during lunch go drop off practice information including an offer to come see you to at least 200 local businesses.

13. **The 2nd action catalyst**: Take your entire patient list and highlight the names of all the patients you would like to see come in again.

    Then hand write all these names on a sheet of paper.

    Then read every name out loud at every weekly team meeting. Picture each person walking in with a smile as you read their name.

    Place this sheet at the front desk where you can see it every day. Highlight the names of people that come back in.

    Sell all of them a Wellness Plan. A block of 12 visits is the best for this situation. (We have had clients get over 60 re-activations in one month from this simple, yet infinitely powerful procedure.)

    The WINNERS**EDGE** Recall list procedure is a practice's primary marketing technique. Again, it is efficient and matches exactly the thinking in a "Certain Way."

14. **The 3rd action catalyst**: Tell every single patient every day these words: *Remember Ron, we are here to help your family and friends too. Is there anyone you know who might need us?*

15. **The 4th action catalyst**: For every new person that starts care, tell them they can have an additional family member receive the same number of visits as them but for half the fee.

    It sounds like this: *Jenny, in order to make it easier for couples to benefit from awesome chiropractic care, we will let you bring your husband in to get 24 visits also,*

but for him it is just half! So instead of $960, for him it will just be $480. You then will have 48 visits that you both can use however is needed! This offer is good for a couple weeks. He can come in after that, but of course we will have to use our regular fees, so take advantage of this. Just bring him with you on your next visit. I am sure there is something he would like to have me look at!

- You must have absolute FAITH that what you want is already yours! Know it!
- The above is the THINKING plus ACTION that this book describes.
- Excellent coaching will teach a chiropractor how to maximize your time in ways you never thought possible. No coaching groups teach as many cool tricks as we do to bring out the best in a doctor and their team.
- If I produced this book, imagine my level of understanding of these concepts and how well I can teach it. No wonder so many of our clients are so successful.
- Conclude now you want to always give more in service than you take in money. And that you are always willing to pay well for services you receive. It goes both ways.
- Money is what they pay – Value is what you give them. Conversely, money is what you pay – Value is what you get.
- Great affirmation: ***I give my best in every situation whether I am paid for it or not.***

Chapter VII

Gratitude

The illustrations given in the last chapter will have conveyed to the reader the fact that the first step toward getting rich is to convey the idea of your wants to the Formless Substance.

This is true, and you will see that in order to do so it becomes necessary to relate yourself to the Formless Intelligence in a harmonious way.

To secure this harmonious relation is a matter of such primary and vital importance that I shall give some space to its discussion here, and give you instructions which, if you follow them, will be certain to bring you into perfect unity with the universe around you.

The whole process of mental adjustment and atonement can be summed up in one word, GRATITUDE.

First, you believe that there is one Intelligent Substance, from which all things proceed, second, you believe that this Substance gives you everything you desire, and third, you relate yourself to it by a feeling of deep and profound gratitude.

Many people who order their lives rightly in all other ways are kept in poverty by their lack of gratitude. Having received one gift from God, they cut the wires which

connect them with Him by failing to ne thankful, show gratitude and make acknowledgement.

It is easy to understand that the nearer we live to the source of wealth, the more wealth we shall receive, and it is also easy to understand that the soul which is always grateful lives in closer touch with God than the one which never looks to Him in thankful acknowledgement.

The more grateful our minds are when good things come to us, the more good things we will receive, and the more rapidly they will come. We get more of what we are thankful for, even if what we have now is a very small amount.

The reason simply is that the mental attitude of gratitude draws the mind into closer touch with the source from which the blessings come.

If it is a new thought to you that gratitude brings your whole mind into closer harmony with the creative energies of the universe, consider it well, and you will see it is true. The good things you already possess have come to you along the line of obedience to certain laws. Gratitude will lead your mind straight along the ways by which things come, and it will keep you in close harmony with creative thought and prevent you from falling into competitive thought.

Gratitude alone can keep you looking forward with hope and certainty, and prevent you from falling into the

error of thinking of the supply as limited, to do that would be fatal to your hopes.

There is a Law of Gratitude, and it is absolutely necessary that you should observe the law if you are to get the results you seek.

The Law of Gratitude is the natural principle that action and reaction are always equal, and in opposite directions.

The grateful outreaching of your mind in thankful praise to God, life, nature, people, and society constitutes a liberation or expenditure of force, **it cannot fail to reach that to which it is addressed, and the reaction is an instantaneous movement toward you.**

"Draw nigh unto god, and He will draw nigh unto you." That is a statement of psychological truth.

If your gratitude is strong and constant, the reaction from Formless Substance will be strong and continuous, the movement of the things you want will be always toward you. Notice the grateful attitude that Jesus took, how He always seems to be saying, "I thank Thee, Father, that Thou hearest me."

You cannot exercise much power without gratitude, for it is gratitude that keeps you connected with Power.

But the value of gratitude does not consist solely in getting you more blessings in the future. Without gratitude you cannot long keep from dissatisfied thoughts regarding things as they are.

The moment you permit your mind to dwell with dissatisfaction upon things as they are, you begin to lose ground.

You fix attention upon the common, the ordinary, the poor, the squalid, and mean, and your mind takes the form of these things. Then you will transmit these forms or mental images to the formless, and the common, the poor, the squalid, and mean will come to you.

To permit your mind to dwell upon the inferior is to become inferior, and to surround yourself with inferior things.

On the other hand, to fix your attention on the best is to surround yourself with the best, and to become the best.

The Creative Power within us makes us into the image of that to which we give our attention.

We are creative centers, and thinking substance always takes the form of that which it is directed to produce.

The grateful mind is constantly fixed upon the best, therefore it tends to become the best, it takes the form or character of the best, and will receive the best.

Also, faith is born of gratitude. The grateful mind continually expects good things, and expectation becomes faith.

The reaction of gratitude upon one's own mind produces faith, and every outgoing wave of grateful thanksgiving increases faith.

Those who have no feeling of gratitude cannot long retain a living faith, and without a living faith you cannot get rich by the creative method, as we shall see in the following chapters.

It is necessary, then, to cultivate the habit of being grateful for everything, every occurrence, every situation, every person, either good or bad that comes into your life, and to give thanks continuously.

Anyone can give thanks when "good" things happen. The man or woman who can find gratitude during times that seem bad are the ones who draw much more power, since they are exhibiting much more faith.

And because all things have contributed to your advancement, you should include all things in your gratitude.

Do not waste time thinking or talking about the shortcomings or wrong actions of plutocrats, trust magnates, or corporate figureheads, their organization of the world has made your opportunity, all you get actually comes to you because of them.

Do not rage against corrupt politicians, if it were not for politicians we should fall into anarchy, and your opportunity would be greatly lessened.

God has worked a long time and very patiently allowed us to be where we are in industry and government, and He is going right on with His work. There is not the least doubt that He will do away with plutocrats, trust magnates,

captains of industry, and politicians as soon as they can be spared, but in the meantime, behold they are all very good.

Remember, they are all working for you and helping to arrange the lines of transmission along which your riches will come to you, so be grateful to them all. This will bring you into harmonious relations with the good in everything, causing the good in everything to continuously move toward you.

Success questions for chiropractors:

- What are you most thankful for right now?
- Are you thankful for the opportunities you have available?
- Do you see that those who blame and want things for free are rarely thankful?
- Does complaining about the government, insurance companies, schools system, etc. ever accomplish anything or get anyone anywhere? So why do it?
- Does complaining about the weather, the water, the soil, the seeds, or the miracle of life ever produce a single harvest?
- How can you expect more new patients if you are not deeply thankful for the ones you already have?
- How can you get one additional dollar to come to you if you aren't deeply thankful for every dollar you already have?

Success points:

- Fear and guilt hold people back.
- Guilt about the past is cured with forgiveness. Forgive all.
- Fear over the future is cured with gratitude. Be thankful.
- Being thankful puts your mind in the "NOW."
- Thank You! Forgive!
- ***Thank you for giving*** *me this experience so I can now grow and become more successful in all areas of my life.*
- You will never get any more good in your life until you forgive EVERYONE for EVERYTHING <u>and</u> you are thankful for what you already have.
- Here is what many consider to be the most powerful affirmation relating this vital topic:
    - *I'm sorry*
    - *Please forgive me*
    - *I forgive you*
    - *I thank you*
    - *I love you*
- Write the above five statements here:
    - _____
    - _____
    - _____
    - _____
    - _____

- It feels good to say this. It feels even better to write it.
- A sword can cut. Interesting in the word **SWORD,** you see it includes and is a variation of WORD.
- Words can also cut! Both positively and negatively.
- Key points from this chapter:
    - Gratitude is a secret to getting more of what you want. It can be hard to do, but you have to train yourself to do it.
    - Literally whisper "thank you" under your breath all day long. If you wake up at 3:32 in the morning, immediately say, "thank you." Literally vibrate in a state of thankfulness.
    - Continuous thankfulness brings a continuous flow of what you want back to you!
    - You hurt your back… say "thank you." Why? Because it could be 10 times worse, that's why!
    - You have something you think is "bad" happens. Be thankful, you could've had 5 bad things happen.
    - Say this in all tough situations: *It could be a lot worse,* or *I am glad it is only this instead of 10 things going wrong all at the same time.*
    - If you can physically go to work and see patients, you don't have a problem.
    - If you have a problem that money can fix, you don't have a problem. Be able to handle more.
    - Be able to handle more without crumbling.

Chapter VIII

Thinking in the Certain Way

Recall in Chapter VI the story of the man who formed a mental image of his house, and you will get a fair idea of the initial step toward getting rich.

You must form a clear and definite mental picture of what you want, you cannot transmit an idea unless you have it in your mind.

You must have it before you can give it, and many people fail to impress Thinking Substance because they have themselves only a vague and misty concept of the things they want to do, to have, or to become.

It is not enough that you should have a general desire for wealth "to do good with." Everybody has that desire.

It is not enough that you should have a wish to travel, see things, live more, etc. Everybody has those desires also. If you were going to send a wireless message to a friend, you would not send the letters of the alphabet, and let him construct the message for himself, nor would you take words at random from the dictionary. You would send a complete, coherent, descriptive, well worded sentence, one which meant something.

When you try to impress your wants upon Substance, remember that it must be done by a coherent statement.

You must know what you want, and be definite.

You can never get rich, or start the creative power into action, by sending out unformed longings and vague desires.

Go over your desires just as the man I described listed improvements for his house.

See exactly what you want, and get a clear mental picture of it precisely as you wish it to look when you get it.

Write a list of all the things you want, including all details, and even dates by which you expect it.

Writing it down helps make it clear in the mind. If you can write it, draw it or describe it – you have the mental image.

Keep your mental picture continually in mind. Like sailors have in mind the port toward which they are sailing the ship, you must keep your thoughts toward what you want all the time. You must no more lose sight of it than the pilot loses sight of the compass.

It is not necessary to take exercises in concentration, nor to set apart special times for prayer and affirmation, nor to do occult stunts of any kind.

Instead, all you need is to know what you want, and to want it badly enough so that it will stay in your thoughts.

Spend as much of your leisure time as you can in contemplating your picture.

Observe, no person needs to undergo exercises to concentrate their mind on something they really want, it is the things you don't really care about which require effort to fix your attention upon.

It must be stated, this book is for those who sincerely want to get rich, those who care enough and have desire strong enough to hold your thoughts directed to the purpose as the magnetic pole holds the needle of the compass. If not, it will hardly be worthwhile for you to try to carry out the instructions given in this book.

The methods herein set forth are for people whose desire for riches is strong enough to overcome mental laziness and the love of ease.

The more clear and definite you make your picture, and the more you dwell upon it, bringing out all its delightful details, the stronger your desire will be, and the stronger your desire, the easier it will be to hold your mind fixed upon the picture of what you want.

However, something more is necessary than merely imagining the picture clearly. If that's all you do, you are only a dreamer and will have little or no power for its accomplishment.

Behind your clear vision must be the PURPOSE to realize it, to bring it out in tangible expression.

Behind this purpose must be an invincible and unwavering FAITH that the thing is <u>already yours,</u> that it is "at hand" and you have only to take possession of it.

Live in the new house, mentally, until it takes form around you physically. In the mental realm, enter at once into full enjoyment of the things you want.

"Whatsoever things ye ask for when ye pray, believe that ye receive them, and ye shall have them," said Jesus.

See the things you want as if they were right now around you all the time, see yourself as owning, using, and interacting with them now.

Make use of them in your imagination just as you will use them when they are your tangible possessions.

Dwell upon your mental picture until it is clear and distinct and then assume the mental attitude of ownership toward everything in that picture.

Take possession of it, in mind, in the full faith that it is actually yours. Hold to this mental ownership, do not waver for an instant in the faith that it is real.

Remember what was said in a preceding chapter about gratitude, be as thankful for it right now in the same way as you expect to be when it has taken form.

The person who can sincerely thank God for the things which as yet they own only in imagination, has real faith. They will get rich; they will cause the creation of whatsoever they want.

You do not need to pray repeatedly for the things you want, it is not necessary to tell God about it every day.

"Use not vain repetitions as the heathens do," said Jesus to His pupils, "for your Father knoweth that ye have need of these things before ye ask Him."

Your task is to intelligently formulate your desire for the things which make for a larger life, and to get these desires arranged into a coherent whole, and then to impress this whole desire upon the Formless Substance, which has the power and the will to bring you what you want.

You do not make this impression by repeating strings of words, you make it by holding the vision with unshakable PURPOSE to attain it, and with steadfast FAITH that you already have attained it.

The answer to prayer is not according to your faith while you are talking, but according to your faith <u>while you are working.</u>

You cannot impress the mind of God by having a special Sabbath day set apart to tell Him what you want and then forget Him during the rest of the week. You cannot impress Him by having special hours to go into your room and pray, if you then dismiss the matter from your mind until the hour of prayer comes again.

Outright prayer is well enough, and has its effect, especially upon yourself, in clarifying your vision, and strengthening your faith, but it is not your verbal petitions which get you what you want.

In order to get rich, you do not need a "sweet hour of prayer" or need to "pray without ceasing." And by prayer, I

mean holding steadily to your vision, with the purpose to cause its creation into solid form, and the faith that you are doing so.

"Believe that ye receive them."

At point the whole matter turns on receiving, once you have clearly formed your vision. When you have formed it, it is well to make an oral statement, addressing the Supreme in reverent prayer, and from that moment you must, in mind, receive what you ask for.

Live in the new house, wear the fine clothes, ride in the automobile, go on the journey, and confidently plan for greater journeys. Think and speak of all the things you have asked for in terms of actual present ownership.

Imagine an environment and a financial condition exactly as you want them and live all the time in that imaginary environment and financial condition.

Mind, however, that you do not do this as a mere dreamer and castle builder, hold to the FAITH that the imaginary is being realized, and to the PURPOSE to realize it.

Remember, it is faith and purpose in the use of the imagination which make the difference between the scientist and the dreamer. Having learned this fact, it is now time for you to learn the proper use of the will.

Success questions for chiropractors:

- How good is your imagination?
- What affects our ability to imagine and daydream?
- Is imagining, concentrating, and visualizing a low-level or high-level brain function?
- What percentage of people do you think are good at visualizing?
- What percentage of people are considered rich?
- Is there a correlation between the two?
- Do fluoride, medication, sugar, MSG, caffeine, and other poisons affect our ability to imagine and think clearly?
- Can you form pictures on the screen of your mind, or is this difficult for you?
- Would you agree that a person's level of success is connected to their ability to use their imagination?
- Can you see that every invention you enjoy today is the result of a person's imagination in the past?
- What have you imagined into existence so far in your life?
- Have you invented anything?
- Does anything useful exist today because of you, that wasn't already here before you?
- You invented your practice, didn't you?
- Do you want to re-invent it at a more successful level?

Success points:

- You have to know exactly what you want.
- "I need more new patients" is weak and ineffective.

  Example: "I NOW draw 40 new patients every month totaling 480 new patients each year into my practice. In exchange, I will offer the highest quality and most attentive chiropractic care possible!" This is what winners say.
- Any chiropractor who is not as successful as they want to be is either being lazy, weak, cheap, or foolish.
- For the chiropractor who has made mistakes in the past, those mistakes are from being lazy, weak, cheap, or foolish.
- There is physically lazy and mentally lazy. You never want to be either, let alone both!
- The next level of success comes from you imagining yourself being active, strong, giving, paying, and smart!
- I am in ACTION, I am STRONG, I GIVE and PAY whatever is required, I am SMART and make SMART decisions!
- This is why chiropractic ultra performers have a success consultant. The consultant keeps your mind on the right vector and offers expert advice before you make decisions.

  Example: Our typical new client in their first year with WINNERS**EDGE** will grow 50 to 200 visits a week and collect $50,000 to $400,000 more their first year with us.

  Would you pay $14,000 a year to learn how to collect $50,000 to $400,000 more each year?

  Believe it or not, some doctors will not do this. They give the excuse that $14,000 is "too much" to pay. Their

inability to see value and make the smart exchanges is mystifying.

- Know what you want.
- Be able to describe and picture it.
- Be thankful for all that you have, and all things that occur in your life. See everything as a lesson to learn from.
- Act like you already have what you want, as though you have placed an order, made the payment, and have a tracking number for its shipment directly to you.
- Keep in mind what you want WHILE you are working. If you can picture what you want as you are working on any task, that task will be the cause which brings the effect/your desire. This is a very high level concept.
- Let me say it again: If you can think about what you want, affirm what you want, like: *I am now collecting $200,000 per month* while you are making an adjustment on a patient, or taking out the garbage, or writing notes, or working out, that physical work becomes the cause which will bring you what you are thinking about/your desire i.e., the effect.
- The first step here that most people cannot get past is in knowing what you want and being able to describe it.
- The WINNERS**EDGE** goal and stat system is vital for this since what we want for a practice owner can be easily put into numbers. And numbers are easy to lock onto and project into the Formless Substance.

Chapter IX

How to Use the Will

To set about getting rich in a scientific way, you do not need to try and apply your willpower to anything outside of yourself.

You have no right to do so anyway. It is wrong to apply your will to other people in order to try and get them to do what you wish done.

It is as flagrantly wrong to coerce people by mental power as it is to coerce them by physical power.

If compelling people by physical force to do things for you reduces them to slavery, compelling them by mental means accomplishes exactly the same thing, the only difference is in methods. If taking things from people by physical force is robbery, then taking things by mental force is robbery also, there is no difference in principle.

You have no right to use your willpower upon another person, even "for their own good." For you do not know what is for their good.

The Science of Getting Rich does not require you to apply power or force to any other person in any way whatsoever.

There is not the slightest necessity for doing so, indeed, any attempt to use your will upon others will only tend to defeat your purpose.

You don't need to apply your will to things in order to compel them to come to you.

That would simply be trying to coerce God, and would be foolish and useless, as well as irreverent.

You don't have to compel God to give you good things any more than you have to use your willpower to make the sun rise.

You don't have to use your willpower to conquer an unfriendly deity, or to make stubborn and rebellious forces do your bidding.

Substance is friendly to you and is more anxious to give you what you want than you are to get it.

To get rich, you need only to use your willpower upon yourself.

When you know what to think and do, then you must use your will to compel yourself to think and do the right things. That is the legitimate use of the will in getting what you want – to use it in holding yourself to the right course. Use your will to keep yourself thinking and acting in the Certain Way.

Do not try to project your will, or your thoughts, or your mind out into space, to "act" on things or people.

Keep your mind at home, it can accomplish more there than elsewhere.

Use your mind to form a mental image of what you want, and to hold that vision with faith and purpose, and use your will to keep your mind working in the Right Way.

The more steady and continuous your faith and purpose, the more rapidly you will get rich, because you will make only POSITIVE impressions upon Substance, and you will not neutralize or offset them by negative impressions.

The picture of your desires held with faith and purpose is taken up by the formless and permeates it to great distances throughout the universe, for all I know.

As this impression spreads, all things are set moving toward its realization, every living thing, every inanimate thing, and the things yet uncreated are stirred toward bringing into being that which you want. All force begins to be exerted in that direction, all things begin to move toward you.

The minds of people everywhere are influenced toward doing the things necessary to the fulfilling of your desires, and they work for you, unconsciously.

Beware, you can stifle all this by starting a negative impression in the Formless Substance.

Doubt or unbelief is as certain to start a movement away from you as faith and purpose are to start one toward you.

It is by not understanding this that most people who try to make use of "mental science" in getting rich make their failure. Every hour and moment you spend in giving heed to doubts and fears, every hour you spend in worry, every hour in which your soul is entertained by unbelief, sets a current away from you in the whole domain of Intelligent Substance.

"All the promises are unto them that believe and unto them only." Notice how insistent Jesus was upon this point of belief, and now you know the reason why.

Since belief is all important, it behooves you to guard your thoughts, and as your beliefs will be shaped to a very great extent by the things you observe and think about, it is important that you should consciously control and direct your attention.

And here the will comes into use, for it is by your will that you determine upon what things your attention shall be fixed.

If you want to become rich, you must <u>not</u> make a study of poverty.

Things are not brought into being by thinking about their opposites.

Health is never to be attained by studying disease and thinking about disease, righteousness is not to be promoted by studying sin and thinking about sin, and no one ever got rich by studying poverty and thinking about poverty.

Medicine as a science of disease has increased disease, religion as a science of sin has promoted sin, and economics as a study of poverty will fill the world with wretchedness and want.

Do not talk about poverty, do not investigate it, or concern yourself with it. Never mind what its causes are, you have nothing to do with them.

What concerns you is the cure.

Do not spend your time in charitable work, or charity movements, all charity only tends to perpetuate the wretchedness it aims to eradicate.

I do not say that you should be hardhearted or unkind, and refuse to hear the cry of need, but you must not try to eradicate poverty in any of the conventional ways. Put poverty behind you, and put all that pertains to it behind you, and "make good."

Get rich, that is the best way you can help the poor.

And you cannot hold the mental image which is to make you rich if you fill your mind with pictures of poverty. Do not read books or papers which give circumstantial accounts of the wretchedness of the tenement dwellers, of the horrors of child labor, and so on. Do not read anything which fills your mind with gloomy images of want and suffering.

You cannot help the poor in the least by knowing about these things, and the wide-spread knowledge of them does not tend at all to do away with poverty.

What tends to do away with poverty is not the getting of pictures of poverty into your mind but getting pictures of wealth into the minds of the poor.

You are not deserting the poor in their misery when you refuse to allow your mind to be filled with pictures of that misery.

Poverty can be done away with, not by increasing the number of well-to-do people who think about poverty, but by increasing the number of poor people who purpose with faith to get rich.

The poor do not need charity, they need inspiration. Charity only sends them a loaf of bread to keep them alive in their wretchedness or gives them an entertainment to make them forget for an hour or two, but inspiration will cause them to rise out of their misery.

If you want to help the poor, demonstrate to them that they can become rich, prove it by getting rich yourself.

The only way in which poverty will ever be banished from this world is by getting a large and constantly increasing number of people to practice the teachings of this book.

People must be taught to become rich by creation, not by competition.

Every person who becomes rich by competition throws down behind themselves the ladder by which they rise, and keeps others down, but everyone who gets rich by

creation opens a way for thousands to follow them, and inspires them to do so.

You are not showing hardness of heart or an unfeeling disposition when you refuse to pity poverty, see poverty, read about poverty, or think, or talk about it. Use your willpower to keep your mind OFF the subject of poverty, and to keep it fixed with faith and purpose ON the vision of what you want.

Success questions for chiropractors:

- Can a person study poverty and become rich?
- Can a person study sickness and become healthy?
- Can you study mental illness and become mentally strong?
- Can a person study why people are poor and become a money handling master?
- Can you study those who have lost yet become a winner yourself?
- To get rich, is it smart to hang around rich chiropractors and other rich professionals as often as possible?

Success points:

- Study and hang around what you want to become.
- Hang around a bar long enough and you will start drinking.

- Years ago, a poor kid from a rough neighborhood near Oakland, CA would hang around a Jiu Jitsu gym after school.

  He did this because they always had some food lying around that he hoped he could eat because there was none at home.

  Next thing he knew he was a Blue Belt in the martial art. He is now a high-level Black Belt and recently earned $2,000,000 to compete in one competition in front of millions of people worldwide.

- A girl knocked on my door and wanted me to donate money to save a rainforest in South America. I told her to quit walking around, go make some money herself so she could support her cause. She was bewildered by the idea of her actually doing the work to make the money to send and stomped away.

- Without a doubt, the best thing you can do for yourself, your family, friends, community, the profession, and everyone is for you to get rich.

- All chiropractors should be in a high-performance success group. Success breeds more success.

- Moving through your practicing life alone is not nearly as fun or profitable as being in a winning group.

- You will become like who you hang around. Hang around a bunch of doctors who are way ahead of you in practice and guess what will happen for you?

Chapter X

Further Use of the Will

You cannot retain a true and clear vision of wealth if you are constantly turning your attention to opposing pictures, whether they be external or imaginary.

Do not tell of your past troubles of a financial nature if you've had them, do not think of them at all.

Do not tell of the poverty of your parents or the hardships of your early life, to do any of these things is to mentally class yourself with the poor for the time being, and it will certainly slow the movement of things in your direction.

"Let the dead bury their dead," as Jesus said.

Put poverty and all things that pertain to poverty and struggle completely behind you.

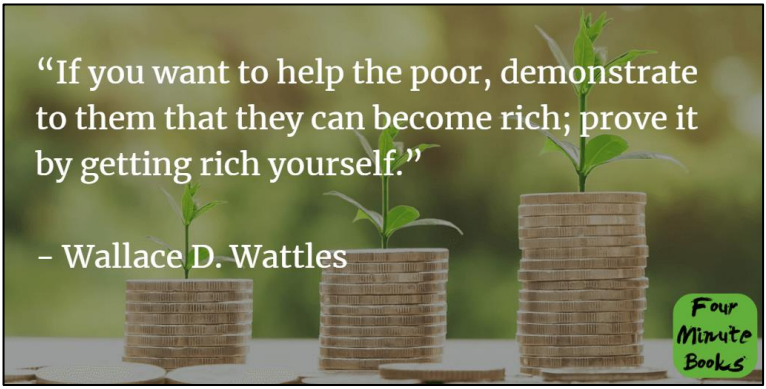
You have accepted a certain theory of the universe as being correct and are resting all your hopes of happiness on its being correct. What can you gain by giving heed to conflicting theories?

Do not read religious books which tell you that the world is soon coming to an end, or the writings of muck-rakers and pessimistic philosophers who tell you that it is going to the devil.

The world is not going to the devil, it belongs to God, and He has His plans for it.

It is a wonderful becoming.

True, there may be a good many things in existing conditions which are disagreeable, but what's the use of studying them when they are certainly passing away, and when the study of them only tends to interfere with your progress?



No matter how horrible the conditions in certain countries, areas, or places may seem, you waste your time and destroy your own advancement by considering them.

You should interest yourself in the world becoming rich.

Think of the riches the world is coming into, instead of the poverty it is growing out of, and bear in mind that the only way in which you can assist the world in growing rich

is by growing rich yourself through the creative method – not the competitive one.

Give your attention wholly to riches, ignore poverty.

Whenever you think or speak of those who are poor, think and speak of them as those who are becoming rich, as those who are to be congratulated rather than pitied. Then they and others will catch the inspiration and begin to search for the way out.

Because I say that you are to vie your whole time and mind and thought to riches, it does not follow that you are to be sordid or mean.

To become impressively rich is the noblest aim you can have in life, for it includes everything else.

On the competitive plane, the struggle to get rich is a Godless scramble for power over other people, but when we move into the creative mind, all this is changed.

All that is possible in the way of greatness and soul expansion, of service and lofty endeavor, comes by way of getting rich, all is made possible by the use of things.

If you lack for physical health, you will find that the attainment of it is conditional on your getting rich.

Only those who are emancipated from financial worry, and who have the means to live a care-free existence, eat well, and follow hygienic practices, can have and retain health.

Moral and spiritual greatness is possible only to those who are above the competitive battle for existence, and only those who are becoming rich on the plane of creative thought are free from the degrading influences of competition.

If your heart is set on domestic happiness, remember that love flourishes best where there is refinement, a high level of thought, and freedom from corrupting influences. These are to be found only where riches are attained by the exercise of creative thought, without strife or rivalry.

You can aim at nothing so great or noble, I repeat, as to become rich, and you must fix your attention upon your mental picture of riches, to the exclusion of all that may tend to dim or obscure the vision.

You must learn to see the underlying TRUTH in all things, you must see beneath all seemingly wrong conditions the great one life ever moving forward toward fuller expression and more complete happiness.

Come to understand the truth that there is no such thing as poverty, there is only wealth.

Some people remain in poverty because they are ignorant of the fact that there is wealth for them, and these can best be taught by showing them the way to affluence in your own person and practice.

Others are poor because, while they feel there is a way out, they are too intellectually indolent to put forth the mental effort necessary to find that way and travel it. For

these people, the very best thing you can do is to arouse their desire by showing them the happiness that comes from being rightly rich.

Others still are poor because, while they have some notion of science, they have become so swamped and lost in the maze of metaphysical and occult theories that they don't know which road to take. They try a mixture of many systems and fail in all. For these again, the very best thing to do is to show the right way in your own person and practice, an ounce of doing things is worth a pound of theorizing.

The very best thing you can do for the whole world is to make the most of yourself.

You can serve God and humanity in no more effective way than by getting rich, that is, if you get rich by the creative method which brings more to all in the process, and not by the competitive one which fixes to take.

Another thing, we assert that this book gives in detail the principles of The Science of Getting Rich, and if that is true, you do not need to read any other book upon the subject. This may sound narrow and egotistical but consider; there is no more scientific method of computation in mathematics than by addition, subtraction, multiplication, and division, no other method is possible.

There can be but one shortest distance between two points. There is only one way to think scientifically, and that

is to think in the way that leads by the most direct and simple route to the goal.

No one has yet formulated a briefer or less complex "system" than the one set forth herein. It has been stripped of all non-essentials. When you commence on this, lay all others aside, put them out of your mind altogether.

Read this book every day, keep it with you and commit it to memory. Do not consider other "systems" or theories. If you do, you'll begin to have doubts, become uncertain and wavering in your thought, and then you will begin to make mistakes and suffer failures.

After you've made good and become rich, you may study other systems as much as you please, but until you are quite sure that you have gained what you want, do not read anything on this line but this book.

Read only the most optimistic comments on the world's news, those in harmony with your picture.

Also, stifle any investigations into the occult. Do not dabble in Theosophy, Spiritualism, or kindred studies. It is possible that the dead still live, but if they do, let them alone, mind your own business.

Wherever the spirits of the dead may be, they have their own work to do, and their own problems to solve, and we have no right to interfere with them. We cannot help them, and it is very doubtful whether they can help us, or whether we have any right to trespass upon their time if they can. Solve your own problem, get rich.

If you begin to mix with the occult, you will start mental cross-currents which will surely bring your hopes to shipwreck. Now, this and the preceding chapters have brought us to the following statement of basic facts:

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

We can form things in our thoughts, and by impressing our thought upon Formless Substance, can cause the things we think about to be created.

In order to do this, we must pass from the competitive to the creative mind.

We must form a clear mental picture of the things we want and hold this picture in our thoughts with the fixed PURPOSE of getting what we want, and the unwavering FAITH that we do get what we want, closing our mind against all that may tend to shake our purpose, dim our vision, or quench our faith.

In addition to all this, we shall now see that we must live and act in the Certain Way.

Success questions for chiropractors:

- Can you complete this by memory yet:

  There is a thinking stuff from which_____ _____ _____ _____.

  And which, in its _____ _____ permeates, penetrates and _____ _____ _____ _____ _____ _____ _____.

  A _____ in this substance produces the _____ _____ ____ imaged by the _____.

  We can form things in our _____ and by impressing our _____ upon Formless Substance can cause the things we _____ _____ to be _____.

- Are you going to memorize and understand this?
- Will you read it again and again, then listen to it on audio at least 20 times, or are you going to just superficially read this book and hope by some miracle that something will change for you?

Success points:

- Reading a book is basically useless. Studying, re-reading, understanding, and actually doing what it teaches, isn't.
- I have doctor clients who think if they read the books and listen to a bunch of audios that their practice will grow.

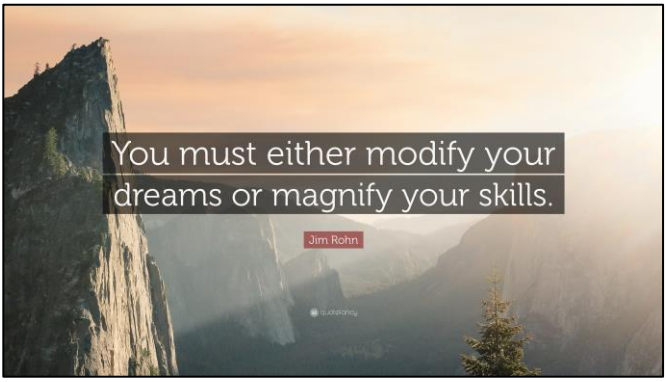
- This is like people who read a diet book and watch a workout video thinking these will cause them to lose weight.
- Practices only grow and bodies only get in better condition when people take what they learn and outlay some significant effort to use it.
- There are those who read books and there are those who study, re-read, take notes, learn, listen to the audio, hang around winners, apply, and succeed.
- Most people don't know how to work very hard mentally or physically. This is why it is so easy to be super successful in chiropractic today.
- In modern life, there are countless more distractions compared to when *The Science of Getting Rich* was written.

  In 1910, a refrigerator was a wood box with a block of ice in it. There was no TV. People rode around in horses and buggies. The radio had just been invented. Reading was all there was. There were very few distractions for the mind.
- Today, the amount of information bombardment is MASSIVE. People today are literally programmed while in the womb.
- Those in all forms of media know the principles in this book are real. They are using them on you ALL THE TIME.

  They know if they can get <u>their</u> images in <u>your</u> mind that you will do, buy, go, act, or behave the way they want you to. They will control you. See this truth.
- You can't even get gas without having a video screen at the pump trying to "pump" you full of more useless

programming. Is there any room left in anyone's brain for what THEY WANT? For most, the answer is no.

- There is a battle for your mind.
- Most, possibly including yourself, have hopelessly lost this battle.
- The thousands of messages, having a screen in the face all the time delivering images, have so programmed people that most don't even have the ability to think for themselves, let alone get in the quiet, think, plan, and create original thoughts, then concentrate on them and make them become real.
- It is essential you learn and apply the lessons in this book.
- It is important you keep control over your own mind.
- It is simple to evaluate, just look at a doctor's life, health, practice, bank accounts, and you will readily be able to evaluate their ability to think, plan, and create.
- People are either in control or being controlled.
- See the positive in all things. See wealth everywhere. Know this is your destiny.



Chapter XI

Acting in the Certain Way

Thought is the creative power or the impelling force that causes the creative power to act. Thinking in a Certain Way will bring riches to you, but you must not rely upon thought alone, paying no attention to personal action. That is the rock upon which many otherwise scientific metaphysical thinkers meet shipwreck – the failure to connect thought with personal action.

We have not yet reached the stage of development, even supposing such a stage to be possible, in which a person can create directly from Formless Substance without nature's processes or the work of human hands.

We must not only think, but our personal actions must supplement our thought.

By thought you can cause the gold in the hearts of the mountains to be impelled toward you, but it will not mine itself, refine itself, coin itself into double eagles, and come rolling along the road seeking its way into your pocket.

Under the impelling power of universal intelligence, human affairs will be so ordered that someone will be led to mine the gold for you, others' business transactions will be so directed that the gold will be brought toward you.

Now you must so arrange your own business affairs that you may be able to receive it when it comes to you.

Your thoughts make all things, animate and inanimate, work to bring you what you want. Your personal activity must be such that you can rightly receive what you want when it reaches you.

You are not to take it as charity, nor to steal it, **you must give every person more in use value than they give you in cash value.**

The scientific use of thought consists in forming a clear and distinct mental image of what you want, in holding fast to the purpose to get what you want, and in realizing with grateful faith that you do get what you want.

Do not try to "project" your thoughts in any mysterious or occult way, with the idea of having them go out and so called "manifest" for you, that is wasted effort, and will weaken your power to think with sanity.

The action of thought in getting rich is fully explained in the preceding chapters, your faith and purpose positively impress your vision upon Formless Substance, **which has the same desire for more life that you have.**

This vision, received from you, sets all the creative forces to working in and through their regular channels of action, but directed toward you.

It is not your part to guide or supervise the creative process, all you have to do is retain your vision, stick to your purpose, and maintain your faith and gratitude.

But you must act in a Certain Way, so that you can appropriate what is yours when it comes to you, so that you can meet the things you have in your picture and put them in their proper places as they arrive.

You can readily see the truth of this. When things reach you, they will be in the hands of other people, who will ask an equivalent for them.

And you can only get what is yours by giving the other person what is theirs.

Your pocketbook is not going to be transformed into a Fortunatus's purse, which shall be always full of money without effort on your part.

This is the crucial point in The Science of Getting Rich, right here, where thought and personal action must be combined.

There are very many people who, consciously and unconsciously, set the creative forces in action by the strength and persistence of their desires, but who remain poor because they do not provide for the reception of the thing they want when it comes.

By thought, the thing you want is brought to you, by action you receive it.

Whatever your action is to be, it is evident that you must act NOW. You cannot act in the past, and it is essential to the clearness of your mental vision that you dismiss the past from your mind. You cannot tell how you will want to

act in any future contingency until that contingency has arrived.

Because you are not in the right business, or the right environment now, do not think that you must postpone action until you get into the right business or environment.

And do not spend time in the present taking thought as to the best course in possible future emergencies, have faith in your ability to meet any emergency when it arrives.

If you act in the present with your mind on the future, your present action will be with a divided mind and will not be effective.

Put your whole mind into present action.

Do not give your creative impulse to Original Substance, and then sit down and wait for results, if you do, you will never get them. Act now. Act today, do something right now in a successful manner.

There is never any time but now, and there never will be anytime but now. If you are ever to begin to make ready for the reception of what you want, you must begin NOW.

And your action, whatever it is, must most likely be in your present business or employment, and must be upon the persons and things in your present environment.

You cannot act where you are not, you cannot act where you have been, and you cannot act where you are going to be, you can act only where you are.

Do not bother as to whether yesterday's work was well done or ill done, do today's work well.

Do not try to do tomorrow's work now, there will be plenty of time to do that when you get to it.

Do not try, by mystical means, to act on people or things that are out of your reach.

Do not wait for a change of environment before you act, get a change of environment by action.

You can so act upon the environment in which you are now, as to cause yourself to be transferred to a better environment.

Hold with faith and purpose the vision of yourself in the better environment, but act upon your present environment with all your heart, and with all your strength, and with all your mind.

Do not spend any time in vague daydreaming or castle building, hold to the vision of what you want and act NOW.

Do not cast about seeking some new thing to do, or some strange, unusual, or remarkable action to perform as a first step toward getting rich.

It is probable that your actions, at least for some time to come, will be those you have been performing for some time past, but **you are to begin now to perform these actions in the Certain Way,** which will surely make you rich.

If you are engaged in some business and feel that it is not the right one for you, do not wait until you get into the right business before you begin to act.

Do not feel discouraged or sit down and lament because you feel misplaced. No one was ever so misplaced that they could not find the right place, and no one ever became so involved in the wrong business that they could not get into the right business.

Hold the vision of yourself in the right business, with the purpose to get into it, and the faith that you will get into it, and are getting into it, but act in your present business.

Use your present business as the means of getting a better one, and use your present environment as the means of getting into a better one.

Your vision of the right business, if held with faith and purpose, will cause the Supreme to move the right business toward you, and your action, if performed in the Certain Way, will cause you to move toward the business.

If you are an employee, or wage earner, and feel that you must change places in order to get what you want, do not "project" your thought into space and rely upon it to get you another job. It will probably fail to do so.

Hold the vision of yourself in the job you want, while you act with faith and purpose on the job you have, doing it better than ever before, and you will certainly get the job you want.

Your vision and faith will set the creative forces in motion to bring it toward you, and your action will cause the forces in your own environment to move you toward the place you want.

In closing this chapter, we will add another statement to our syllabus:

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

We can form things in our thoughts, and by impressing our thoughts upon Formless Substance, can cause the things we think about to be created.

In order to do this, we must pass from the competitive to the creative mind.

We must form a clear mental picture of the things we want, and hold this picture in our thoughts with the fixed PURPOSE to get what we want, and the unwavering FAITH that we do get what we want, closing our mind to all that may tend to shake our purpose, dim our vision, or quench our faith.

That we may receive what we want when it comes, we must act NOW upon the people and things in our present environment.

Success questions for chiropractors:

- Are you waiting to start?
- Are you getting ready, to get ready, to do something?
- Do you say things like: *Once this or that happens, then I will really get after it?*
- Why is it that so many people are afraid to "go for it?"
- Why is it today that there are more chiropractic students afraid to start in practice than ever before? When I graduated, practically everyone was there to start a practice.
- Do you see that action is the catalyst which ultimately causes things to happen?
- Thoughts, vision, and goals are the starting point. Do you see that action then brings them to you? Action = Reaction.
- Do you see they must be equal. Thought + Action = Results

Success points:

- Procrastination is a form of quitting.
- Laziness in any form is also a form of quitting.
- What could you get done before you go to sleep tonight that would be positive action?
- What could you get done tomorrow?
- What can be done where you live to prepare to receive?
- What can be done with your online banking to set the system in place to prepare to receive?

- In my success coaching, the first three things we have a practicing doctor do are:

  PHASE I Study: Start devouring the best success material ever written so you can learn the Laws of Success. We have the exact books, audios, and videos available for clients.

  PHASE II Thought: Get all goals set for the next two years using the incredible WINNERS**EDGE** Goal and Stat system.

  PHASE III Action: Declutter everything at home, work, and car. We expect a doctor will get rid of at least 10% to 20% of everything they own.

  A truckload or at least 10 big garbage bags of stuff. Every closet, drawer, shoe, sock, jacket, kitchen utensil, folder, shelf, EVERYTHING is gone through.

  If it is not needed it is tossed or given away.

  Normally, once this is done, the doctor only eliminated half of what they should have.

  Sometimes this requires help from a boyfriend, girlfriend, husband, wife, brother, sister, or friend to get the doctor to "let go" of things that have no use in their life any longer.

  Over time, so many things "stick" to us and our life, like barnacles on the bottom of a ship which then dramatically slow it down. They must be removed to hit full speed.

  Similarly, we need to declutter EVERYTHING to make room for the new and better. Decluttering lightens our life so we can receive and accomplish faster.

  Cleaning your environment at home and work <u>also mysteriously cleans out your mind</u>. It feels good to do this.

- Once the above three phases are complete, everything this doctor does will now be moving them towards their goals and they have created a vacuum to receive the new and better into their lives.

  It may seem simple after I just revealed this to you, but it is quite genius.

- The success tools that only we have are but a few of the many reasons why our coaching at WINNERS**EDGE** is so powerful for the doctors who join.

  The Laws of Success do not discriminate or play favorites. They work equally well for anyone who learns and uses them.

  It just so happens that we are the best at teaching them to chiropractors so they can then WIN in practice at a level they didn't dream before.

- The primary point from this chapter is to start NOW, right where you are. ACTION is required.

  Thoughts are only the start. ACTION NOW makes you deserve and starts what you want towards you!

- Instead of vague thoughts and little action, we want crystal clear and complete thoughts of exactly what we want. Thoughts so clear we can taste, touch, smell, and feel what we want, followed by daily smart and MASSIVE action.

- We call this being on a MISSION. Highly successful DCs are on a MISSION!

Chapter XII

Efficient Action

You must use your thought as directed in previous chapters and begin to do what you can do where you are, and you must do ALL that you can do where you are.

You can advance only by being larger than your present place, and no one is larger than your present place, and no one is larger than their present place who leaves undone any of the work pertaining to that place.

The world is advanced only by those who more than fill their present places.

If no one quite filled their present place, you can see that there must be a going backward in everything. Those who do not quite fill their present places are a dead weight upon society, government, commerce, and industry. They must be carried along by others at a great expense.

The progress of the world is retarded only by those who do not fill the places they are holding, they belong to a former age and a lower stage or plane of life, and their tendency is toward degeneration. No society could advance if every person was smaller than their place, social evolution is guided by the laws of mental evolution.

Every day is either a successful day or a day of failure, and it is the successful days which get you what you want.

If every day is a failure, you can never get rich, while if every day is a success, you cannot fail to get rich.

If there is something that may be done today, and you do not do it, you have failed in so far as that thing is concerned, and the consequences may be more disastrous than you imagine.

You cannot foresee the results of even the most trivial act, you do not know the workings of all the forces that have been set moving in your behalf.

Much may depend on your doing some simple act, it may be the very thing which is to open the door of opportunity to very great possibilities. You can never know all the combinations which Supreme Intelligence is making for you in the world of things and of human affairs, your neglect or failure to do some small thing may cause a long delay in getting what you want.

Do every day ALL that can be done that day.

There is, however, a limitation or qualification of the above that you must take into account.

You are not to overwork, nor to rush blindly into your business in the effort to do the greatest possible number of things in the shortest possible time.

You are not to try to do tomorrow's work today, nor to do a week's work in a day.

It is really not the number of things you do, but the EFFICIENCY of each separate action that counts.

Every act is, in itself, either a success or a failure.

Every act is, in itself, either effective or inefficient.

Every inefficient act is a failure, and if you spend your life in doing inefficient acts, your whole life will be a failure.

The more things you do, the worse for you, if all your acts are inefficient ones.

On the other hand, every efficient act is a success in itself, and if every act of your life is an efficient one, your whole life MUST be a success.

The cause of failure is doing too many things in an inefficient manner, and not doing enough things in an efficient manner.

You will see it's a self-evident proposition that if you do not do any inefficient acts, and if you do a sufficient number of efficient acts, you will become rich.

If, now it is possible for you to make each act an efficient one, you see again that the getting of riches is reduced to an exact science, like mathematics.

The matter turns then to the question of whether you can make each separate act a success in itself, and this you can certainly do.

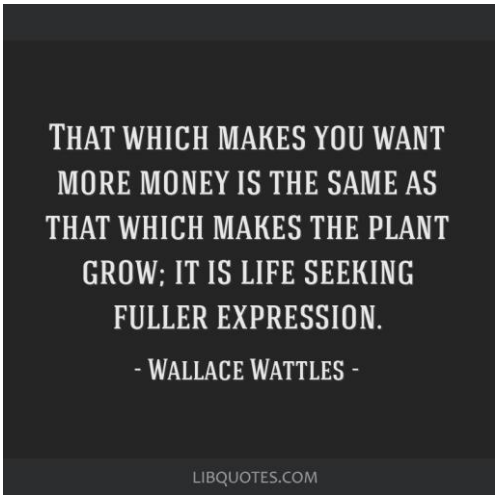
You can make each act a success because all power is working with you, and all power cannot fail.

Power is at your service, and to make each act efficient you have only to put power into it.

Every action is either strong or weak, and when every action is strong, you are acting in the Certain Way which will make you rich.

Every act can be made strong and efficient by holding your vision while you are doing it and putting the whole power of your FAITH and PURPOSE into it.

It is at this point that the people fail who separate mental power from personal action. They use the power of mind in one place and at one time, and they act in another place and at another time. So their acts are not successful in themselves, too many of them are inefficient.



But if All Power goes into every act, no matter how commonplace, every act will be a success in itself. And as in the nature of things, every success opens the way to other successes. Your progress toward what you want, and the progress of what you want toward you, will become increasingly rapid.

Remember that successful action is cumulative in its results.

Since the desire for more life is inherent in all things, if a woman begins to move toward larger life, more things attach themselves to her, and the influence of her desire is multiplied.

Do, every day, all that you can do that day, and do each act in a timely, complete, successful, and efficient manner.

In saying that you must hold your vision while you are doing each act, however trivial or commonplace, I do not mean to say that it is necessary at all times to see the vision distinctly to its smallest details. It should be the work of your leisure hours to use your imagination on the details of your vision, and to contemplate them until they are firmly fixed upon your memory.

If you wish speedy results, spend practically all your spare time in this practice.

By continuous contemplation you will get the picture of what you want, even to the smallest details, so firmly fixed upon your mind, and so completely transferred to the

mind of Formless Substance, that in your working hours you need only to mentally refer to the picture to stimulate your faith and purpose, and cause your best effort to be put forth.

Contemplate your picture in your leisure hours until your consciousness is so full of it that you can grasp it instantly. You will become so enthused with its bright promises that the mere thought of it will call forth the strongest energies of your whole being.

Let us again repeat our syllabus, and by slightly changing the closing statements, bring it to the point we have now reached:

There is a thinking stuff from which all things are made and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought, in this substance, produces the thing that is imaged by the thought.

We can form things in our thoughts, and by impressing our thought upon Formless Substance, can cause the things we think about to be created.

In order to do this, we must pass from the competitive to the creative mind.

We must form a clear mental picture of the things we want, and do, with faith and purpose, all that can be done each day, doing each separate thing in an efficient manner.

Success questions for chiropractors:

- Will thoughts alone be enough to cause results in your life?
- For every ACTION there is an equal and opposite _____.
- Is The Science of Getting Rich stern and serious or do you see it as a light, fun, positive way of being?
- Are all thoughts of the same strength?
- What makes a thought strong?
- Can a chiropractor who does not have their notes done at the end of a day grow?
- Can a chiropractor who is behind on their taxes grow?
- Can a chiropractor who is late to work ever grow?
- What does efficiency mean?
- What does it mean to do things in an efficient manner?

Success points:

- Legendary investor Warren Buffet has lived in the same house for 60 years. This is a perfect example of the ultimate in efficiency in living arrangements. Observe the use value he has received from his house compared to what he paid. This is incredibly efficient.
- Contrast this to the typical family who moves every 8 years and never pays off their home. This is inefficient.
- Consider a chiropractor who focuses only on what gets results in their office, and as a result they have a treatment time of under two minutes.

  The doctor has all notes done before the end of every shift.

This is efficient and allows the doctor to see well over 100 people per day.

Another doctor is not as efficient, fools themselves into thinking people want to "spend time" with them. They average seven minutes per patient and can only serve 40 people a day at the most.

They sometimes leave without all notes done for the day.

And have yet to get their banking and money flow in order.

- After 20 years the first doctor has seen 300,000 office visits and collected $15,000,000 while the second doctor has only seen 160,000 visits and collected $8,000,000 in the same exact time. Who is more efficient?
- Popular and ultra-successful restaurants like *Chipotle* and *In and Out Burger*. Whether you like their food or not, why are they so successful? They are incredibly efficient!
- A chiropractor wants to use electrical therapies that make a typical office visit last over 30 minutes. It causes them to need more space at more cost, another staff member, and to advertise to get new ones. Is this efficient?

  Another chiropractor rents a small space, needs no extra staff, does no advertising, and has a total office visit time under five minutes.

  You may ask which doctor above collects more. This is important. Collecting $70,000 with an overhead of $50,000 is not as good as collecting $40,000 with an overhead of $15,000. Again, notice that efficiency is THE key.

Large practice with modalities or small one-room practice. They key is efficiency. Otherwise known as net profit in business.

- Marrying the wrong person, getting a divorce, and everything that comes along with it; is this efficient in the relationship area of a life? Compare it to getting married once and staying happily married forever.
- Lease a car for $1000 per month. Is this efficient compared to buying a great used car for a good deal, paying it off, and having no car payment for many years?

  Over a 10-year period, the leasing chiropractor will pay over $120,000 to own a car, the efficient chiropractor may only spend $60,000.

  Over the typical 40-year career one DC will spend over $500,000 in vehicle costs while the other only $300,000.

  The second doctor is nearly $200,000 more efficient with vehicles than the other doctor. This is a LOT of money which allows the second doctor to retire years sooner.
- Efficiency with clothes, time, office procedures, money, debt, taxes, gifts, fitness, shopping, relationships, marketing, hobbies. <u>Everything</u> matters if you want to be rich.
- We are not talking about being cheap. We are talking about being smart, long-term thinking, and being efficient in all Love, Health, Career, and Money decisions.
- Every single action from the moment you wake up until the moment your eyes close MUST be considered. Imagine how many different little things you do every day.

The Science of Getting Rich demands that you try to do every single thing as efficiently (perfectly) as possible.

- It is your becoming incredibly good at the small, boring, and mundane daily things that bring great success.
- The moment a person thinks the small things don't matter is the day they stop growing.
- Patients want results in the most efficient manner possible, don't they? If you deliver this you will be more successful, right?
- You want a schedule and habits that are the most efficient possible.

Example: Steve Jobs, Einstein, and Mark Zuckerberg are known to wear the same thing every day. Steve Jobs, it is reported, had 50 black turtlenecks when he passed away.

Why? These high performers have to be efficient with their thoughts and attention. They do not want to waste any time figuring out what to wear every day.

It may seem weird to you, but this is how it is done when you have that level of desire to be successful.

In chiropractic, I teach my clients to have all the same socks, pants, shirt brand and size, shoe brand and size, so that it is simple to look great every day.

I personally have 18 pair of perfectly fitting black pants, 20 shirts of the same brand and size that all fit perfectly, three belts that fit perfectly, 20 pair of socks that are all the same so I don't ever need to match them, ties that are in perfect condition ready to go, plus several pair of shoes that all look new and fit great.

I can get dressed in the dark and look sharp every day. Of course, I have other clothes, but for the bulk of the work week you need an efficient system with your dress.

I don't even own anything that does not fit great and look good. Neither should you.

- How you do anything is how you do everything. This is a popular modern quote. Notice, it is exactly what this book teaches.
- How you do ANYTHING is either smart and efficient or it is not.
- With anything, you are either giving more in use value than what people pay, or you are not. If you give more in use value, that interaction was a success.
- How you execute the day is either efficient and a success, or it is not. Then the week, the month, the year, a career, then a lifetime.
- If a person works 45 years and only has $50,000 saved compared to their co-worker at the same job with the same pay who has $2,000,000 saved. Who was more efficient with their thoughts? Who did more things in the Certain Way?
- You may say: *Yeah, but maybe the other person had bad luck or other circumstances.* This may seem true, but where do all circumstances in your life come from?
- *The harder I work the luckier I get.*

Chapter XIII

Getting into the Right Business

Success in any particular business depends upon one thing of your possessing, in a well-developed state, the faculties required for that business.

Without good musical faculty, no one can succeed as a teacher of music. Without well-developed mechanical faculties, no one can achieve great success in any of the mechanical trades. Without tact and the commercial faculties, no one can succeed in mercantile pursuits.

But, to possess in a well-developed state the faculties required in your particular vocation does not ensure getting rich.

There are musicians who have remarkable talent, and who yet remain poor. There are blacksmiths, carpenters, and so on who have excellent mechanical ability, but who do not get rich, and there are merchants with good faculties for dealing with others who nevertheless fail.

The different faculties are tools, it is essential to have good tools, but it is also essential that the tools should be used in the right way. One person can take a sharp saw, a square, raw materials, and build a handsome article of furniture. Another person can take the same tools and set to work to duplicate the article, but their production will be a

botch. They do not know how to use good tools in a successful way.

The various faculties of your mind are the tools with which you must do the work which is required to make you rich, and it will be easier for you to succeed if you get into a business for which you are well equipped with mental tools.

Generally speaking, you will do best in that business which will use your strongest faculties, the one for which you are naturally "best fitted." But there are limitations to this statement, also. No one should regard their vocation as being irrevocably fixed by the tendencies with which they were born.

You can get rich in ANY business, for if you have not the right talent for it, you can develop that talent, it merely means that you'll have to develop your tools as you go along, instead of confining yourself to the use of those with which you were born.

It will be easier for you to succeed in a vocation for which you already have well developed talents, but you can succeed in any vocation, for you can develop a rudimentary talent, and there is no talent of which you have not at least the rudiment.

You will get rich most easily in point of effort, if you do that for which you are best fitted, but you will get rich most satisfactorily if you do that which you want to do.

Doing what you want to do is life. There is no real satisfaction in living if we are compelled to be forever doing something which we do not like to do and never being able to do what you want to do.

And it is certain you can do what you want to do, the desire to do it is proof that you have within you the power which can do it.

Desire is a manifestation of power. The desire to play music is the power which can play music seeking expression and development. The desire to invent mechanical devices is the mechanical talent seeking expression and development.

Where there is no power, either developed or undeveloped to do a thing, there is never any desire to do that thing. And, where there is strong desire to do a thing, it is certain proof that the power to do it is strong and only requires to be cultivated and applied in the right way.

All things being equal, it is best to select the business for which you have the best developed talent, but if you have a strong desire to engage in any particular line of work, you should select that work as the ultimate end for which to aim.

You can do what you want to do, and it is your right and privilege to follow the business or avocation which will be most congenial and pleasant.

You are not obliged to do what you do not like to do and should not do it except as a means to bring you to the doing of the thing you want to do.

If there are past mistakes whose consequences have placed you in an undesirable business or environment, you may be obliged for some time to do what you don't like to do, but you can make the doing of it pleasant by knowing that it is making it possible for you to come to the doing of what you do want to do.

If you feel you are not in the right vocation, do not act too hastily in trying to get into another one. The best way, generally, to change business or environment is by growth.

Do not be afraid to make a sudden and radical change if the opportunity is presented, if you feel, after careful consideration, that it is the right opportunity. But never take sudden or radical action when you are in doubt as to the wisdom of doing so.

There is never any hurry on the creative plane, and there is no lack of opportunity.

When you get out of the competitive mind you will understand that you never need to act hastily. No one else is going to beat you to the thing you want to do, there is enough for all.

If one place is taken, another and better one will be opened for you a little farther on. There is plenty of time. When you are in doubt, wait. Fall back on the contemplation of your vision, and increase your faith and purpose, and by all means, in times of doubt and indecision, express gratitude.

A day or two spent in contemplating the vision of what you want, and in earnest thanksgiving that you are getting it, will bring your mind into such close relationship with the Supreme that you will make no mistake when you do act.

There is a mind which knows all there is to know, and you can come into closer unity with this mind by faith and the purpose to advance in life if you have deep gratitude.

Mistakes come from acting hastily, or from acting in fear or doubt, or in forgetfulness of the right motive, which is more life to all and less to none.

As you go on in the Certain Way, opportunities will come to you in increasing number. You will need to be very steady in your faith and purpose and to keep in close touch by reverent gratitude.

Do all that you can do in a perfect manner every day, but do it without haste, sloppiness, worry, or fear. Go as fast as you can while still producing quality, but never hurry.

Remember, in the moment you begin to hurry you cease to be a creator and become a competitor, you drop back upon the old, lower plane again.

Whenever you find yourself hurrying, call a halt, fix your attention on the mental image of the thing you want, and begin to give thanks that you are getting it. The exercise of GRATITUDE will always strengthen your faith and renew your purpose.

Success questions for chiropractors:

- Do you feel chiropractic is the right business for you?
- Do you think it would be easier to be successful and make more money doing something else?
- Is practice not what you thought it would be?
- Is it better? Is it worse?
- What are you comparing it to?
- Is it easier than you thought it might be?
- Is it harder than you expected?
- Are we supposed to like our work, or instead, do what we are good at even if we don't particularly like it?
- Does being in a hurry all the time make a person look more or less successful?
- Do super successful people appear more relaxed and easy going? Do winners have facial expressions that show it?

Success points:

- Any business a person may choose will require the exact same effort to get a similar financial result. To earn $500,000 in real estate will take the exact same overall effort as it does to earn $500,000 in chiropractic.
- Remember the law: For every action there is an equal and opposite reaction. So, if you want to get $500,000 you are always going to have to pay with $500,000 worth of effort.
- Effort means mental and physical effort. Many work hard physically but never do well financially because they are

not thinking properly. They are not putting in enough mental effort.

- It is better to do what you are good at whether you like it or not. I like playing guitar, but I am much better as a teacher, speaker, coach, and chiropractor. Which will make me more money?
- Do you know what you are naturally gifted at?
- Do what you are good at to make money so you can do what you want in your personal life. It is called duty, being responsible, or honor.
- If you happen to love your work, and are naturally gifted at it, all the better.
- Do what you are good at whether you like it or not, that is where you have the advantage.
- Many have prosperous thoughts but never do well because they are too lazy or weak to do the physical work. They lack the drive to get things done.
- 10 parts of thought + 10 or more parts of action = Success.
- 10 parts of thought + 6 parts of action = Nothing.
- Stated differently: Mental Effort + Physical Effort = You Win.
- When in doubt, do more. In fact, do so much that there is no chance for you to not get what you want, that is my philosophy.
- Instead of scheming to figure out how little to do like the 90% do, winners engineer their plan on how they can give as much as possible, and bring as much increase as they

can, thus keeping positive pressure on the system. This keeps the system in a state of owning them.

- If you put in a LOT of causes, you can relax knowing many effects are on their way to you!
- This chapter also teaches us to not rush, but to do excellent work from wake to sleep. In chiropractic, think of an office visit. The doctors who rush tend to make their patients feel rushed.

  Example: I can give a 57-second office visit that feels longer to the patient than that of another doctor who spent four minutes with a patient. How?

  I will move slow, be attentive, careful, and focused. The patient will feel my connection and care.

  The other doctor will be running around doing this and that and talking fast, never really connecting. They look like they are doing a lot but are not accomplishing much.

  I am efficient, the other doctor is not efficient. Efficiency feels slow and easy, and to the point.

  Remember this: Slow down if you want to speed up. Go slow, do less, with more focus, in less time.

  Example: I come back after lunch at 2:30 and we have our afternoon team huddle. We start at 3:00 but we are ready at 2:45. People are coming in. Once we are ready, I get into position.

  Now, if I have 16 people waiting in my hot seats, I will focus, move slow, connect with everyone beautifully, and because my initial examination and plan are good, I can see

all of them in under 15 to 20 minutes with all of them happy, paying, improving, and wanting to refer others.

Of course there are new patients, reports, and those who may need special attention, but remember, every office visit is either efficient or inefficient, a success or a failure. You want all of them to be successful!

- In chiropractic, let's keep it simple. The more people you serve in the Certain Way, the better you will do, and the more people will be helped.
- Get better so you can help more people.
- Arguing that "taking time" with patients is better makes no sense. Do you want to help more people or fewer people?
- Imagine if the Coast Guard wanted to take more time to rescue each stranded person, thus saving fewer people.

  Never, they want to swiftly and safely save as many as they can. Are you any different?
- Chiropractic is the right business. There is nothing easier or more satisfying (or capable of bringing you an exceptional life.)
- Commit 100% to it. Go "all in."
- Join me and decide to become great as a chiropractor.
- Life isn't long enough to mess around with thinking the grass is greener, it isn't. Chiropractic is one of the most profitable businesses on earth. Almost no business can take home the same percentage of profit as a chiro office. Take advantage and be grateful for this!

Chapter XIV

The Impression of Increase

Whether you change your vocation or not, your actions for the present must be those pertaining to the business in which you are now engaged.

You can get into the business you want by making constructive use of the business you are already established in, by doing your daily work in a Certain Way.

And, in so far as your business consists in dealing with other people, whether personally or by letter, the key-thought of all your efforts must be to convey to their minds the impression of increase.

Increase is what all men and all women are seeking, it is the urge of the Formless Intelligence within them seeking fuller expression.

The desire for increase is inherent in all nature; it is the fundamental impulse of the universe. All human activities are based on the desire for increase. People are seeking more food, clothes, better shelter, more luxury, more beauty, more knowledge, more pleasure, increase in something, more life.

Every living thing is under this necessity for continuous advancement, where increase of life ceases, dissolution and death set in at once.

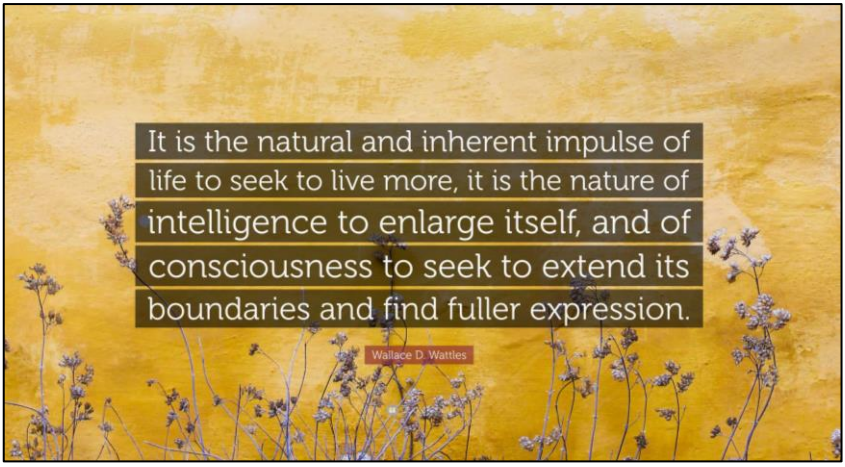
Human beings instinctively know this, and hence they are forever seeking more. This law of perpetual increase is set forth by Jesus in the parable of the talents, "Only those who gain more retain any, from the one who hath not shall be taken away even that which they hath."

The normal desire for increased wealth is not an evil or a reprehensible thing, it is simply the desire for more abundant life, it is aspiration.

And, because it is the deepest instinct of their natures, **all men and women are attracted to those who can give them more of the means of life.**

In following the Certain Way as described in the foregoing pages, you are getting continuous increase for yourself, and you are giving it to all with whom you deal.

You are a creative center, from which increase is given off to all.



Be sure of this, and convey assurance of the fact to every man, woman, and child with whom you come in contact. No matter how small the transaction, even if it be only the selling of a stick of candy to a little child, put into it the thought of increase, and make sure that the customer is impressed with the thought.

Convey the impression of advancement with everything you do, so that all people shall receive the impression that you are an advancing person, and that you advance all who deal with you.

Even to the people whom you meet in a social way, without any thought of business, and to whom you do not try to sell anything, give the thought of increase.

You can convey this impression by holding the unshakable faith that you, yourself, are on the path of increase, and by letting this faith inspire, fill, and permeate every action.

Do everything you do in the firm conviction that you are an advancing personality, and that you are giving advancement to everybody.

Feel that you are getting rich, and in so doing, you are making others rich and conferring benefits on all.

Do not boast or brag of your success, or talk about it unnecessarily, true faith is never boastful.

Wherever you find a boastful person, you find one who is secretly doubtful and afraid.

Simply feel the faith and let it work out in every transaction. Let every act, and tone, and look, express the quiet assurance that you are getting rich, that you are already rich.

Words will not be necessary to communicate this feeling to others. They will feel the sense of increase when in your presence and will be attracted to you again.

You must so impress others that they will feel that in associating with you they will get increase for themselves.

See that you give them a use value greater than the cash value you are taking from them.

Take an honest pride in doing this, and let everybody know it, and you will have no lack of customers. People will go where they are given increase, and universal intelligence, which desires increase in all, and which knows all, will move toward you men and women who have never heard of you.

Your business will increase rapidly, and you will be surprised at the unexpected benefits that will come to you. You will be able from day to day to make larger combinations, secure greater advantages, and to go on into a more congenial vocation if you desire to do so.

But in doing all this, you must never lose sight of your vision of what you want, or your faith and purpose to get what you want.

Let me here give you another word of caution in regard to motives.

Beware of the insidious temptation to seek for power over other people.

Nothing is so pleasant to the unformed or partially developed mind as the exercise of power or dominion over others.

The desire to rule or influence for selfish gratification has been the curse of the world. For countless ages kings and lords have drenched the earth with blood in their battles to extend their dominions, this not to seek more life for all, but to get more power for themselves.

Today, the main motive in the business and industrial world is the same, individuals marshal their armies of dollars, and lay waste the lives and hearts of millions in the same mad scramble for power over others. Commercial kings, like political kings, are inspired by the lust for power.

Of Biblical lore, the lust of the Pharisees to be called "master," to sit in the high places, relish popularity, domineer over others, and lay burdens on the backs of the less fortunate, compare this lust for dominion with the seeking for the common good to which He called His disciples to pursue.

Beware of the temptation to seek for authority, to become a "ruler," to be considered as one who is above the common herd, to impress others by lavish display, arrogance, unearned importance, and so on.

The mind that seeks to rule over others is the competitive mind, and the competitive mind is not the creative one.

In order to master your environment and your destiny, it is not at all necessary that you should rule over other people, and indeed, when you fall into the world's struggle for the high places, you begin to be conquered by fate and environment, and your getting rich becomes a matter of chance and speculation.

Beware of the competitive mind!

No better statement of the principle of creative action can be formulated than the favorite declaration of the late "Golden Rule" Jones of Toledo:

"What I want for myself, I want for everybody."

Success questions for chiropractors:

- Why do you want to be rich?
- Is it to have power over others?
- Is it so you can have less stress?
- Does having more money mean you will have <u>less</u> stress?
- Is it so you can have more freedom?
- Is it so you can give more?
- Is it because you are afraid of not having enough?

- Is it because business is just a game that you want to win, and money is how society keeps score?
- Is it so you can retire sooner and do whatever you like?
- Is it so you can leave something to your family?
- Is it because you like the feeling of having more than you need?
- Is becoming rich an incidental by-product of your good habits, and you have no real need for the money?
- Are you seeing the difference between being competitive and being CREATIVE?
- Are you acting more important than you actually are?
- Are you suffering from Dunning-Kruger Syndrome? Would you be able to recognize it if you were?
- Who are you comparing yourself to in the profession?
- Do you believe the following WINNERS**EDGE** statement?

Everybody wins in every deal I make
and interaction I undertake!

Success points:

- What I want for myself, I want for _____.
- This quote is incredibly powerful. Memorize and live by it.
- *What I _____ _____ _____ I want for everybody.*
- We must ALWAYS want success for others. The moment we wish more for ourselves <u>and</u> for even just one person to have less, we lose.

- The moment we bless success and appreciate all who are doing well (even if it is in our own field and it makes us feel small) we must BLESS it!
- _____ ___ _____ *for myself, I want* _____ _____.
- If you have a chiropractor friend you hear is seeing 450 visits a week while you are seeing 200, you MUST think it is AWESOME for them, and bless it, and be thankful.
- Remember, jealousy, envy, and greed are all success destroyers. Once again, you must control your emotions and opinions.
- If you are doing better than others, do you want them to wish ill upon you? Of course not!
- *What I want for* _____ *I want for* _____.
- Your goal is to always give more in use value than what you get paid in return. Always by using fair fees and good plans.
- You can offer a $8400 care plan and certainly give over $10,000 or even $100,000+ in results/use value in return!
- If a person paid $3400 for a plan, and your care takes away the shooting pain into their leg, or their four migraines a week… did they get more in return (use value) than what they paid?
- Your goal is to make deals where EVERYONE wins! Even if you just give a dollar to a person on the sidewalk, bring INCREASE to as many others as you can, smartly.
- Your goal is to bring increase to everyone you meet via your sheer impressiveness as a human being. Your goal is to be VALUABLE everywhere in every situation.

Chapter XV

The Advancing Person

What I have said in the last chapter applies as well to the professional person and the wage-earner as to the one who is engaged in a mercantile business.

No matter whether you are a physician, a teacher, or a minister, **if you can give increase of life to others and make them sensible of the fact, they will be attracted to you, and you will get rich.**

The doctor who holds the vision of themselves as a great and successful healer, and who works toward the complete realization of that vision with faith and purpose, as described in former chapters, will come into such close touch with the source of life that they will be phenomenally successful, patients will come to them in throngs.

No one has a greater opportunity to carry into effect the teachings of this book than the practitioner of medicine. It does not matter to which of the various schools they may belong, for the principle of healing is common to all of them and may be reached by all alike.

The advancing person in medicine, who holds to a clear mental image of themselves as successful, and who obeys the laws of faith, purpose, and gratitude, will cure

more and more cases they undertake, no matter what remedies they may use.

In the field of religion, the world cries out for the minister who can teach their hearers the truth of abundant and eternal life. Those who master the details of The Science of Getting Rich, together with the allied sciences of being well, of being great, and of winning love, and who teach these details from the pulpit will never lack for a congregation. This is a gospel that the world needs. It will give increase of life, people will hear it gladly, and will give liberal support to the one who brings it to them.

We want preachers who can not only tell us how, but who, in their own persons, will show us how.

We need the preachers who will themselves be rich, healthy, great, and beloved, to teach us how to attain to these things from our unselfish service to others and God. By so doing they will build an impressive and loyal following.

The same is true of the teacher who can inspire the children with the faith and purpose of the advancing life. They will never be "out of a job." And any teacher who has this faith and purpose can give it to their pupils, they cannot help giving it to them if it is part of their own life and practice.

What's true of the teacher, preacher, and physician is true of the lawyer, dentist, insurance agent, business owner – of everybody.

The combined mental and personal action I have described is infallible, it cannot fail.

Every man and woman who follows these instructions steadily, perseveringly, and to the letter, will get rich.

The law of the increase of life is as mathematically certain in its operation as the law of gravitation. Getting rich is an exact, demonstrable, repeatable, and verifiable science.

The wage-earner will find this as true of their case as of any of the others mentioned. Do not feel that you have no chance to get rich because you are working where there is no visible opportunity for advancement, where wages are small and the cost of living high. Form your clear mental vision of what you want and begin to act with faith and purpose.

Do all the work you can do, every day, and do each piece of work in a perfectly successful manner, put the power of success, and the purpose to get rich, into everything that you do.

But do not do this merely with the idea of currying favor with your employer, in the hope that they, or those above you, will see your good work and advance you, it is not likely that they will do so.

The person who is merely a "good" worker, filling their place to the very best of their ability, and satisfied with that, is valuable to their employer. It is not to the employer's

interest to promote them, they are worth more where they are.

To secure advancement, something more is necessary than to be too large for your place.

The person who is certain to advance is the one who is too big for their place, and who has a clear concept of what they want to be, who knows that they can become what they want to be, and who is determined to be what they want to be.

Do not try to more than fill your present place with a view to pleasing your employer, do it with the idea of advancing yourself.

Hold the faith and purpose of increase during work hours, after work hours, and before work hours. Hold it in such a way that every person who comes in contact with you, whether supervisor, fellow worker, or social acquaintance, will feel the power of purpose radiating from you so that everyone will get the sense of advancement and increase from you.

Others will be attracted to you, and if there is no possibility for advancement in your present job, you will very soon see an opportunity to take another job.

There is a power which never fails to present opportunity to the advancing person who is moving in obedience to law.

God cannot help helping you if you act in a Certain Way. He must do so in order to help Himself.

There is nothing in your circumstances or in the industrial situation that can keep you down. If you cannot get rich working for the steel trust, you can get rich on a ten-acre farm, and if you begin to move in the Certain Way, you will certainly escape from the "clutches" of the steel trust and get on to the farm or wherever else you wish to be.

Begin this way of thinking and acting, and your faith and purpose will make you quick to see any opportunity to better your condition.

Such opportunities will speedily come, for the Supreme, working in all, and working for you, will bring them before you.

Do not wait for an opportunity to be all that you want to be. When an opportunity to be more than you are now is presented, and you feel impelled toward it, take it. It will be the first step toward a greater opportunity.

There is no such thing possible in this universe as a lack of opportunity for the individual who is living the advancing life.

It is inherent in the constitution of the cosmos that all things shall be for that person and work together for their good. They must certainly get rich if they act and think in the Certain Way. So let wage-earning men and women study this book with great care and enter with confidence upon the course of action it prescribes, it will not fail.

Success questions for chiropractors:

- Do you believe that getting rich is a science?
- If you always spend less than you make (be efficient and handle every paycheck in a successful manner i.e., the Certain Way) you are 100% guaranteed to get rich. This simple example proves that getting rich it is absolutely an exact science.
- What does it mean to "more than fill your present place?"
- How can a chiropractor who cannot easily see 50 people in a day ever serve 75 in a day?
- Can a doctor who is not saving any money, i.e., not being efficient with money, ever attract more money?
- If you cannot save a little of what you have, how could you be trusted to handle more?
- If you cannot lift a 30 lb. weight, will anyone give you a 40 lb. weight to lift?
- A doctor is collecting $40,000 per month and is behind on taxes, not saving, and loaded with monthly payments and interest. This doctor says: *I need more money.*

  What does this doctor really need?

  Are they being efficient?

  Are they able to easily handle their current level?

  Are they too big for their present place, or are they making a mess/not big enough/not able to handle their present place?

  Will this doctor ever grow?

Success points:

- Regardless of where a chiropractor is on the success scale, you can change the way you think and start to change your life.
- We have doctors start coaching with us who are a total mess, and we have doctors start who are already at $1,400,000 per year.

  Example: I had a client tell me he tripled his practice in his first year with us. He is now helping 100 patients per day. He is in the same location in the same town with the same team. So, what changed?

  His thinking changed, he started to think and act in the Certain Way, being efficient, giving more in value to people than what they pay, so his results changed.

  His excellent coaching taught him how to think at a higher level, then act at a higher level.
- This may sound overly simple but: *Just do what you are supposed to do and everything will be fine.*
- If you are not sure what this is, hire a coach.
- Always seek to give increase to others and be valuable in every situation by your presence, your thoughts, your words, and your actions.
- Think about what you want, work hard to do every tiny thing efficiently, plus handle every dollar as perfectly as you can while knowing what you want is coming to you. Smile, bring increase, leave everything and everyone better than when you found them, become too big for your present place and grow.

Chapter XVI

Some Cautions and Concluding Observations

Many people will scoff at the idea that there is an exact science to getting rich. Holding the impression that the supply of wealth is limited, they will insist that social and governmental institutions must be changed before even any considerable number of people can acquire a competence.

This is not true.

It is true, however, that existing governments keep the masses in poverty, but this is because the masses do not think and act in the Certain Way.

If the masses begin to move forward as suggested in this book, neither governments nor industrial systems can slow them. All systems would be modified to accommodate the forward movement.

If more people have the advancing mind, the faith that they can become rich, and move forward with a fixed purpose to become rich, nothing can possibly keep them in poverty.

Individuals may enter upon the Certain Way at any time, and under any government, and make themselves rich. And, when any considerable number of individuals do so

under any government, they will cause the system to be so modified as to open the way for others.

The more people who get rich on the competitive plane, the worse for others, the more who get rich on the creative plane, the better for others.

The economic salvation of the masses can only be accomplished by getting a large number of people to practice the scientific method set down in this book and become rich.

These men and women will show others the way and inspire them with a desire for real life, with the faith that it can be attained, and with the purpose to attain it.

For the present, however, it is enough to know that neither the government under which you live nor the capitalistic or competitive system of industry can keep you from getting rich.

When you enter upon the creative plane of thought you will rise above all these things and become a citizen of another kingdom.

But remember, your thoughts must be held upon the creative plane, you are never for an instant to be betrayed into regarding the supply as limited, or into acting on the moral level of competition.

Whenever you might fall into old ways of thought, correct yourself instantly, for when you are in the competitive mind, you have lost the co-operation of the mind of the whole.

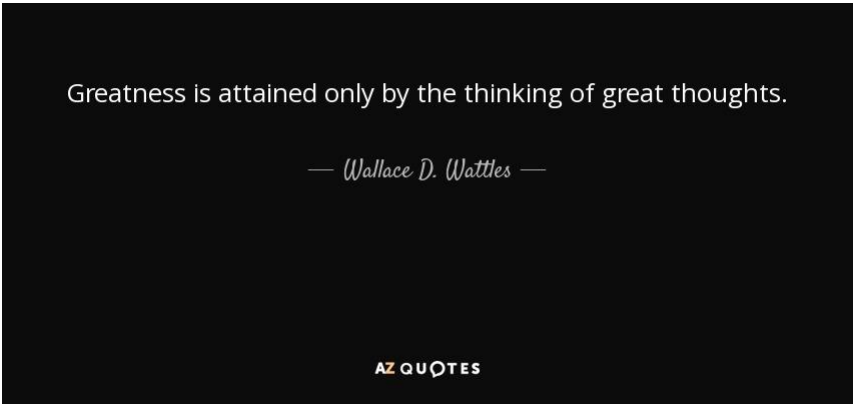
Do not spend any time in planning as to how you will meet possible emergencies in the future, except as the necessary policies may affect your actions today.

You are concerned with doing today's work in a perfectly successful manner, and not with emergencies which may or may not arise tomorrow, you can attend to them as they come.

Do not concern yourself with questions as to how you shall surmount obstacles which may loom upon your business horizon, unless you can see plainly that your course must be altered today in order to avoid them.

No matter how tremendous an obstruction may appear at a distance, **you will find that if you go on in the Certain Way it will disappear as you approach it, or that a way over, through, or around it will appear.**

No possible combination of circumstances can defeat you when you are proceeding to get rich along strictly scientific lines.



No man or woman who obeys the laws can fail to get rich any more than one can multiply two by two and fail to get four.

Give no anxious thought to possible disasters, obstacles, panics, or any potential circumstances you may deem unfavorable. There is time enough to meet such things should they present themselves.

Have confidence, you will find that every difficulty carries with it the wherewithal for its overcoming.

Guard your speech.

Never speak of yourself, your affairs, or of anything else in a discouraged or discouraging way.

Never admit the possibility of failure or speak in a way that infers failure as a possibility.

Never speak of the times as being hard, or of business conditions as being doubtful.

Times may be hard and business doubtful for those who are on the competitive plane, but they can never be so for you.

You can create what you want, and you are above fear.

When others are having hard times and poor business you will find your greatest opportunities.

Train yourself to think of, and look upon the world as something which is becoming better, which is growing,

and to regard seeming evil as being only that which is undeveloped.

Always speak in terms of advancement, to do otherwise is to deny your faith, and to deny your faith is to lose it.

Never allow yourself to feel disappointed.

You may expect to have a certain thing at a certain time, and not get it at that time, and this may appear to you like failure.

But if you hold to your faith, you will find the seeming failure is only apparent.

Go on in the Certain Way, and if you do not receive that thing, you will receive something so much better that you will see that the seeming failure was actually a great success.

A student of this science had set his mind on making a certain business combination which seemed to him at the time to very desirable and he worked for some weeks to bring it about. When the crucial time came, the thing failed in a perfectly inexplicable way. It was as if some unseen influence had been working secretly against him.

He was not disappointed, on the contrary, he thanked God that his desire had been overruled and went steadily on with a grateful mind.

In a few weeks, an opportunity so much better came his way that he would not have made the first deal on any

account. He was grateful that an intelligence which knew more than he knew had prevented him from losing the greater good by entangling himself with the lesser.

That is the way every seeming failure will work out for you if you keep your faith, hold to your purpose, have gratitude, and do every day, all that can be done that day, doing each separate act in a successful manner.

Remember this: If you have a failure, it is because you have not asked for enough, keep on, and a larger thing than you were seeking will certainly come to you.

You will not fail because you lack the necessary talent to do what you wish to do. If you go on as I have directed, you will develop all the talent that is necessary to the doing of your work.

It is not within the scope of this book to deal with the science of cultivating talent, but it is as certain and simple as the process of getting rich.

However, do not hesitate or waver for fear that when you come to any certain place you will fail for lack of ability, keep right on, and when you come to that place, the ability will be furnished to you.

The same source of ability which enabled the untaught Lincoln to do the greatest work in government ever accomplished by a single person is open to you. You may draw upon all the mind there is for wisdom to use in meeting the responsibilities which are laid upon you. Go on in full faith.

Study this book. Make it your constant companion until you have mastered all the ideas contained in it. While you are getting firmly established in this faith, you will do well to give up most recreations and pleasures, and to stay away from places where ideas conflicting with these are advanced in lectures or sermons.

Do not read pessimistic or conflicting literature or get into arguments upon the matter. Spend most of your leisure time in contemplating your vision, in cultivating gratitude, and reading this book.

It contains all you need to know of The Science of Getting Rich, and you will find all the essentials summed up in the following chapter.

Success questions for chiropractors:

- Are you easily let down?
- Do you quickly see the negative, feel bad, or get anxious?
- Are you easily scared?
- What are you scared of?
- Why? What are the odds that the things you are scared of would ever actually happen?
- Do you operate in fear much of the day?
- Do you think that with your luck something will go wrong?

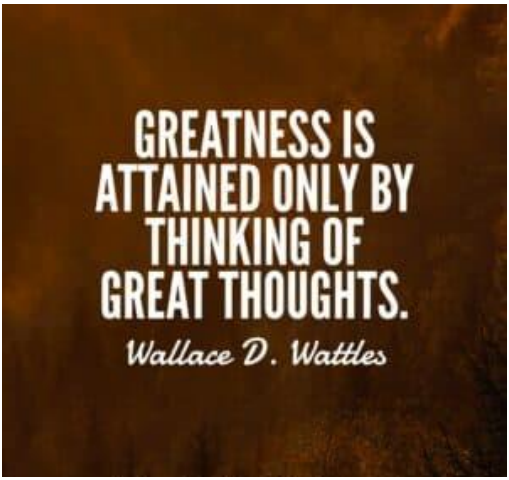
  Or...
- With your luck, everything will work out just fine?

- Are you positive even if something "bad" just happened?
- Are you rarely brought into a negative state?
- Are you fearless and rarely, if ever, scared of anything in business or in life?
- *All things are working together for my highest good and I know it!*

Success points:

- You get what you expect. This is called FAITH.
- If you are in fear – you will just get more things to be in fear about.
- *What you fear is what you draw near.*
- Practice is a self-fulfilling prophecy.
- Life is a self-fulfilling prophecy, but to protect their esteem, some people would rather blame others for their life. That way they can remain a victim and not feel so bad at squandering the incredible opportunity God has given them.
- What are YOU going to do with what God has already given you?
- He has already done his part by giving you your five senses and six intellectual factors, plus the ability to work and create. Now what are you going to do with it?
- If you expect to win, you will eventually win.
- Attitude is EVERYTHING. And, you choose your attitude.

- Remember, you have been programmed to have a scared, in-fear, readily negative attitude. Know this and rebel.
- Re-bell = Change to a new frequency.
- I asked earlier: Are you in control of your thinking? Can you consciously direct it at any time? Most people say "yes" but their life proves otherwise.
- The way you think about things has been programmed into you and is now running your life. It is time to reprogram yourself correctly. We all have had to reprogram!
- What do you really want in all four areas of your life?
- Can you clearly picture it?
- At every one of my Seminars, I take everyone through the process of writing down what they want in all four areas of life. It is amazing.
- This chapter refers to optimism, positive thinking, being cool, being calm, knowing all is working together for you.
- Changed thinking changes everything.
- Can you think better? *Say yes!*



Chapter XVII

Summary of The Science of Getting Rich

There is a thinking stuff from which all things are made, and which in its original state, permeates, penetrates, and fills the interspaces of the universe.

A thought in this substance produces the thing that is imaged by the thought.

You can form things in your thoughts, and by impressing your thoughts upon Formless Substance can cause the things you think about to be created.

In order to do this, you must pass from the competitive to the creative mind, otherwise you cannot be in harmony with the Formless Intelligence, which is always creative and never competitive in spirit.

We may come into full harmony with the Formless Substance by entertaining a lively and sincere gratitude for the blessings it bestows upon us.

Gratitude unifies our mind with intelligence so that our thoughts are received by the Formless Substance. We can remain upon the creative plane only by uniting ourselves with the Formless Intelligence through a deep and continuous feeling of gratitude.

We must form a clear and definite mental image of the things we wish to have, to do, or to become, and we must

hold this mental image in our thoughts, while being deeply grateful that all our desires are granted to us.

Those who wish to get rich must spend their leisure hours in contemplating their vision, and in earnest thanksgiving that the reality is being given to them.

Too much stress cannot be laid on the importance of frequent contemplation of the mental image, coupled with unwavering faith and devout gratitude. This is the process by which the impression is given to the formless, and the creative forces are set in motion.

The creative energy works through the established channels of natural growth, and of the industrial and social order. All that is included in this mental image will surely be brought to the person who follows the instructions given above, and whose faith does not waver. What they want will come to them through the ways of established trade and commerce.

In order to receive your own when it shall come to you, you must be active, and this activity can only consist in you more than filling your present place.

You must keep in mind the purpose to get rich through the realization of your mental image. And you must do, every day, all that can be done that day, taking care to do each act in a successful manner.

You must give to every person a use value in excess of the cash value they receive, so that each transaction makes for more life.

You must so hold advancing thoughts that the impression of increase will be communicated to all with whom you come in contact.

The men and women who practice the foregoing instructions will certainly get rich, and the riches they receive will be in exact proportion to the definiteness of their vision, the fixity of their purpose, the steadiness of their faith, and the depth of their gratitude.

Review:

There is a thinking _____ from which all things are made and which, in its _____ _____, permeates, penetrates, and fills the interspaces of the universe.

A _____, in this substance, _____ the thing that is imaged by the _____.

We can _____ _____ in our thoughts, and by impressing our thought upon Formless Substance, can _____ the things we think about to be _____.

In order to do this, we must pass from the _____ to the _____ mind, we must form a clear _____ _____ of the things we want and do, with faith and purpose, all that can be done each day, doing each separate thing in an _____ manner.

Recap of vital points from *The Science of Getting Rich*:

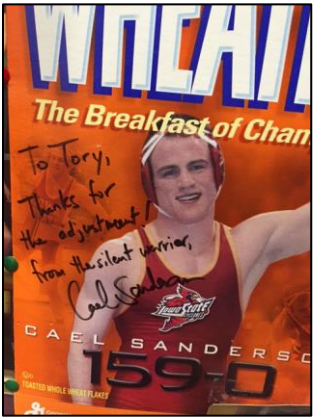
- There is an unlimited supply of material to create anything you want, or to order the circumstances in your life.
- You are born to have a rich, maximum, full life like all plants and other living creatures.
- Tolerating or settling for anything other than a complete, full, fun, generous, and maximized life is not normal.
- It is perfectly right that you should be rich. Not given riches, but for you to create them through your own proper thoughts and successful actions.
- Your goal is to live a fully expressed life in body, mind, and soul.
- **Love finds its most natural expression in giving.** It takes money to be able to give. So having money is vital to becoming more valuable as a person.
- There is a "Certain Way" to do things. This way is the successful, complete, efficient, smart, well-planned, well-timed, future-thinking, ideal way for every thought and task small or large. Doing what is right, when it is right to do it, and in the right way.
- You must start now, today, this minute, doing every task small or large in a perfect and complete manner.
- If anyone in your town can become rich, so can you.
- If any chiropractor can become rich, so can you.
- The Thinking Stuff / Original Substance / Formless Substance is intelligent and responsive to people.

- It is receptive and ever ready to bring about the things that are projected into it. It wants to do this. It is at our command. It loves to deliver what is sent into it with clarity, consistency, and with power. The Thinking Stuff is active every second of every day without rest.

- Thoughts beam out from you into the Formless Substance. Those thoughts, if clear, strong, and consistent, will cause the Formless Stuff to create what you are imaging in your mind.
- A few flash thoughts, wishes, or dreams do nothing.
- You must hold the image and repeat it enough that the formless will take you seriously. It cannot just create what every person flashes on the screen of their mind. It only does jobs that are serious and delivered to it with clarity, consistency, and power.
- Power in a thought we call “burn.” As in a “burning desire.”
- Urgency is also a good way to describe it. **You can want something, then you can REALLY want something.** The Formless knows the difference. It is highly intelligent.
- We can form things in our thoughts, we can see things in our thoughts, we can picture things, we can imagine things, we can feel things in our thoughts thereby causing the things we think about to be created.
- How you DO things comes from how you think about things.

- Your goal is to think better, smarter, more accurately, more accepting, more intelligent, more calm, more confidently, and more thankfully.
- Every problem, issue, or weakness you have is because you do not think properly about it. Consequently, you then do not act properly (the Certain Way) so you then do not get the right result.
- If thinking is off = Actions are off = Results are off.
- Your goal is to think the right thing about everything all day long, every day. To do this you must know the TRUTH. This is the problem. People do not know the truth. They want the wrong things, the wrong way. They are unable to see things accurately or respond appropriately.
- **Example:** A chiro takes 10 minutes per person yet wants to see 300 visits a week. This is mathematically impossible, so thinking (wanting) this will bring nothing because it violates the laws of math, nature, time, and space.
- You must want things that make sense, are smart, and are well thought-out. This is what so few men and women do well. Only a few can think clearly and accurately, then want what makes sense, and then have the power to picture it clearly, with consistency, while doing every task successfully, moment by moment, while thinking of increase to everyone along the way, and being thankful for what you already have.
- Be clear about what you want. **See it and <u>feel it</u> in your mind.**

- Perform every small task being consciously aware of whether or not you are doing it well, and intending increase for all, while expecting to create it, while being thankful.
- Again, people fail because they do not know how to do things in a successful manner. They think just because they did something that it was good. If I say, *send a postcard to your patients to get them to come back in*, you have to make a really good card, with all the right words and pictures for it to work. Just sending any card will not work.



- **So, the QUALITY of everything you do has to be high.** This is where people get jammed.
- There are countless ways to get tripped-up in your attempt to create. Any doubt, fear, greed, lack of clarity, spite, poor quality, sloppiness, or wanting things or outcomes that are mathematically impossible, etc., will stop anything from coming to you. You really have to line everything up perfectly.
- **What is the truth?** This is what the media and society are corrupting. They sway people to <u>not</u> know the truth. To be confused as to what is true, what is right, what is real, what to want, and what to not want, thus rendering people ineffective and unable to create anything impressive.
- You must be able to sit in complete silence and be crystal clear about what you want, then very smartly do everything

perfectly every day while thinking increase and thankfulness as you always do more than what you are paid for.

- **Always give or do a little extra.** This keeps pressure on the system. You want to keep the universe owing you. You want to put in more "causes" than you expect in "effects."
- You must know the TRUTH. The truth is that which you want, your goals, or where you are headed. It is not what your eyes see in front of you currently. What you see with your eyes today are past thoughts that have taken shape. If you focus on them, you get more of them. **So, regardless of what is going on around you, you must be able to get your mind to picture something completely different.**

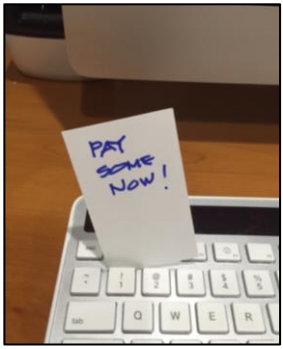
  This is hard. This requires thinking. It requires mental power to be in a tough situation yet still get your mind to think positive, or see the solution, or see how to win.

- People are slowed in their hopes because they do not think properly in all situations, whether favorable <u>or</u> turbulent.
- You have to be cool in ALL situations, and be able to picture what you want at any instant regardless of what your eyes or senses are telling you. This takes imagination.
- Notice: **You have to get your higher intellectual factors to be able to override your sensory factors.**
- Most people are controlled by their sensory factors: see, taste, touch, hear, and smell. Much like a dog.
- Winners can ignore the lower senses and use their higher factors of memory, will, perception, reason, imagination, and intuition. This requires mental power.

- Who gets rich? Those who can overpower their senses and use their higher faculties of mind to voluntarily control their thinking vs. let their senses control it.
- Understand: You see, taste, hear, touch, and smell things, which you allow to put thoughts and feelings into your mind. If you dwell on these things you get more of these things or occurrences, because you get what you think about.
- **Example:** Say you have a bunch of patients cancel, the account is low, you may not have enough to pay your CA or the bills coming up, plus you injured your elbow and it hurts like h*ll every time you touch a patient.

  The typical or ”normal” person complains, feels down, gets worried, gets scared, gets mad. The day is a disappointment, they go home and complain about it, ruining someone else’s day too, then go to sleep radiating fear and worry.

  They are controlled by what they see and feel. Outer circumstances control their inner mind.



  The winner, on the other hand, is able to observe what is going on, ignore the elbow and find themselves actually happy because they know it could be a lot worse (like having the arm amputated).

  They create a plan to heal the elbow, keep their mind on doing every task today as perfectly as possible, with total faith the money will appear, and that things will work out. They go onto action and do some in-office promo, send

three Thank You's, make a fresh Recall list, and adjust invisible patients to cause the practice to grow.

People come in, money comes in, they carry on as a cool, faith-filled winner. **Never a doubt.**

One DC thinks like a normal, pedestrian, average, non-high performer human being. The other DC thinks and acts in the Certain Way that brings success.

- Simply know, the instant you get mad about something, you are not thinking properly.

  The winner gets mad for a moment, then recovers poise and thinks of the solution, pictures the outcome, and what they need to do right now, and what else may need to be done, in what order, to get them what they want or where they want to be.

  They can break down the situation and engage the thoughts and actions which will cause them to bend reality into their favor.

- **Example:** A guy flies to a city for a work meeting. His flight back home leaves at 5pm the next day. He would really like to get on the 3pm flight so he doesn't have to sit in the airport for 3 hours and wait for his 5:00 flight.

  Before leaving the airport after he arrives, he sees a ticketing agent and asks her if he can move from the 5:00 to the 3:00 flight the next day.

  She looks at the computer and says there is room on the 3:00 flight, but the fee will be $1300 to move him.

  She says he can pay the $1300, or maybe get on standby the next day and possibly get on the flight.

He does not pay the $1300 but says "thank you" and walks away. **He then ponders,** "how must I think, and how must I behave in order to cause myself to get on that 3:00 flight in First Class and get home early tomorrow."

He is very cool and thankful there is even an opportunity to do so. He walks away pretty much knowing things will work. (Because he always feels that things will work out for him. He chose to be a winner years ago.)

The next day after the meeting he heads to the airport, walks up to the gate where the early flight is departing and asks to be moved onto that flight. The woman says yes there is a seat, puts him in the last First Class seat, and hands him the ticket for zero dollars. He chills and waits for the flight with a calm smile.

- What is the lesson here? Most would get mad at the $1300, call somebody and complain, then from their attitude and negative vibration literally cause it to not work out.
- Your thoughts and actions <u>right now</u> are creating your life in real-time, i.e., later today tomorrow, this week, next week, etc. Do you understand this? **You literally control what is coming to you at all times.** And can change it in real-time.
- By seeing the truth, being cool, picturing the outcome, and being thankful, you can cause situations to work out for you.
- Every thought makes it necessary to think another thought. So smart thoughts breed more smart thoughts.

Problem thoughts breed more problem thoughts. This is why it is called a "train of thought." Winners keep the correct train of thought in their mind at all times, in all situations, by being cool and smart.

- **You must sincerely want increase for others.** Here again most get smashed because they don't want good for others. They secretly want others to fall so they can feel taller or possibly not feel so bad about their own laziness.
- Winners want to create increase for ALL, knowing that this will bring a huge increase back to them.
- Non-winners are vindictive, spiteful, want to compete, and "take" from others in order to feed their screwed-up nature.
- ***What I want for myself, I want for everyone.*** These are words to live by. Memorize and adopt this attibute.
- You must give more than what you take.

  And, you must know that you have given more, not hope you have.
- NEVER hope to get a deal or a "steal," or take more than what you have paid for, this will always backfire, and at a time you least expect it.
- It is tempting, it is the "normal" way to think, to hope to get more than what you paid. We want good deals, but remember: *Pigs get fat… but hogs get slaughtered.*
- The system is perfect. Cause always equals effect.
- Many times, the effect or the correction comes later. But it comes.

- Let's say I have a man detail one of my cars. I ask him the fee, he says $225. I say, "I'm not going to pay it."

  He gets nervous… I come back and say, "I'm not going to give you a penny less than $250." It catches him off guard.

  Why would I do this? Well, here is a lesson on why I am "rich."

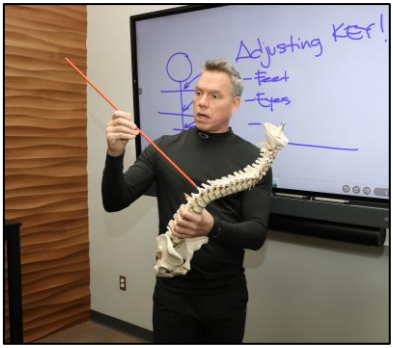
  - I want his best work, and now I will get it.
  - It validates the man and his craft. Which makes him feel good. I am responsible for giving him that good feeling. So good feelings will come back to me as the source of it. Energy always returns to its source in like kind.
  - It surprises him since all the "normal" people he deals with want a discount for no reason, and without deserving it.
  - When I want my car detailed again, he will put in front of everyone.
  - I don't want people asking me for deals, so I do not ask for deals. It is called being congruent, or being smart.

  When the job is done, I pay him and he says, "thank you!"

  I say, "no… thank YOU!"

  Notice, all I did was pay $25 bucks more, but look at what I got for it in return. Is it worth it?

  Did I bring increase to others? Did I give more than asked?



This does not mean you voluntarily pay more for everything, but it is an excellent example.

Now multiply this scenario by hundreds of them, then compare all this to the typical chiropractor who lives every day clueless of the principles of the Science of Getting Rich.

- Thinking towards the positive. Your efforts now may not bring results tomorrow, your reward (the effect) may be weeks, months, or years later. This is why you want to give, give, give, deliver, deliver, deliver, and serve, serve, serve, to build up a ton of "effects" to come back to you, ideally more than you can even use in your lifetime.
- Know that what you want is on its way to you.
- Faith must overpower fear.
- A fearful person is a weak person.
- Fear = No confidence = No positive expectation.
- Fear is actually negative expectation.
- Chronic fear is literally a mental illness. Why would anyone think things will not work, or go wrong, or that they will not be able to handle any particular situation?
- Think of a dog who has been abused. Now it sits in a cage totally afraid of people and if you even reach out a hand they are scared because they "expect" to be harmed.

  They have been programmed to think they will be harmed; programmed to be in fear. This animal can be healed with patience and love from a caring new owner. A quality human who fixes what some "inhuman" did to them.

- Now people, i.e., you, have to fix yourself. Nobody is going to come rescue you, give you treats, pet you, and tell you are beautiful.
- You need to fix your own screwed-up self and past trauma if there is any. The best part is, you can totally do this!
- Faith is everything. Optimism + Positive expectation = 😊

With my luck everything will work out fine.

- You see so many people running around looking worried all the time, over nothing.

  They have no ability to be cool, let alone be cool in serious or hairy situations.

  They are like a thin nail that bends the second you touch it with a hammer, compared to a carbon coated, furnace treated nail that can be blasted into concrete.
- We call this AQ. **A**dversity **Q**uotient.

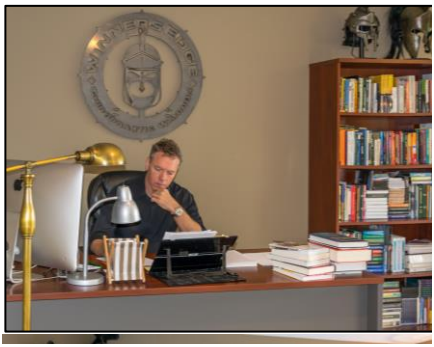
  How much can a person handle before they are worried, in fear, or scared. Some can't handle anything.

  Some get worried and look worried over nothing.
- **Example:** A man forgets his card in an ATM machine and is going back to see if it still there. He is worried, pulse is elevated, face looks all nervous, somewhat frantic, scared for some reason. Like this is a big deal or something.

  Another man is piloting a huge airliner over the ocean with 500 people aboard. Suddenly one of the four engines burns out. He is not panicked at all. He follows the procedure for

this scenario, and safely pilots the plane to a landing in Singapore.

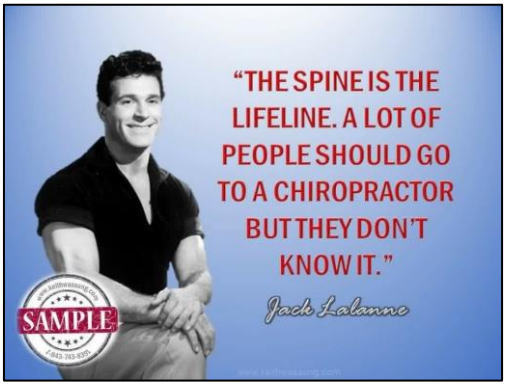
- Who are you more like?
- What does it take to worry you?
- How much can you handle before you fall apart?
- You will be as successful as what it takes to worry you.



- Quote: ***It is sometimes okay to be concerned, it is never ok to have your face look like it.***
- This goes along with our: ***It is okay to be sick, it's never ok to act like it.***
- Gratitude. This is being thankful in the moment for the situation you are in, the opportunities you have, and what you already possess (like your mind, ability to think, and create.) There are hundreds of things to be thankful for right this second, if you are awake and smart enough to see them.
- Lesser people are not thankful for much because they think incorrectly. They take everything in their privileged life for granted, they think somebody owes them even more, they think other people have messed up and not them, they give up their power and then complain. When held accountable they call the other party "toxic" or "controlling."
- Just imagine how many people actually think like a winner? Maybe 3 in 100.

- You cannot get more of anything if you are not thankful right now for what you do have of that thing.
- **Be thankful for what you do have:** Love, money, health, home, car, friends, patients, office, an internet connection, electricity, everything in this overly comfortable, protected, and easy country we live in.
- **Remember:** The key is to be thankful when you "think" you have little or when something "bad" happens.
- "I don't have any real money to be thankful for." This is what losers say.
- A winner says: "I have $27 in my checking account. Wow am I thankful for that, because it could be a lot worse."
- Want more of something? Be thankful for what you do have of that thing.
- **You get more of what you are thankful for.**
- Any person can be thankful when they are doing okay. The winner can "fabricate thankfulness" when they have little – in order to create a lot more.
- Like everything in life, there are countless ways to mess up and only a few approaches that will work.
- The Certain Way is very specific, but 100 things can stop you in your tracks if you are not careful.
- There is a path up the mountain, but many things along the way are trying to throw you off. So, you have to pay attention and make every step with intelligence.
- Do not be fooled by people, many are out to throw you off.

- Focus 100% on what <u>you</u> want. Waste no time trying to "will" anything for anyone else. Let others be, you don't know what is best for them anyway, you may think you do out of arrogance, but if you truly care about someone, you will let them find their own way.



- **Manage your own life.** Is It not amazing how many people want to tell others what to do when they commonly suck at life themselves.
- You only need to use your willpower on yourself.
- The best thing you can do for yourself, others, your town, family, humanity, and God it to make the most of yourself. To do that requires things or experiences which cost money. So, getting rich is essential for you to be all you can be.
- When you know what you want and you do all things successfully, with increase and thankfulness in mind, what you want comes to you via natural channels in commerce and business.
- There are countless interesting ways the universe can bring things to you. Sometimes through what seems like luck and other times through what seems like trouble.
- **Example:** A woman gets a flat tire on her way to an important job interview. She really needs this job. She is

angry, afraid, not sure who to call about her car or what to do. She is a storm of emotions. *Is this a bad situation?*

A guy pulls over to help her. They fall in love and live happily ever after.

- You don't always easily get what you want. Sometimes you need to be hammered, or learn lessons, or be toughened to become the man or woman to handle the level you seek.
- If you ever think things are hard, it is happening for a reason. So have faith, confidence, and know things are working out (as long as your goals are clear and you work hard every day to do everything perfectly.)
- Most people do not want to go through any struggle to get smarter, better, or tougher in order to handle a higher level. They just want the strength without lifting the weights.
- No pain no gain is 100% true, always has been, is now, and always will be. Physical pain and mental pain.
- Never wish it were easier or for anything to be given to you. Instead, seek the experiences that will forge you into the more capable man or woman required to deserve what you desire.
- **Seek what is hard in place of only doing what's easy all the time.**

I constantly try to do things I have never done before, so I can learn how to do them. -Van Gogh

- Thoughts start what you want into formation from the Formless Stuff, action moves you towards it, and being

thankful assures you are ready to receive. All must be in order. Vision plus action plus a thankful state.

- Or more completely: A thought + a vision + an image + a feeling + an affirmation + action + faith + thoughts of increase to all + deep gratitude = It happens.
- Do today's work perfectly. If you cannot do what you are currently doing perfectly and easily, you don't get more. You must more than fill your present place.
- If I am a Jiu Jitsu blue belt and beating all other blue belts in the room, I am too big for my present place and must advance to the next belt level, in this case to purple belt.
- If I can see 50 patients in the morning, get all notes done, everything organized perfectly, then I can see more people.
- If my notes are not done, things are messy, or undone, how could I ever get more people or more money despite wanting it, picturing it, affirming it, or being thankful?
- Once again, progress gets squashed because you cannot handle what you already have going on for money, practice, health, relationships, or whatever.
- Want more? Then do more so you can deserve more.
- Don't "think" or assume you deserve more, you probably don't. Just be quiet and do the work to deserve more.
- Noone is larger than their present place who leaves undone any of the work pertaining to that place.
- Even the most trivial act is vital.

- If every act is efficient, done well, timely, with quality and a little extra, seeking increase for all, and in a state of thankfulness, then good things are 100% going to happen.
- There is no good and bad. That is how low-level people think. Higher level operators know everything just "is."

  Everything is considered "interesting." It is simply data. It is information for you to make your next move with, that is all. Tragedies aside, nearly all things day to day are simply information for you to take action on with intelligence.
- Be an advancing person, one who learns and gets better at everything.
- If you increase life to others via service, care, intention, and action, you will get rich.
- You create by doing all things in a successful manner, giving more in use value than what you received in return.

  Not by giving anything away or letting others take advantage of you. Keep strict accounts. **Be fair but deliver the goods.**

- High prices are absolutely fine as long as you then deliver the goods and see to it people know you have brought increase to their lives. You want them thinking and knowing they were well-served by your dealings.

You want other people to radiate positive thoughts about you. This contributes to your success. This is one reason why you want to deliver more than what you got paid. You want as many people as possible happy in their interactions with you.

Your thoughts in the formless plus their positive thoughts about you make you very powerful.

- In any moment, think of the outcome you want, then picture it and try to feel it, smell it, taste it, or touch it. Then right now with what is in front of you, start doing everything perfectly while knowing it will happen, and with the intention of helping everyone you deal with win along the way as you radiate and express gratitude.

  Literally every time your mouth opens, a quiet "thank you" comes out of it, even if you're alone preparing to send an email murmur: *I love you… I thank you… I forgive you…*

- **NEVER**, and for some this will be hard because this behavior is practically a part-time job for them, NEVER think of your affairs now or in the past in a negative way.

  Never talk about yourself or anything from the past in any way other than with forgiveness, thanks, and with a positive spin.

  "But I was abused growing up, cry cry, whine whine…"

  NO seeking pity or attention. It may sound harsh, but that is what losers do. It may not be easy, but you must overcome.

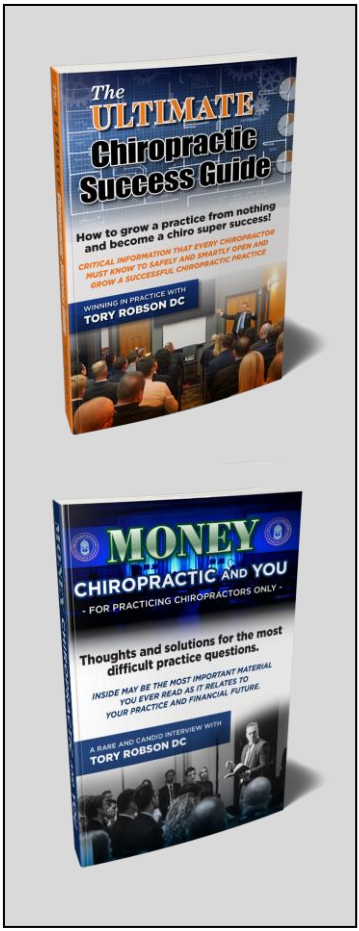
- **Example:** "I learned a lot growing up that has really helped push me to be more successful. I wouldn't change a thing about my past, it all serves me because I choose how I

process and think about things, I am mature enough to not let memories control me like a child.

- A practice is NEVER down. It is simply resetting. People never quit or cancel, they simply were not able to make it or changed their plans, good for them, this means there is lots of room for new, good, long-term, high-paying, and referring patients.
- **Winners ALWAYS see how to win in EVERY tiny situation.**
- "Doctor, that report just canceled and said they don't want to come back."

  "Okay, that is their choice, we appreciate the call. This means we have room for a couple good new ones to replace them, what a GREAT day this is!
- Only read winning material. We have the ultimate list of success books.
- Only hang with success. No dabbling in other programs or listening to other people who think they are smart in your profession.

- Lock-in to one system and gain mastery.
- Have good chiropractor friends who are ahead of you and then continue to grow together!



Closing comments from Tory:

The Science of Getting Rich is perfect for the chiropractor. We can also form images of each patient getting great results!

We must remember our first responsibility is to change as many lives as possible with natural chiropractic care!

There is no limit to the incredible things you can create for yourself once you learn how to visualize, be thankful, be efficient, and go into action! I hope you appreciate and apply *The Science of Getting Rich*. It can only help you create smashing success in all areas of your life, and bring increased success to all those around you.

I recommend all chiropractors read all our other books.

Even if you are an established doctor, you will love what you learn in ***The ULTIMATE Chiropractic Success Guide***.

For the chiropractor who wants to learn how money works in their practice and in their life, ***MONEY Chiropractic and You*** is incredible.

Many consider our podcast, books, and product sets the most relevant and impactful in chiropractic today.

Now-

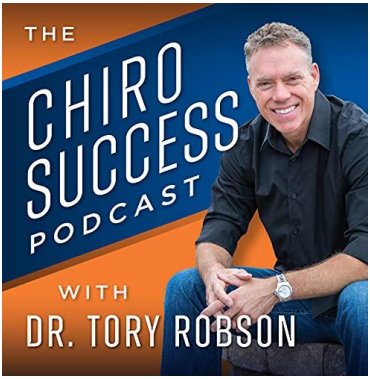
- What is your best visits in a day? _____
- What is your best visits in a week? _____
- What is your best collections in a day? _____
- What is your best collections in a week? _____
- What is your best collections in a month? _____
- What is your best collections in a year? _____
- Are you saving your age automatically? (A 40-year-old saving $40,000 a year ($3400 a mo. or $770 per week after tax).
- Are your taxes perfectly current to the week?
- Do you have a debt crushing system in place that is working?
- What is your net worth right now?
- How happy are you in practice?
- What do you want to get better at?
- Do you have to spend any money each month to get new patients?
- How is your hygiene, style, and image?
- Is your office layout perfect for the future?
- Is your overhead under 50%. Can you imagine it under 30%?

- Are you a millionaire?
- If not, according to your current money flow plan when will you be one?
- When will you have a net worth over $2,000,000, $5,000,000, $10,000,000+?
- Can you get your net worth over $10,000,000 or more?
- What is your practice worth?
- For how many more years do you think you will practice?
- How many years do you feel you will live after that?
- If you stop working at 70 and live to 90 you will need to pay for 20 years. That is a LONG time and will cost a LOT.
- How much would you need to have saved in order to pay for 20 years of living at your current lifestyle.
- How will you pay for everything when your income ends and you need money for all those retired years?
- It is not "all about the money" as a chiropractor, unless of course you are 70 and you don't have any. Then you realize it actually was all about the money.
- You cannot retire on patient visits and stories of how much you helped people. You will need money.
- How much do you weigh? How close is this to the perfect weight for you at your height?
- Is your weight and conditioning better than it was a year ago or even five years ago?
- Where is your health headed?

- How much money have you spent on coaching and success? I have spent over $220,000. My chiropractic college expense was $128,000. I have spent MUCH more after graduation on my success than the cost for the degree itself.
- How successful do you really want to be?

These are all smart questions that super successful doctors will have a reasonable answer for.

If you want to improve and become more successful, coaching is the best way to do it.



We have incredible chiropractic success coaching programs for those who want to start a practice, grow a practice, or create all new practice records with a well-established practice.

Also, our ONLINE only coaching program is perfect for doctors anywhere in the world.

Check out our free ***Chiro Success Podcast,*** visit our store, and learn more **winnersedgeconsulting.com.**

Choose to win in practice and in life. Join with us and become an unstoppable WINNERS**EDGE** Chiropractic Warrior!