

The Fork in the Road

Curing the Ease Dis-ease

The existence of this place called “ease” is one of the most deceptive, diabolical, and devastating lies to come out of the last decadent decade. The pursuit of ease is a deadly dead end.

What is your why? Why do you want to be abundant? In common vernacular, why do you want to be rich? What are the secret desires of your heart? What have you been telling yourself and perhaps others? Does your professed “why” ignite your passion and drive your action? If not you may need, as did I, to take a personal inventory and do some honest introspection and even make a few adjustments.

Let’s start by examining one of the most dangerous and destructive beliefs to come out of the last decadent decade. We call it, “The Millionaire Magic Doctrine.”

Let’s be a fly on the wall in the modest home of a young couple, Bill and Charity. Together they have two children, ages 10 and 12.

Bill longs for an easier life, one free from stress, pain, debt and frustration. He wants the time and financial freedom to do whatever he wants whenever he wants. He needs to find a way to make enough money to quit his dead-end job, free Charity from her job and finally get above the rat race.

It is early on a Saturday morning. Charity is cleaning house and Bill is sitting in his “easy chair,” the only inheritance received when his grandparents passed and the only inheritance he will ever receive.

His journey recently took him to a weekend seminar where he was instructed to vividly visualize his dreams. He bought the books, DVDs and CDs and is earnestly following the instructions, as he understands them. We see his dream board resting on the kitchen table. Close examination reveals pictures of a luxury lakeside home, exotic cars, vacation paradises and even a private jet. The dream board is surrounded by remnants of magazines, an empty bottle of glue and a half used glue stick.

Sitting in the easy chair, Bill is vividly visualizing one of the exotic sports cars from his dream board, a red Ferrari. His twelve-year-old son enters the humble room from the one car garage and observes his father. Dad’s eyes are closed. He has a determined look on his face and is clutching the armrests of his easy chair.

“Are you okay, dad?”

Dad peeks out of corner of one eye and responds, “Yes.”

“What are you doing?”

“I am visualizing.”

“What does that mean?”

“It means you use your imagination to act like you have something!”

“What are you visualizing?” the son cautiously asks.

“A Ferrari!” the dad responds while again peaking out of the corner of one eye.

“Are we getting a Ferrari?” the son excitedly asks.

“Yes, if you will leave me alone long enough to manifest it. I’m visualizing it in our garage as we speak,” the dad confidently answers.

“In our garage?” the son quizzically yet excitedly asks while quickly peeking back in the garage only to see the family’s fifteen-year-old Ford Taurus with growing rust spots. The son is obviously disappointed.

“It’s not there.”

“You have to give it a little time. Come here. Let me show you how it’s done.”

The son approaches and sits in an adjacent chair.

“Close your eyes.”

“They’re closed,” the now incredulous son responds while sneaking a peak.

“I want you to visualize a Ferrari in your mind. Can you see it?”

“Yes, I guess so.”

“No guess so! You have to do this with real intention. You have to focus all of your energy on it.”

“Okay, I’ve got it.”

“What color is it?”

“Red,” the son answers.

“Would you like to drive it?”

“I haven’t got a license.”

“You don’t need one to drive this Ferrari.”

“Awesome!” the son responds while getting comfortable in his chair.

“Climb in. Are you in?”

“YES!” getting fully on board with the idea.

“Turn on the key.”

The son reaches out in the air and turns his wrist.

“VRUMMMM, VRUMMM,” the son enthusiasm verbalizes as he presses his foot against the leg of the coffee table.

“Let’s go, son. Put her in gear and take her for a spin.”

After of quick spin around the neighborhood and thoroughly impressing the boy’s friends, especially fourteen-year-old Emily, dad is ready to complete the lesson.

“You see son. If you visualize what you want with enough intention, pour your energy in the visualization, really believe, the abundant universe will manifest that thing in your life. The universe will say, ‘Your wish is my command.’ You just have to be ready to receive. Cool huh?”

“Are you absolutely sure about this?” the son questions.

“Absolutely!”

Later that morning dad is looking for his now delinquent boy. The son's only Saturday morning chore is to mow the tiny front lawn and a quick glance out the window reveals a little more than two passes with the now idle mower resting in the tall grass.

"Where is your brother?" Bill angrily asks his ten-year-old daughter.

She shrugs her shoulders in response and resumes vacuuming her bedroom.

"Have you seen that kid?" he asks Charity who is standing on a small stool washing a window in the kitchen.

"Have you tried his room?" She wryly replies while focusing on the last streak.

Bill mumbles under his breath as he exits the kitchen, turns the corner in the narrow hallway and enters his son's bedroom. There we see his son, eyes closed, clutching the armrests of his computer chair, deep in thought.

"What in the SAM H#@@ are you doing?"

"Visualizing."

“Visualizing what?!”

“The lawn being mowed.”

I want you to smile and even chuckle a little if you can. Laughter is healthy medicine when facing a painful truth. Intellectually we know that visualization by itself will not mow the lawn, yet we may have been convinced that vivid visualization will create tangible reality. We call this “The Millionaire Magic Doctrine,” a belief that there is something tantamount to a fantasy fairy that will magically manifest our dreams if we will but visualize them with enough intention. Even the tone of this statement can raise the ire of some devotees. I mean no offense.

There was a day when many believed in alchemy, the ability to turn coal into gold. They would focus with great intent believing that somehow magically their intention would transform the coal. Out of this belief the sound science of chemistry was born. We also learned that coal, through the process of perturbation – extreme pressure and heat – can be turned into a diamond. And that is what I intend to do with your vivid visualizations and a little heat – create diamonds in your lives.

Our research shows that over 97% of those actively seeking financial abundance share two very powerful thought processes in common. Both of these thought processes are engaged when we visualize. Because of the nature of these unique thought processes, visualization can be so vivid that it activates the same brain chemistry and brain circuitry that would occur if the person were actually

experiencing that event in tangible reality. If these two thoughts are used destructively, the consequences are swift and painful – stress, frustration and even anger. If used constructively, the result is success, happiness and peace of mind. Intentional Creation is contingent on which way to choose to use these two powerful thought processes.

Many have suffered what Og describes as “the bruises of failure and the wounds of mediocrity.” There may be a bruise on our FICO score. We may have a wound from childhood, a failed relationship, a bad investment, a struggling or failed business, or a career path that has sucked the marrow out of the bones of our hopes and dreams. Some of these bruises and festering wounds can be very deep and painful.

Stressed and often burdened with emotional and financial debt, we can courageously set out in search of freedom - an opportunity to reverse, mitigate, or even eliminate these negative and even destructive experiences, memories, or current circumstances. Many of us are so sick and tired of being sick and tired we just want to be rich enough to get above it all believing that this will provide the freedom we seek.

Vulnerable, eager, and often desperate we take their journey to freedom only to find ourselves standing at a critical crossroad – a fork in the road. The path to the left is well-worn. The path to the right is clearly “less traveled.” The path to the left is inviting and even enticing, posted with promises of ease and quick fortunes. The path to the right is a little less attractive, posted with promises of meaning and purpose. The path to the left promises no more fear, stress, pain, debt and

frustration. The path to the right offers the opportunity to engage in life, embrace principles, connect with people, create value, and contribute to the world.

Overwhelmed, discouraged, riddled with debt and stress, the hypnotic songs of the scintillating sirens on the path to the left are very attractive and appealing - get rich quick and be free. In this state of mind, we may choose to embrace and then vehemently defend “The Millionaire Magic Doctrine.”

Just like Bill, first thing in the morning and last thing before bed at night and all too often during the productive hours in the day, like a catechism for manifestation, we may dutifully make our dream boards, compose our affirmations, and escape to our mental movies. We may vividly focus on what it will be like “when,” when they are rich, when they are living an easier life with the time and financial freedom desired. Believing all the while that an abundant universe will magically manifest our wishes if we but only visualize our dreams with enough intention.

These vivid experiences are heightened by the very powerful drug norepinephrine that leaves us feeling euphoric and excited. While in these drug-enhanced fantasies, we may attempt to vividly live in the experience of what it will be like “then.” We can often waste valuable and productive time attempting to prematurely live in our magnificent career and resplendent homes by the lake or ocean. We spend time driving exotic cars that fill our imaginary and spacious garages. We

spend money from a bank account magically brimming with cash. We feel the rapture from romantic and fulfilling relationships. We receive honor and glory for astonishing accomplishments. We bask in the peace and relief of a life free of debt, stress and challenge.

As a result, when we are in vivid fantasy the mind creates a mental construct, an expectation, a concrete condition for happiness. Simply stated, the mind thinks the event has already happened. The wonderful escape is short lived.

Within twenty-four hours reality strikes, it always does and it always shows up differently than the fantasy. For example, we receive a letter or phone call that exposes the true state of our financial condition, a credit card bill or overdue notice. A child or companion pushes our systemic buttons and we lash back with hurtful comments. We face the inevitability of making cold calls to prospects in an attempt to build a business but are emotionally paralyzed and frozen in our tracks. Late to an important meeting, something happens like a spill on our only clean shirt or the discovery that the suit we want to wear is still at the cleaners or the car has a flat tire or dead battery.

Our mind is confused. It thinks we have millions in the bank, a perfect family and a wildly successful business generating substantial passive income. It thinks we have a closet filled with name brand clothes, a garage housing a Ferrari or Bentley. These expectations, which were created during fantasy, exist only in our mind yet they are nonnegotiable, fixed and immovable. We are about to crash into an

invisible brick wall known as unmet unrealistic expectations, a phenomenon of serious proportion and consequence.

In defense of the expectation, this concrete condition for happiness, our body autonomically rushes to our aid. It reacts to protect the expectation in the same way it would react if a grizzly bear were attacking us. As a result, we feel a lightning bolt of emotion as our sympathetic nervous systems releases a large and often chronic dose of cortisol. We are immediately flooded with feelings of anxiety, fear and even anger. Our short-term memory is seriously impaired and we cannot remember our prepared scripts.

Our amygdala, the flight or fight center of the brain, compounds the challenge by shutting down our higher levels of consciousness to centralize metabolic energy for the impending battle. Empathy and common sense fly out the window. We verbally stumble, feel awkward in public settings and often say things we later regret.

Who is the enemy? Who are we supposed to fight? Is it a raging bear or impending doom? No, it is simply reality attacking an expectation, a concrete condition for happiness. The rest is just what the body does when we engage in escape and avoid fantasy. The single greatest cause of pain is unmet unrealistic expectations. The casualties of this habitual practice and raging war are most often those we are closest to and love the most.

Too often I hear in initial coaching sessions, “Why can’t I have it? I can almost touch it. I can almost taste it. Why can’t I have it?” These

questions are often followed by self-deprecating thoughts such as, “Something must be wrong with ME,” or “God must not love ME!” and falsely believing, “Why is everyone else succeeding except me?”

The answers to these heart-felt and often heart-breaking questions are simple but painful to hear. First, escape and avoid fantasies are often about avoiding the very action needed to create the dream. Due to pain and frustration with current life experiences, we may have been seeking an easier way, a short cut. We may want the blessings without obeying the laws upon which the blessings are predicated - we may want the reward without the work.

Second, the power that governs abundance, loves us too much to burden us with that which we are not prepared to handle. It knows that premature financial abundance could crush us as evidenced by far too many lottery winners. Such a responsibility could put us, our families and our friends at risk. It would bless few, burden many, and bankrupt most. This very real power does not select lottery winners and it won't grant our wishes if we have not acquired ability equal to the opportunity – if we are not prepared and ready to receive.

Third, this place of ease, this place free from stress, pain, and frustration which many visit in their fantasies exists only in our mind. The hard truth is this, the path to the left is not only mystical and magical it is mythical. No such place exists on this tangible planet. Sad for some, but true. No matter how much a person may want to believe otherwise, it will never make it so. The existence of this place called

“ease” is one of most deceptive, diabolical, and devastating lies to come out of the last decadent decade. The pursuit of ease is a deadly dead end. It is simply not true.

When we choose to turn left and use these two powerful thought processes to engage in vivid escape and avoid fantasies, we may delude ourselves believing success is just around the corner. We may rashly quit a job. We may go deeper into consumer debt in an attempt to prematurely live our fantasies. We may engage our friends, committed companions or business partners in the process and eventually create distrust. In any and almost every event, we will grow increasingly broke, broken and angry. We will dig a self-centric hole so deep and so ugly that the light of hope and faith cannot penetrate our anguish.

Here is the really scary part. The vivid escape and avoid fantasy that causes this veritable rollercoaster of emotions - norepinephrine driven highs and cortisol driven lows - is the hallmark of 98% of those who share these two powerful thought processes that drive vivid visualization. Yes, 98% use the two powerful thought processes destructively. Is there any wonder why there is so much pain and confusion around the topic of creating abundance? The sad truth is that few will give up this approach until after they have exhausted all of their resources chasing ease.

Less than 2% of those actively seeking abundance use these two powerful thought processes constructively – in a way that creates a clear vision that ignites passion that drives focus, discipline, effort and

action. Among this group are the leaders of organizations and popular teachers of the day.

These leaders and teachers use vivid visualization to be instructed and guided to know how and what to create. Their home base is the now. They have little or no desire to escape. They are natural intentional creators. They are passion-driven and work tirelessly, nearly effortlessly, and create magnificence in everything they touch. It is a beautiful thing to observe. However, to the natural leader and teacher, passion-driven action may come so naturally it is not considered to be work. Taken for granted it can be easily omitted from the essential ingredients of Intentional Creation. In short, the discussion of action and hard work may be omitted from the equation of success.

To compound this omission, many leaders and teachers actually believe that others think like them and will act like them if they can only teach these people how to visualize successfully. It works for them. Why shouldn't it work for all?

When visualization is taught and success eludes the majority, the only answer until now has been to teach visualization with even more intention. When taught, the majority translate the instruction as a need to vividly fantasize with even more intention. This only exacerbates the destruction. It is poison to their souls.

The million-dollar question is this: Is all that visualization stuff just nonsense? Are we simply kidding ourselves?

It is far from nonsense, but the most common application is critically flawed. We *do* have an awesome ability to visualize and it is an essential ingredient of Intentional Creation. But when we use this powerful gift to engage in escape and avoid fantasy and spend valuable time living in a mythical world of imaginary reward, the only thing we are programming is the impossibility of ever arriving at that destination for which we so earnestly yearn. Our dreams remain unachievable, unrealistic expectations without the necessary ingredient, action.

What makes the fantasy-fairy idea so dangerously seductive is that, like all lethal fictions, there is a kernel of truth to it. There *is* a power that governs abundance, and when we learn how to partner with it, it *does* bring about the manifestation of extraordinary things and the creation of our dreams is sped up considerably. But the path that leads to that miraculous place is found in the opposite direction from the one described by “The Millionaire Magic” school of thought. It requires that we go down the path to the right.

The majority of this population does not need to be taught how to vividly visualize. They are already masters of the vivid. They need only be taught how to let go of the desire for ease and how to use this great inherent power constructively and that is what the right-hand fork will do.

The right-hand fork will lead us to a genuine engagement with the force of creation itself, the force that breathes tangible life into our dreams and brings purpose and meaning to our life. Here we will learn how to become an Intentional Creator and gladly engage in life, embrace

principles, connect with people and create value in our life and the life of everyone we meet. Instead of the counterfeit imaginary satisfaction fueled by norepinephrine, we will strive and receive real abundance and experience lasting joy and peace of mind.

Prior to reading this article were your secret dreams and desires more closely associated with escaping and avoiding the rigors of life – having enough money to be above it all – no more debt, bills, pain, or frustration and with the financial and time freedom described. If that is the case, you now know why abundance has eluded you.

We invite you to make a course correction. Return to the crossroads and make a new decision with newfound awareness. This decision comes with a warning. You can never turn back. There will be no more crutches, excuses, stories, safety nets or self-pity.

With new awareness comes responsibility and accountability. To become an Intentional Creator we will want to grow and growth will require that we stretch and shed our old skin. This decision also comes with a promise. We will experience success, happiness and peace of mind. We will live our dreams in tangible reality. Are you ready to begin the journey of becoming an Intentional Creator?