

Success
ENGINEERING

*The incredible real-life science
behind the Science of Success,
and how to make it work for you*

Phil Gosling

24,000 COPY INTERNET BESTSELLER



**Can you engineer your future?
Can you draw success and achievement
towards you with scientific certainty?
Is good fortune an equation?**

In this groundbreaking bestseller, ex-physicist Phil Gosling takes the ideas of goal-setting, personal success, love and wealth creation and compares them with the latest advances in science to reveal a staggering new world in which everything you say and do affects the outcome not only of your life, but the lives of thousands of others.

See the incredible science behind how you have unwittingly used the forces of nature – the very heart of physics – to literally engineer your life to date and discover how you can use that same science to create the new life you have always yearned for.

Phil disentangles the myths behind some modern self-empowerment techniques and gives you a glimpse of a brave new world that has shocked,

even split, the scientific community. He takes you from the Pentagon to the deepest reaches of space. Then into the most secret niches of science, beyond atoms to finally reveal an incredible truth -

To succeed we don't change ourselves, we change the world around us. We don't draw events and circumstances into our lives, we create them. We have control.



SUCCESS ENGINEERING

Phil Gosling

Category: *Self improvement*



www.successengineering.com
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Preface to Internet Version

In 2008 I wanted to attend a major sporting event, one which is televised throughout the world. But I didn't want to be just a spectator; I was going to be one of the 300+ volunteer officials. Although I am trained and qualified in this particular capacity, there are many applicants and my chances of being chosen were about 50-50, or 50%.

Officials in my particular area of expertise are placed in any one of about 30 different locations around the stadium, but that wasn't good enough. I needed to be in position number 2. This was because I was bringing Grandma with me. I had bought her a grandstand seat and I wanted to be in position #2 so that I could wave at her. Silly, I know, but being a man it's difficult not to be big kid at times.

So I had a problem. I only had a 50% chance of being selected at all, and then a one in thirty or 3.3% chance of being placed where I wanted to be positioned. That meant I had less than a 2% chance of success in total.

When my instructions arrived in the post, I had been selected as well as posted at position #2. This was not a surprise. I expected it.

I knew no-one in the selection committee, had no contacts and did nothing other than use the science in this book.

Unfortunately, when I looked closer, I realized I had made a major mistake. I had wanted position #2, and got it, but further study revealed it was the wrong one. I really needed position #1b which is close to, but not the same as position #2. I had, as they say, screwed up big time. I was quite disappointed but had to accept the situation.

When I left the event I was grinning from ear to ear. It turned out that position #2 was even better than position #1b. I was so close to the action I could have reached out and touched the world champions who were performing that day. I was part of the action, not just watching it. It was fabulous.

I had no idea that position #2 was so much better than #1b, but "something" out there knew that it was better for me. Not only did the ideas in this book turn a

2% outside chance into a racing certainty, but “something out there” knew I needed a special place that I did not know myself at the time.

The important thing to note is that this was not “luck” or chance. I, and others like me, alter to rules of chance all the time. We deliberately engineer it.

* * *

I have a friend called Don who loves cars and is one of the officials in a certain car club. One day, in the year his car club celebrated its 60th anniversary, Don simply decided that he would get some of the world’s greatest racing drivers, ex-world champions like Nigel Mansell, Rene Arnoux, Eddie Cheever, Emerson Fittipaldi, and Alain Prost, sixteen drivers in all, and get them to fly to Silverstone, England, to drive his car in a parade!

Don’s just an ordinary guy without any contacts. Just to get an autograph off one of these guys is an achievement in itself. Yet he got all of them to fly over. A year later he did it again with seven-times world champion, Michael Shumacher at another event – also in Don’s car.

This just isn’t possible. “Ordinary” people can’t get major, international celebrities to suddenly appear at relatively minor sporting events. But he did it. He did it using the ideas in this book.

So will you.

* * *

In the next ten minutes you will perform your first miracle. In half an hour you will see how making all the money you want starts with understanding how you can be in two places at the same time. You will play smoke rings with clouds and drive to very strange places in your automobile.

You will suddenly understand that the world that you were taught at school no longer exists, if it ever did.

You are about to step into a real world that isn’t real, see things few others see and wouldn’t understand if they did, attract your true love like a rocket, and generally be the brainy one at parties. You’ll also drive away in the nicest car.

You will see how everything in your life is engineered, and how you can change the design at will.

You're going to go to the furthest reaches of the galaxy and then select reverse and go down to the lower-level parking facility where you can choose your new life from 16 dimensions or more.

If, like the Queen in *Alice in Wonderland*, you'd like to believe in six impossible things before breakfast each day, then this is day one.

And if you don't understand any of this, then you're in very good company, because some of the most talented, qualified, and world-famous scientists, doctors, and physicists don't understand either.

They just know it works.

**Foreword by Paul Martinelli,
President, LifeSuccessConsultants Inc.**



It has been my privilege to have witnessed miracles. It has been my joy to see many people, some from hugely disadvantaged backgrounds, build new lives filled with hope and prosperity. They have often achieved success in a very short space of time, just by understanding how the laws of attraction work in their lives. I speak often about these laws myself, and will continue to do so for as long as I am able.

Phil Gosling also found success by adopting these universal laws but he wanted to find out more. He wanted to find out why they worked, what processes were involved. His natural curiosity was driven by the desire for explanation, so that he too could help people understand how these laws influence every aspect of their lives.

And what he discovered makes hugely exciting reading. By going deep into those areas of science that most people never see or understand, he has used his gift of being able to unravel complex ideas into simple, often amusing explanations to bring encouragement to those who want to know more, or see things from new perspectives.

Some of these discoveries are truly staggering, mind-stretching ideas that do more than make you see the world in a new light. You see a completely new world, filled with contradictions and mysteries; a place where computers perform impossible calculations, and objects are in two places at the same time. You see the mechanism of how the simplest decision changes not just your own life but also the lives of thousands of others, and how you can alter your own destiny, just by observing it.

But what you finally realise is not how small you are in a vast and unfathomable universe, but how great you are, and how much control you really do have over your own life. You will see yourself for the great miracle you are, and finally discover how you too can perform miracles in your own life. This is not a book about what; it is about why – why things happen, why the laws work for everyone, not just a chosen few. It is the science behind the words, and the science is truly astonishing.

PAUL MARTINELLI
APRIL 2009

Introduction



I ABSOLUTELY GUARANTEE you are about to change your entire outlook on life, if not your life itself. During the next hour I will be revealing information that is at the very cutting edge of science, in a place so close to magic that it is difficult to tell the difference. Everything you have ever wanted – the car, the home, the income, *the life* – is so close you can reach out and grasp it. This book shows you *how* to grasp it, how to really succeed. It shows you how to engineer your own success.

Some things remain the same: the fact that you are exactly where you are today because of the decisions you made yesterday; the fact that you accidentally pressed the wrong switches. Press the right switches – and everything changes. This book is all about the *right* switches.

I am going to show you a true secret, the *real* nature of how to get anything and everything you want in life by using a special type of goal-setting I term *success engineering*. This book is probably the first to show you *how* it works, *why* it works, and how you can change your entire life around by using it in this new way. To understand how and why it works will require me to take you where few people have gone before. Even the great mystics of old didn't know why these things work, and indeed neither do you *have* to understand, but I firmly believe that if you can try to understand the mechanics of things, then it will make things so much clearer, as well as increase your confidence in them. If you know *why* things work, then confidence appears automatically. Knowledge is confidence.

With this new knowledge you will be able to attract success with the certainty of a scientific equation. You will attract possessions – cars, houses, and money. You will attract freedom and create happiness where formerly there was only trouble. If you are lonely, you will attract new people into your life – lovers and friends.

But this is about more than just attraction. You and I are about to share a unique journey. You are about to go to places where you will be one of the few to understand the unbelievable power of numbers, how your brain really works, and how state-of-the-art computers are revolutionizing the way we will all live tomorrow. You will discover Sir Isaac Newton, Einstein, quantum mechanics, free parking spaces, and even a dead cat. And by the end you will discover the strangest truth of all . . .

You *attract* nothing – you *create* your desires, your things, your world out of thin air . . . You *engineer* your future. And I'm going to prove it.

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DEDICATION

Dedicated to the memory of Alan Turing (1912-1954), who probably saved a million lives, yet was driven to an early grave by those he saved.

ACKNOWLEDGEMENTS

In the summer of '77, a young man with no money or prospects unwittingly used just one of the ideas in this book to accidentally engineer his life, and thus he bumped into a very pretty and petite 17-year-old girl. Thirty years, two dogs, and four children later, she's still with him, still his best friend. She had married a stargazer – someone who looks at distant horizons and sees things others do not. She guards his feet and stops him tripping over things he can't see because he's looking somewhere else.

Two of the children are like her, practical, intelligent, sensible, fiercely loyal to their friends. Two are stargazers also – dolphins of the universe wondering why all the other fish can't see beyond the surface of the water.

If I said to her tomorrow that I was planning to fly to the moon, she'd give me the usual, quizzical look, then get worried when she realized I was serious. But then she'd instantly give me the encouragement I needed, when anyone else would have told me to wake up and get real.

Everything I've done, everything I am, starts and finishes with her.

The original Internet version of *Success Engineering* was published in early 2004 and became an instant best-seller with well over 24,000 downloads sold worldwide, mainly by word of mouth. This was before the huge success of movies like *What the Bleep* and *The Secret*. I knew nothing of these films before I wrote the book, but as soon as I saw them I shouted for joy.

This was because I knew that the ideas in this book pushed science “quite a few steps beyond where it wanted to go.” In short, I was afraid of ridicule from real scientists – people who have forgotten more about physics than I ever learned. So when I heard serious and highly qualified scientists like Dr. John Hagelin, Ph.D. (Harvard), Dr. Fred Alan Wolf, Ph.D. (UCLA), and Dr. Amit Goswami, Ph.D., talking of exactly the same things, I could not even begin to express the mixture of joy and relief I felt at that time. And still do. Even though I had sold thousands of books and received many emails from buyers telling me how much this book had helped them, the fact that at least three bona fide giants in the world of physics were independently saying exactly what I had been thinking has been a pivotal event for a professional stargazer. And even though they might not know me or understand why, I thank them for their own courage in taking ideas “beyond where others want them to go,” and for making me really chuffed, which of course is the main thing.

It didn't end there. Engineering your success goes beyond the conscious into the very seams and fabric of life. Out of the blue I heard of Bob Proctor and now have the huge privilege of

having this hard copy version produced by his LifeSuccess organization.

As a writer I thank Jack Canfield for the gentle inspiration of his own life success, and Andrew Matthews, the million-selling Australian author of books like *Follow Your Heart*, for his friendly telephone chats. Stargazers need company.

Finally, and most importantly, I thank you, dear reader, for also being willing to go beyond where most people dare to go. It's quite a journey.

– Phil Gosling. March 2008.



Chapter One

Seeing the Unseen



Hi. My name is Phil Gosling. I am a rare event – a nuclear scientist turned entrepreneur, a history that gave me a rather analytical look at things. I have been investigating, studying, and researching another science, the “science of success,” for over 25 years. During the past 15 of those years I have personally spoken to or communicated with over 10,000 people. All of these people had the same dreams – financial freedom, time to enjoy things, nice cars. In many cases they also had personal problems, the most common being loneliness in the sense that they were looking for romance.

And for many years I, too, was exactly in that same boat: below average income, on my own, 10 or 15-year-old cars – even a vacation in a tent was a luxury. I have *slept* in my car during vacations – and I mean a car, not a Winnebago. Parking was free. Campsites cost money. Learning physics was not exactly a job ticket.

I have known what it’s like to be lonely, poor, unemployed, and desperate, so when I first discovered the principles of goal-setting (starting with Joe Karbo’s *The Lazy Man’s Way to Riches*) I was smitten. How obvious! What simplicity!

So, over many years, I tried *this* method and *that* system, always knowing in my heart of hearts that the experts and psychologists were absolutely right. Indeed, I was *so* convinced that I carried on believing in goal-setting, reading, and studying everything I could find on the subject despite a nagging doubt in my mind. The doubt was that *despite doing these things, my goals were not really happening*. Furthermore, it didn’t take a genius to see that most people in the country, particularly those who had also studied books on goal-setting, hadn’t achieved very much either. Why did it seem to work for the happy few, while I and most others screwed up?

Like many, I would have given up were it not for a dogged belief, a kind of inner knowledge that within everything I had read was a hidden truth I had yet to discover. And my great good fortune was that in my early years I had tried a goal-setting technique that worked perfectly, and I did achieve a huge goal in my life that I thought was beyond me. That single success made me keep my faith in goal-setting, but I still couldn’t understand why in one case it worked like pure magic, yet after that it gave me more stress than success. It seemed that the more I learned, the less effective I became.

Despite the blindingly obvious fact that most people who had read self-improvement books, attended seminars, or listened to endless audio and video recordings were still not much better off, I persisted. Perhaps it's the scientist in me. I could smell a solution to this problem, and like a bloodhound I refused to let it go.

I rediscovered the answer about 15 years ago. The method was so powerful that with my first ever "correct" goal-setting experience I went from unemployed, no car, two kids, and a mortgage to having a top-of-the-line executive automobile in the driveway, and I bought it with cash – all within about 18 months. My life now is unrecognizable from anything I had before. I have the house I want, the car, everything I need. I don't take vacations in a car anymore; now it's a private villa in Portugal. And I didn't get these things by worshipping money or working 24/7 or not seeing my kids grow up. I decided what I wanted, set the correct goals – and they happened. I engineered them.

But that wasn't good enough. I hadn't spent all those years discovering *what* worked. I wanted to know *why* it worked. I'm a control freak. I admit it. Part of this is the debatable idea that if I know how something works, I can fix it if it goes wrong. Up until a few years ago I (and, I suspect, many of the teachers, experts, and self-improvement gurus as well) simply did not know *how* these things worked. Worse still, those who did try to find out, quite sensibly looked at psychology or management theory or business schools to find the answers.

And find answers they did. Their solutions were sensible, well thought out, logical, and conformed to every commonsense notion of why things happen when you perform certain functions. And to this day, these theories, and many others like them, are held in esteem and are taught in schools and universities, not just in the United States but all over the world. And they make sense; that's what matters. They are *scientific* ideas – measurable, logical, methodical, and un-weird. It doesn't matter if they don't work, as long as they're scientific, measurable, logical, methodical, and above all, un-weird.

But just because a guy in a white coat with letters after his name tells me something, it doesn't mean I am obliged to believe it. Even though the speaker is well educated, knowledgeable, dedicated, and expert, that still doesn't mean a less educated, less knowledgeable guy *has* to take on board everything he says. Just because books, libraries, universities, and experts preach that night equals day doesn't mean it's true. Even the best and most well-meaning people – with all due deference to their dedication, education, and knowledge – can simply get it wrong.

Sometimes you cannot see the thing you are looking for until you move away from it. Sometimes you have to change perspective. Drop a blue object on a blue carpet and you will have to get down to floor level and look sideways before you see it.

Similarly, there is a problem with specialization. A specialist, the joke says, studies more and more about less and less until he eventually knows everything there is to know about nothing at all. There is great advantage in *generalization* - having a working knowledge of many unrelated things. It allows you to see things from different angles and see things others do not. It also creates the kind of guy you want to invite to dinner because he can talk to anybody. Doctors of pathology are very poor party animals. Trust me on this.

Although in my college days I studied what was then called theoretical nuclear physics, I openly admit to not being of the highest caliber, and never earned much doing it. But I do understand most of Stephen Hawking's *Brief History of Time*, so I've kept hanging in there while doing my own thing in the entrepreneurial world. And in the same way that some people instantly see certain truths by bringing two different areas of knowledge together, so I, one day, was happily dawdling though a book concerning quantum computers (Y' know, like you do) when suddenly it all fell into place.

What's quantum mechanics got to do with goal-setting? Everything. Absolutely everything. And in this book I will be revealing ideas and information that have never been published before, conclusions and proofs that will take you with me into a world you have never seen before - a world that will turn yours upside down, back to front, and reveal secrets known only to a few people in the world. Soon, you will be one of the few.

And finally, like the Queen in *Alice in Wonderland*, you will believe six impossible things before breakfast.

* * *



“It’s not that people push you off course; you wouldn’t let that happen. What happens is that people nudge you off-center without you even realizing it. After a few miles you’re completely lost.”

“T ain’t what a man don’t know that hurts him: it’s what he knows that just ain’t so.” – Frank “Kin” Hubbard

WE TAKE THINGS for granted. It’s only when something dramatic happens that we even realize we have taken something for granted. The reason we take things for granted is that they have become part of our routine, and the object of a routine is that we don’t have to think about it.

Our lives are filled with routines. Indeed, your whole life can be just one huge routine in which you start every day at the usual time, go to work in the usual way, have the usual time off, do the usual things in the evening and on weekends, and go on the usual vacations. You drive the usual type of car, live in the usual kind of house, and earn the usual income that has been pre-ordained by your usual position in life.

Routines are essential, medically sound, and often unfortunate.

Routines are essential because without them we’d have to spend most of the day thinking about the next thing we have to do and tie knots in a thousand handkerchiefs to remind us what to do next. Without routines we’d all go crazy.

Routines are a way of maintaining the status quo. Not the popular rock combo, but the state in which everything attempts to stay the same. Indeed, medicine has a name for it: *homeostasis*. Homeostasis is what every cell in your body is trying to achieve. It is the state of equilibrium, that point where everything stays the same; where nothing changes. This is part of your natural programming. Your cells are programmed into thinking, “I am alive; therefore, if things don’t change, I will stay that way.” Cool thinking really, for a cell.

And because you and I are the sum total of a zillion cells working in harmony, then we too, as people, also suffer from corporal homeostasis. With few exceptions, most members of the human race avoid change and like things to stay as they are: If it ain’t broke, don’t fix it. And when change comes along we don’t like it at all – unless it’s *good* change, of course. That’s okay.

But routines can still be unfortunate. By definition we don’t notice them or think about them. So when your lady or man clears off with someone else, it’s possibly because you took her or him for granted and never noticed. Routines keep you where you are, in the same place. But most of all, the big problem with routines is that we are blinded by them. They stop us noticing something very important. They stop us noticing the world we are living in. We take the seasons, the sun rising, the green grass, the trees, the air we breathe, life, and even miracles for granted.

Above all, it stops us seeing that we are living inside a miracle; that we are miracles within a miracle. We shouldn't even be here; *life* is against the laws of physics. And those very few people who see this, and study it, discover a strange truth. Not only are we miracles inside a miracle, but we can change things. We have the power. Not only are we in *The Matrix*, but like Keanu Reeves' Neo, we can control it. You ARE Neo.

“God does not play dice with the Universe.”– Albert Einstein

Before I can show you how “success” in all its forms can be conjured by you out of thin air, I have to kick you out of the complacency of routine.

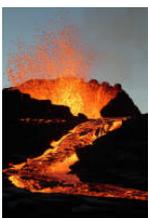
Most people don't see the world for what it is. Indeed, most don't see it at all. Until you see the world for the wonder it is, or yourself for the miracle you are, you won't be able to change either of them.

Life shouldn't happen. It's against the Second Law of Thermodynamics. This law simply says that given a system where no energy comes in from outside (known as a “closed” system), then things will either stay the same or wind down, like a clock that is never touched. Because of this law, the idea of perpetual motion – a machine that runs without any energy input – is impossible.



If you spread a pack of playing cards over a tray and throw them all into the air, what are the odds of them coming down and landing on the tray as a perfectly formed pack? Almost impossible, you may say. Even smaller is the chance of them coming down as a pack with all the four suits in perfect order. In fact, this statistical thinking is wrong. The odds say *nearly zero*, but this is more than just statistics. This type of event *is against natural law* because the pack must, according to the Second Law, deteriorate over time (unless you interfere with it). The actual odds are therefore *really zero*. Only the injection of a large chunk of energy (your time and effort) will put the pack in order. If there is no such “external” supply of energy, then the Second Law tells us the pack *must* fall to the ground even more scattered, or at best as equally disordered as when it was thrown up. It can't rebuild itself, not without help.

So, an explosion in a lumber mill could *never ever* produce a fully formed house. An infinite number of chimps banging out letters on a typewriter for an infinite time will NEVER produce, even by accident, a play by Shakespeare. It is as unlikely as gravity reversing and throwing us all off into space. Statistics must always take second place to a law of nature.



Have you ever seen a volcano throw out a bicycle? The makeup of Earth is largely iron and carbon, which happen to be the two main constituents of steel. Steel is made by adding amounts of carbon and oxygen to boiling iron under great heat and pressure. Air contains 20% oxygen, and water contains nearly as much again. All these are freely available in your friendly

neighborhood volcano. To make a bicycle frame requires steel tubing. It is a very simple process.

Question: When did you last see a volcano throw out a fully formed bicycle frame? We have had 4 billion years of volcanoes, and all the ingredients are at hand. In that same time (say the scientists) a microbe grew into a Tyrannosaurus Rex. So T. Rex is okay, but why, in the time involved, aren't we drowning in mountain bikes? The fact is that volcanoes have not only failed to produce a single bike frame, they have yet to provide a single sliver of steel. It's a natural law. So where did T. Rex come from then?

A single protein is more complex than the wiring circuit of a mainframe computer, and a protein is one of the smallest building blocks in the human animal, or any other animal. To assume that one single example of animal life came about through a rave of microbes having a serious party in some volcanic soup is to assume that every wire, brick, and pane of glass in Tokyo, Berlin, or New York was created by accident. Human life starting on this incredible world by chance is statistically impossible AND denies a fundamental law of physics. And yet not only do we have life – but in profusion.

Walk past any park and notice the different types of leaves. Why so many, when one type would do? Why such overabundance when simple grass would do the job admirably? The evidence around us every day says that something or someone or (according to your persuasion) the workings of pure chance, has gone completely over the top: a madness of profusion. We are overwhelmed by overabundance.

We float in heavens of incomprehensible size and beauty. There are more species of insects than we have managed to count in the last 200 years. There are sea creatures so far down in the oceans that they have never seen light, yet they breed and reproduce in harmony with the moon's cycles – a moon they have never seen. Without this harmony the earth would spin out of orbit and freeze in space. No life, chaos everywhere; everything running down. If there was only one living thing on the whole planet – a microbe – it would still have been an impossible creation, against a natural law that has withstood every attempt to dispute it for 100 years, and at statistical odds that no hard-nosed betting man would ever take.

You're a miracle inside a miracle. You *know* this. Deep down you know it. But the routine of life has blinded us all to its beauty. Primitive cavemen concentrated on survival, yet they found time to create art. Modern life is supposed to be about leisure, but we have no time to stand and stare. What you don't know, and will find hard to believe, is the amount of control over your life, this life, you really have.

Let me prove it. Let me prove to you right now that even at an elementary level, you can change your world . . .

Chapter Two

Engineering Miracles

**“The impossible we tackle right away.
Miracles take a little longer.”**



YOU’LL NEED A nice day filled with big, fluffy clouds that are moving at a gentle pace. Lie down in the sun, chill out. Take some rays.

While you’re contemplating the meaning of life, check out the edges of some of those clouds. You’re looking for a small wisp of cloud, a tiny one that’s broken away from a main cloud. Focus your eyes and your thoughts upon that wisp of vapor. Stare at it and *will* it to go away. *Demand*, with confidence, that it disappear, and it will. Just watch. Bob Proctor, the international speaker, reckons he can turn clouds into smoke rings. I believe him. I do it myself.

As a beginner you have to practice on tiny cloudlets. Eventually, with practice, you will be surprised at how effective this can be on bigger ones. And there you are. You’re not changing yourself; you’re changing the reality around you. Weird or what? (It’s to do with energy, quite a lot of it in fact, but we’ll get around to that later.)

Sometimes we forget that we are not just *in* this world, we are *part* of it. We not only have a right to be here but if you believe any or all religious writings, then the world was created for us. We have control. God, whoever and whatever you perceive Him to be, has given us the channel changer.

Unfortunately, this experiment will not impress hard-nosed skeptics who will insist that the clouds were disappearing anyway, but we’ll move on.

The Blue Feather

This one often works well but has to be done properly. Make a note of what the date and day will be exactly one week from now. For the sake of argument let’s say it will be Friday, the 12th of March.

Now take a piece of paper and write: *On or before Friday, 12 March, a blue feather has appeared in my life.*

Blue feathers are quite rare. When was the last time you saw one? Of course it doesn’t have to be blue, or even a feather. It can be a pink elephant wearing a polka-dot bikini if you want. Whatever you decide, write it down in the manner I have just described. Now first thing in the morning, immediately on

rising, find a quiet place and read out that statement to yourself. If you can't read it out loud, then mouth it as a whisper but move your lips.

The more sound and action you put into it the better. Immediately after reading it, close your eyes and visualize this blue feather (or whatever) appearing in your life. *Feel* confident. Smile as you visualize yourself suddenly noticing a blue feather in the street or seeing one on the floor. *Put emotion into it*. You will see later that it is the *emotion* you put into it that makes things happen. Do this twice a day, first thing in the morning and last thing at night, every day for one week. I guarantee that within that week, or on the day you chose, you will have come across some image of what you have visualized. You may see it on a billboard or a TV advertisement, or it may actually have come into your life in your aunt's hat or a photograph. But it *will* appear, quite magically, almost spookily, in your life.

Skeptics will still argue that this just increased your sensitivity to something that was there all the time but that your mind had filtered out. In some cases that's quite possible, but not in all cases. When little green men float out of a flying saucer that's just landed in Washington, D.C., skeptics will still argue it's a publicity stunt right up to the time the death ray hits them.

You are *not* changing yourself. You have *not* noticed something that was there anyway but you hadn't noticed before. You *created* the feather. You are changing reality. And if you think this is spooky, then you ain't seen nothin' yet!

They paved Paradise – put up a parkin' lot . . .



There is a third experiment that works so well I use it all the time. I find car parking spaces with it in busy towns. Just before I leave, I spend a few moments visualizing where I need to park. I see the street or parking lot full of cars until I arrive, and then a car leaves just in time for me to park my car in its space. I see this in my mind's eye before I start the car, feel good about it, and then drive toward my destination with *the confident expectation that my parking place has been pre-booked*. I reckon this works over 90% of the time – far beyond the normal mathematical chance of this occurring by accident.

The next time you are in a hotel lobby or anywhere where you are faced with two or three (or more) sets of elevator doors. Which one is going to open first? Forget about looking at the floor the elevator is on. Just decide which door is going to open first and stand by it. You be amazed how many times *your* door opens first.

Try it. It works. Appendix C tells you how, but don't go there just yet. We've a few more ideas to cover first.

You're not changing yourself. You're changing something else outside of yourself. In this example it could be argued that *you* changed someone else's

day just by thinking about it. Crazy? No. Not at all. This is beyond crazy. This is quantum physics.

Why modern goal-setting rarely works

In a recent *Reader's Digest* article, best-selling author and ex-teacher Philip Pullman put his dark material finger on what's gone horribly wrong with the teaching of English in schools today and also pointed the way to why nearly everything else has been hijacked in a similar fashion.

According to modern thinking by educationalists, particularly those setting examination questions, when a child now reads a piece of set writing, they are "tested for their ability to decode, select, retrieve, deduce, infer, interpret, identify, and comment." So now, for example, when a kid reads a book he or she is expected to:

- List the words used to create an atmosphere.
- Write a 50-word summary of the plot.
- Take a descriptive word from the text and use a thesaurus to find five synonyms and five antonyms.

They have turned reading a book into a chore. *They* have squeezed and analyzed it to death in order to create systems that can be measured and tested. As Philip Pullman says: "They force every response to a piece of writing through a mesh, so it comes out black or white, yes or no, this or that." So it can be tested and measured.

Arguably they did this for all the right reasons at the time. Here again we have teams of well-meaning experts putting scientific ideas into modern practice so that they can quantify and measure a child's progress in the very best interests of the child and their teacher. Again, it is all sensible, logical, universally accepted, and most certainly well meant. But does it work?

Consider a child of the 60s (me) whose English teacher took one book from the library, gave it to me and said, "Read this. Bring it back next week. Tell me if you like it." It was the first real book I had ever read. I was 11 years old and brought up on comic books. I liked it, so Mr. Hudd gave me another book. I liked that one too. No tests, no decoding, selecting, retrieving, deducing, inferring, interpreting, identifying, or damn commenting, just, "Do you like it?"

The net result of developing an enquiring mind is that 50s-60s kids like me were part of a generation who put men on the moon and created the Corvette Stingray and the Jaguar XKE, the Boeing 747 Jumbo and the Concorde. We broke sound barriers, space barriers, race barriers, and generally created a world looked upon with great nostalgia. We were tested, certainly, but when we picked up a book we weren't decoded, selected, retrieved, deduced, inferred, or interpreted, although we were certainly identified. As a result of

one teacher just getting me to *enjoy* books, I read a great many of them – because I *liked* them. And through them I found out how things work, and created a life for myself. My teacher’s probably dead now. I wonder if he knew how often he changed someone’s life without knowing it.

My point is this: In the world of self-improvement, an area of expertise in which America, arguably, leads the world, many of the teachers, the experts, and the gurus have taken on board *exactly* the same institutionalized thinking currently taking place in schools. This thinking seeks to use the principles of science to analyze things to the Nth degree and break things down, logically and sensibly, into a situation where things can be measured, tabulated, and project-managed. And it all makes sense, every bit of it. And all these guys mean well, and they are doing *good* things. But science has two drawbacks. Sometimes, in taking something apart, you risk killing it. And second, science cannot be used on everything: How can scientifically analyzing works of art produce another Picasso, or a Matisse, or make you enjoy a book? How can prove, mathematically, something like love, or happiness?

So, the goal-setting techniques you often read about today are only partially correct. As a result, they only partially work. Indeed, I could go so far as to say that modern goal-setting has been completely taken over by a new tool *masquerading* as goal-setting. Goal-setting has become project management. And once again it makes perfect sense. The idea of breaking down a process into manageable steps, having a well-defined deadline you can work to, and making each step measurable so you can compare it with your original time estimate and make course corrections is wonderful, perfect, and highly laudable project management. But it’s not goal-setting.

And of course, project management is a *management* tool. But managers aren’t entrepreneurs. In fact, it doesn’t require much research to prove that most entrepreneurs are usually absolutely dreadful managers. What entrepreneurs are really good at is *vision*. They see what they want with absolute clarity and charge towards the vision with total determination. They make decisions and stick with them. That’s goal-setting. Project management is a tool that comes in later, much later, like accounts. The vision, the decision to do it, is first.

Entrepreneurs eventually turn into managers. They atrophy. Once they attain their vision they batten down the hatches and basically leave the running of the show to the bean counters – who manage. Big corporations continue to thrive because they are big enough to carry on under their own momentum. But they never regain the rocket-like success of their early days.

The world of business, education, and politics has been taken over by clever, well-meaning administrators. Here’s a comment taken from an article in *The Business* magazine:

“The problem is that business schools, instead of creating leaders, are pumping out hoards of pumped-up administrators. . . . They teach everyone the same orthodoxy. Worse, this orthodoxy can be devastatingly destructive, as it means everyone follows the same strategy as they did in the dot-com boom . . . The truth is business schools are really just corporate marriage

bureaus, matching ambitious administrators with large banks and consulting corporations.”

Now that explains a few things doesn't it?

“Time wounds all heels.” – Jane Ace

So if goal-setting isn't goal-setting anymore, if goal-setting has metamorphosed into project management/administration, what should we do? What can we do?

We need to rediscover the real rules.

At this point, can you please conduct an experiment on yourself by answering, truthfully, a simple question? I have given this question to thousands of people – none of whom got it right. Some *nearly* got it right, but not in all aspects.

It's important you do this, so please get pen and paper NOW before you go on to the next page . . .

Write the answer to this question *as fast as you can*:

“What is your number one goal?”

Do not leave this page before writing down the answer.

Okay, here's the checklist:



1. Did you start writing right away without having to do any thinking whatsoever? No hesitation, no hemming and hawing? Did you put pen to paper as fast as you would have done had I asked you to write your own name? If the answer is *Yes*, you stay in the game. If *No*, you're out of it.
2. Good. What was the *first* word you wrote down? If it was "to" (e.g., "to be financially independent in five years") then you're out of the game. There is only one word – "I." If your statement did NOT start with "I," you're out of the game. If it DID start with "I," you stay in the game.
3. Still in there, huh? Okay, you're in the last 3%, so that's good. Now, what was the *second* word you used? It will probably be a verb, but that doesn't matter. It's the *tense* that matters. Your second word is either future tense ("I will") or present tense ("I have, I own, I drive, I earn"). If your second word was in the *present* tense ("I *earn* \$1 million a year" or "I *drive* a Corvette") then you're still in the game. If it's something in the *future* ("I *will be* . . .") then strike three, you're out.

So at this point, to be in the game, you must have answered the question immediately without hesitation; your first word was "I"; and the whole sentence was in the present tense – as if the goal had already been achieved. If you're still here, then this is very unusual.

4. Did you have any kind of completion date on the goal, such as "by the 31st of December" or "in the next 12 months"? If you did, then strike four and you're off the bench. No dates. Dates are allowed, but only in certain circumstances. You need to understand that dates are not part of the goal itself – dates are 'activators', like a catalyst. They activate a process without actually taking part in it. You'll read about this later.
5. There is a tiny possibility that you are the first person in 10,000 to get this far – or you're kidding yourself, one of the two. Being the generous person I am, I shall assume the former and ask yet another question. Was this goal a financial goal? Was it directed at, say, financial independence? Or expected annual earnings? Did you want to be a millionaire? Oops, you're out. Money isn't a goal. It just looks like a goal. I'll explain that one later. You can have lots of the stuff, don't get me wrong, you just have to think about it a little more deeply.

Well then, how did you do? If you passed all five of these tests, then you did stunningly well. If you didn't get all these right, you *need* to read on. Your future depends on it.

Let me hit you now with just one rule of success engineering, the *true* goal-setting, a rule that seems to flout every piece of advice handed down from the gurus during the last 20 years: *no dates*. Now that's screwed things up, hasn't it? Everything you ever read on goal-setting tells you to put a date on things, even an arbitrary one.

Indeed Brian Tracy, who I personally believe is not human but a benevolent deity sent down from heaven to show us lesser mortals the way to true enlightenment, says that if you do nothing else you should do three things:

1. Set a goal.
2. Make plans for its achievement.
3. Do it while comparing the progress made with your original plan, and make corrections as you go.

And this is perfect. Absolutely nothing wrong with it. Harvard would be proud of him. But there is one problem – what if you haven't got a clue how to get the goal you've set yourself? What if your dream, your goal, was so distant that your education and upbringing never gave you the tools to even consider *how* you could achieve it? Without knowing how to do something, this system will not let you go any further than dreaming.

That's because it's not goal-setting. This is bang-on perfect project management. And it's certainly not success engineering.

The Dating Game



Or, *goal-setting is not a project management thing.*

I know dates make sense; I know having a date on a goal gives you a time frame, and I know it sounds exactly right that you should have a date. But, for reasons you will understand later, it is *not* right *all* the time. You need to think about dates.

A completely arbitrary time frame in a goal (“I will earn a million dollars by January 6th, 2010”) can be problematic. Current wisdom says that a date, any date, is important because it gives you a clear time frame, and even if it's arbitrary, things will happen to give you the tools with which to achieve that goal within that time frame.

But a completely arbitrary date to accomplish a task is bad management when you have no idea what steps are involved. Those steps will appear later, and in the meantime the new vision you have of yourself needs time to take shape, like a seed needs time to show above ground before you give it a cane for support. In certain circumstances, as you'll see below, dates are important, indeed vital, but in other cases they are just paying lip-service to project management. Real goal-setting involves a magic that time managers know nothing about. You can't have a system in which proper, logical project management also has to rely on magic, or quantum physics, or tree-hugging in order to work.

One of the cases in which it's okay to put a date on any goal is *if, at the start, you know without question that the goal can be reasonably achieved within that time frame*. So for someone earning 30 grand a year to set a goal of 1 million *by the end of that year* is simply not realistic. Don't get me wrong here; it *is possible* – just not *probable*. Put dates on *reasonably achievable, probable* goals, not improbable ones.

You know this makes sense. If you make a goal of earning a million bucks before December 31st, all that happens is you become more depressed and stressed the nearer you get to the date. And if you don't achieve it by that date, you are in the worst of all situations – a failed goal – which makes you even more depressed because this event undermines your entire faith in goal-setting. I'll bet you've been there already. Most people have.

On the other hand, for someone to make a goal of adding 10% to their income in the following year is more than possible. Boring, but possible. You may have to think and stretch things a little, but even if you took a part-time job at Wal-Mart (well, perhaps not, but you know what I mean) then you can see that this goal is achievable. If I offered you a check for \$1 million right now based on you adding 10% to your current income by this time next year, could you do it? I'll bet you could. But that's not good either. You need to stretch goals to make them work. You need to push boundaries without subconsciously setting yourself up for a fall.

By the same token, a *certain* goal isn't a goal at all (“By next Sunday I will have fixed that *&!??* leak”). All you have to do here is to add a date and it's a true project management exercise. The same is true for any goal in which you DO have a plan you can work to.

Success engineering – true goal-setting – conjures up the plan. *Then* you can turn the plan into a managed project.

Goals come in four categories:



- *Think-Big* goals. This is a dream that *really* stretches your imagination, because you have no real idea what the time frame is – you don't have a date. You'll see why later. (Example: having that dream home you always wanted.) This is where your goals should be.



- *Reasonably achievable* goals. Not dead certain, they need you to stretch a little. You can put a date on these IF you know it's possible. Use these goals to gain confidence.



- *Emergency* goals. An exception to the date rule. Suppose you are in trouble and absolutely *must* pay your electric utility bill by a certain date, or no power. Even though you may not know *how* it will be done, you must put a due date on this goal: “By January 31st, my electric bill is paid in full.”¹
- *Certain* goals. These are anything you know full well can be done; you just haven't got off your butt and done them yet. These aren't really goals. *They are unstarted or unfinished management projects.* Just give them a date and make absolutely sure you complete them in the time allotted. They are only goals in the most general sense and have little value other than to give you self-discipline. And self-discipline is good.

¹ The date is not arbitrary. The date has been set by circumstances and you have to achieve a result within that date. This makes it entirely different from the “think of a goal and then stick a date on it” scenario.

The real reason behind the timing of goals is discussed in Appendix B, but save that for later.

The science of true goal-setting is the science of success engineering. The first step you have to take, and the hardest, is to mentally erase much of what you have read before, because it's not goal-setting. It's an amalgam of project management, time management, wishful thinking, and occasionally original, true, goal-setting, all created by genuinely clever guys who mean well but who have been looking in the wrong box. You need to go back to basics.

When you have done this you will have an open mind. But it's not open enough. I have to break your mind out of its box, so to speak, and show you how much of a miracle it is, and then show you how it empowers everything you do.

Then I will show you *The Matrix*. For here is the truth that I am about to reveal to you in detail: proof of *how* and *why* goal-setting really works, proof that for every goal correctly worded and used, you do NOT necessarily change yourself. For what a goal really does is to *change everything else around you*. If nature is a fantastic timepiece, a huge clockwork mechanism, then success engineering moves the cogs and levers of space apart and restructures the whole system. It changes your world to suit you.

If nature is a computer program, then a correctly worded and carried out goal changes the programming and resets the system – to suit you.

And if you now think I am a deranged and potentially dangerous lunatic then I wouldn't be in the least surprised. But I'm in good company, for in the United States and many other labs throughout the world, small groups of eminent and brilliant scientists working on the cutting edge of quantum dynamics would completely agree with me. In fact, they'd call me retarded. To them this is old stuff. For what these guys are doing now makes everything you have learned, seen, read, or heard completely obsolete. You are living in the modern equivalent of flat-earth thinking. And 10 or 20 years from now, everyone will simply assume all the things you are about to read are true.

And if you survive this assault on your view of the world, I will show you the real rules, such as the one about dates. But by then you will know *why* they work and *how* they work. And why, unknowingly, you have been using these things all the time without realizing it – for good and bad, but entirely by chance. And you will then use them for good. You will have faith in them. And hopefully you will *do* them – and change your world forever into what you always intended it to be. Your world. The one you deserve.

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