

Chapter 1

The Conquering Chief

Inspirations and The Doers Creed Unto Self

Alright. See if this works for you. Think. The super successful work to be *satisfied* (think Oprah or Arnold), while everyone else works to make money. From there, everyone thinks that the rich are wealthy because they are doing certain things. Not true. Because the rich are simply doing things in a **certain way**, i.e, they have—surprise!—located a HIDDEN ORDER.

So lets talk about this and lets un-twist this knot. One guy gives his daughter a wedding at the Elks club while another spoils fifty large, has a guest list bigger than a Kentucky ho-down and oh, he tosses in a trip for his honey bunch and her new ball and chain to Disney. Admit it. Not too shabby. So I ask you, what possibly could be other guys excuse who dishes out lasagna at the Elks club? What makes these two *so different*?

What? His lottery ticket never “hit!” Rats!

MISTER ROGERS Said..

“You wouldn’t get so annoyed with strangers and/or get so frustrated with them IF you knew their true life’s story.” What Fred is saying is to kick it back a little. I read *his book* just after he passed and because Mr. Rogers meant so much to me a hundred years ago, when little ole me was just a cracker shy of three feet high, I told myself I’d include him in my next book.
Love you Fred. You rocked my world!



But it’s all about ATTRACTION and everyone has been hooked on this subject for thousands of years and ever since the big man, JC Himself, went to that wedding and magically turned those vats of water into wine. Almost like some David Blaine trick.

Ah, but in the end, Jesus was always working principle. Not magic.

Now for the back-story.

The economy of power says this, it’s simple, I hope you get this, “You don’t have to wait for other people to give you permission to be powerful. You already are. All you do is vote yourself in.”

The Christ consciousness, the Buddhahood and the flow of energy that past deities tapped into is still available today. All you have to do is ask for it to show up into your life. All you do is decide to vote yourself in. The mere fact that you placed your attention on this is a critical first step.

People yearn for power. There’s nothing curious about that. It’s predictable. We study each other, riffle through People magazine or Rolling Stone and we pull our chins over Paris and P. Diddy. In some way or in some degree it’s because we all know, that within our own Tribal DNA, that *they* are no different than us. Maybe even more striking is that we are secretly inspired at how other people have *chosen* to become so powerful and in such demand; and why not us! Almost as if we [are] the next in line. Maybe.

Inside each of us, intrinsically, our fascination is because we know that Madonna, Springsteen and Schwarzenegger aren’t using anything within them ***that we don’t also possess***. That’s why we spy.

Which makes extreme power, massive influence, intuitive knowledge, which sits next to Genius and instant awareness, available to all of us. Now. Not later and virtually on-demand as it was centuries ago amongst the Guru’s of yesteryear. So the question remains, why not? Why not you?

But I am getting ahead of myself.

What’s so delicious and beautiful about the laws of attraction is that once you fully harness their ability, you can actually obligate success back to yourself. All of the great biographies have reminded us of this fact almost as if not to, in some small way, meant that we were lazy. Almost as if begging the question, “what are you waiting for?” Okay, so where are we?

What it all boils down to is to *develop your desire-force*. Ronald Reagan, even as a boy, wrote his name half-inch high. Almost as if he somehow *knew that someday* he’d be somebody. Yes, he was obligating success?

I graduated almost last in my high school and then went on to sell frozen food door-to-door. I ask you, could anyone be more common than me? All you do is develop your desire-force as this book will clearly show you how. And by doing so, the world does tilt a bit for you and by sharpening your heightened level of SELF, the world does become your oyster. I promise.

Then, once you’re surrounded with lots of people, you all exchange money. You’ll buy things from each other and it’s a never ending roller coaster ride of Cavier dreams, a hundred new friends and some really hip experiences.

When I wanted **MORE FRIENDS** I created teaching audio cassettes. That's back around the time that I had more month left at the end of my money and I learned to love bologna *on hand* sandwiches. I sold a few tapes here and there and then a few more and more friends showed up. Many of them wanted to share my Warriors Nest system and pass the ALPHA CODE to everyone that they knew and bingo. ***I was doing it.***

I had divided my energy and desire into over 100,000 people. Not too impressive within a world wide potential of 500 Million. But not bad for a door to door meat salesman who learned how to obligate success.

From there, I needed a place to rub elbows with all my new Prosperity buddies. So I created newsletters on-line and managed them through an affiliate website which back in 1999, was the forefront to the Internet explosion. I was now the talk of the industry and the world did tilt for me. All because I just doggone decided to simply VOTE myself in.

COVER BOY

Magazines called and five of them slapped me onto their covers. Just an idea. Give it away. Put yourself UNDER other people's dreams. God will do TO you what you DO for other people. Kinda simple and it works. You might call it Karma. I call it working principle and pressing your desire into your supply. More on that little gravy train later on. Stay with me here.

The Warriors Nest Community

Basically what I've set up in my life is a select group of like minded people who in turn swap idea's, energy and money between ourselves. Therefore, because we share good news within our Warriors Nest Focus Society, we are always attracting big thinkers within our own equity pool.

Jot this down. I did. Serve a boss, grab a check.

Influence an organization and invite Millions to you. It works. Try it.

Mutt & Jeff

Society is made up of two groups. Not three. It's the influenced vs. the people who influence them. I am now on the side of influence and that is what this book is all about. Yours and how to invite more of it without any struggle, but rather learning how to apply STRESS *into* Universal law.

But you can't have influence without power and power is not something that you get; anymore than you can get electricity. Power is a force field of energy. Just as say, gravity is. And as such, you INVITE and include yourself within the fields of electricity, gravity and power. *You don't get them.*

And power, true power, is something other people share with you. Making power then a union between others who have given you their time and energy. Now add it up. That's power and that's what we GIVE Oprah Winfrey.

The Alpha Code

Analyze this. It will be hard for you, after you decode the ALPHA CODE and fall on the floor with anticipation on it's USE within your life, to resist sharing this with other people.

So prepare yourself now for what you are about to read. You have never read anywhere what you are about to discover right here right now. Be happy.

The fact is, when you reach personal utopia it's hard to keep it a secret. So naturally, it's all been reciprocal. Meaning that now, other people use me to gain experience and to leverage me so they can leverage themselves.

It's never manipulative because everyone knows what the game is. Success is a game you play ALONE because it's all in your head. But it sure makes the game fun when you are new, confused a little and you can party-hearty with hundreds of locals (like minded people) who want to day dream right along with you. Dreams work. Just ask Russell Simmons.

Which leads us to an obvious conclusion. One way of getting more into the green is by teaching other people how to get more of it themselves. It's simply the law of attraction. What you see you PURSUE and what you speak about comes about.

But there's always a price for things. And that's because everything has an exchange. Even a new born child exchanged pain with his or her Mommy.

The mothers pain was the baby's price. In your case, one of the many tolls you will be required to pay is the price of persistence.

Persistence

What is persistence? We hear that word a lot. They say it's about staying in the game, but isn't there a more significant definition? There is.

Persistence is staying in the game long enough in order to EARN the right to succeed. Persistence is investing time into agony and defeat in order for nature to permit success. But only ***after failure has been rejected by you.*** (You did know this already, right?)

Less < HU
LK > MORE * BR
Ruce Lee

The Discipline of Doership

What happens is that eventually nature will lower her guard, raise the white flag, call a truce and say to you, "you've been a good kid, come on in. The big house with the pool and long driveway is waiting for you." But a price has to be paid and it's often a focus and discipline close to agony that many people simply refuse to pay. Just ask Edison or Einstein.

Planes crash, people die and that's just how it is. The three percent (3) who exercise their God given right for increase, celebrity and power employ the ninety-seven (97) percent who fall asleep at the wheel and ask someone else to peddle for them. Me? I wrote for years as a hobby even before I dared to try to sell it. It seemed like ages before I had the gumption to attempt to turn what I was born to do into a Masters experience even when after I started cutting at the ball I lost my shirt and thousands of dollars.

Bridging into a Heightened Self-Image

Stay with me because learning how to elevate your energy is an important "mechanic" of people with influence. Not only will you use your new desire-force (energy) to attract more life to yourself, but also *to release the hold other people have on you!* Of which persistence will play an important role in your script and symphony of success. Simply because so much in life is meant to keep us down.

Therefore, if you don't heighten your ability to attract what you want, you'll surely be left holding the bag. Which is actually how society is set up.

Not so much that people are here to keep you down as is society at large, as a collective consciousness, but just that "the system" of society has absolutely zero interest in helping you become twice what you were yesterday. Or for that matter, to encourage you to become ripped with mass influence. Case in point, now think, how many people have e-mailed you lately and said "I heard Elton John and Hank Williams, Jr. owns their own a private jet. Have you ever considered how much MORE LIFE you could experience if you had one!" **But no.** Most people don't allow themselves to think outside of circumstance and they make decisions based ONLY on what they have in their pockets vs. what is INSIDE of their doggone heads!

Question. Did you ever stop to consider that the "system" makes MORE money off of you if you maintain upwards of \$20,000 in credit card debt?

The Dummy Tax of the Working Poor

The working poor *pay more* for things than the rich. Watch this. Who pays 24% interest rates, the mortgage poor or the rich? Yup. You're right. Plus, who buys their cars over time and thus finances their cars at 18% to 27%, the rich or the guy with too much house? Right again. Now you're getting it.

The trick of the system (Society and banks) is that it conditions us to believe that the "whole" is more important than the individual.

- ? "Stay in the box and your idea will never work."
- ? "Old Uncle Harry already tried that! It won't work."
- ? "Don't rock the boat, get back in line."
- ? "Work hard and die with \$600,000 in debt to rob your kids with."
- ? "Barrow against your FICA score."
- ? Live in anxiety and worry yourself to sleep every night.

As a World Class Magician in My Twenties I
Learned That To Vanish an Object and Then
Not To Bring it Back, Disappointed People.

Then, As a Struggling Door-To-Door Salesmen
Years Later, I Taught Myself That To Work
Just To Get By Was Insane.

Finally, Years Later, I Learned That The Real Magic
Was To Make Who You Are, What You Do
And That Becomes Your Lifestyle. (see Johnny Depp)

The New American Debate

I believe that the new measurement of accomplishment is not so much about income as it is influence. It's about your network, not always your net worth. It's about sow, serve and share. It's about influence, not your resume. It's about fighting for your personal expression and standing up for your personal freedom, more than standing behind your office manager asking, "what's my next task? Boss."

Here is What I Believe.

I believe that society is set up to pay you just enough so you're inches away from mortgage suicide. Most people are paid **just enough** so they don't start a revolution and virtually on the brink of "hand to mouth".

Cheery stuff, and there's more because society is set up to keep your finances at the control of the institutions that doles out the money in the first place. Plus, it's really easy for them because all they do is pay you enough to get by and then they offer you more ways and means to barrow more money for all of the extra's you want. That's why they invented credit cards.

The world around us is set up to connect you to paying them for the privilege to work, to play and to use *their system*.

I am all for this. *It's the American way*. But what made me peeved though, is that when I wanted to connect 100,000 monthly consumers on my products, just like AT&T and Verizon does, everyone around me said I was nuts! So you see, society wasn't built for the "average Joe". That's why you have to raise your energy level to (A) break free from the institutions that run society and (B) to attract all the money you want.

Truck loads of my so called "friends" told me I was nuts and to go get a real job. Even my sister said, "can we buy you a lunch truck, maybe that would be easier than trying to outwit the five families who run the banks and the system at large." Banks lined up to beat me up and American Express called me once and said, "please leave home WITHOUT it, we are canceling your card!" THIS is why I call myself a SOLDIER of Prosperity and my passion is to be a Warriors of Increase. Why? Because to fit back in you have to *fight your way out*.

The Set-Up

I set myself up to receive globally. Most choose to be set up to earn only once a week from some vacant CEO with "no one home" written all over their two Martini for lunch eyes. What a rip if you ask this rebel.

So who do you want to serve? The ten to twenty people closest to you or ten THOUSAND loyal fans who crave doing business with you? **How can you fully serve your FAMILY by (A) being what people think you should be or (B) by being the you that was designed for leadership, power and fat checks?**

Most people live in other people's mind and other people's perception of reality. That's called fitting in. That's called "don't rock the boat." Question, do you want to end up like everyone else? If you do and think like average people do you will end up at the end of your life just like them. Is that a place that you want to be? Can you support your family and retire by doing and thinking like the masses do?

The mistake of the masses is that they think that there's security in being like each other. What they don't realize, until it's too late in the game and they kids are asking, "got my college money yet?" ———is that ultimately, the joke was on them.

That they were the Pawn and didn't even know the game was rigged.

Life inside of "ho-hum" is one of coarse restriction and manipulation and it's through a heightened awareness of ourselves and life's potential that we can go beyond struggle, debt and anxiety. Once you discover that your own true POWER exists you then begin to experiment with an alternative evolution, one where you are in control and one where upon through stress put upon yourself and Universal law, you can pretty much have your cake and eat it too. Yes, if you STRESS OUT Universal law using principle you can pretty much change your life within a New York minute.

That's because you FINALLY decide to start baking your own cakes instead of waiting in line waiting for other people to make them for you. If you ask most people, they could care less if you ever "make it" in life or not. That's why to put your destiny in anyone else's hands—but yourself—is often a one-way trip to lost dreams, frustration and a destructive lifestyle.

Chanting With The Mob

You have now reached a point in your life where you are able and willing to push against the manipulators that surround you. You are also now able to resist the false beliefs of those directly around you, where you live.

And in the end, you will have to stand alone. There is great power in no longer needing to chant with the mob and to be validated by others.

Less Hulk and More Bruce Lee

Bruce Lee was a master at martial arts and his secret was that he used the energy of his opponent more than he used his own. No struggle, just flow. Of course his power was immense, but even more so when he ADDED the power of his opponents to his own.

To get wealthy you need to flow with the system, not work against it. Going down to city hall to pick a fight won't work because coming from revenge only saps your energy. You don't ever seek revenge.

Never be against anything because as soon as you do, what you are against grows bigger all around you.

That's why revenge is not the game of the Good News Merchant.

Instead, the game is to align with your own power and to use the SAME system for wealth as the system worked itself *on you*.

Then, money becomes a game of both will power and grace.
No struggle. Just flow and natural order with more Bruce Lee.

So to pay \$10,000 to \$25,000 in personal taxes is really a victory, not something to bring out your worry rag about. Hey, which would you rather have? Some stupid low rent IRS refund check of \$700 clams or the income that would produce a \$73,000 tax debt? See the distinction?

I am not speaking of “getting rich.” I am speaking about being where you are supposed to be, taking the time to locate that environment and finally, earning a lifestyle that is a reflection of YOU rather than some destiny that a vacant CEO dreamed up. That simple.

So here is the routine. Here is where you start. After you vote yourself in (to incredible lifestyle and power!) you need to work on yourself, big time. You have to be patient and wait for the “system” around you to weaken, lower it’s temperament in order for the SYSTEM to include you rather than to abuse you.

Patience here is key. So just keep your game face on.

The World Always Makes Room For Big People

It has to! Because the system will always make room for the 3%

who takes the time **to tame it** and it makes room for those who will do whatever it takes to trek (I had to crawl!) to the top of the food chain.

The Conquering Chief:

This is the Warriors discipline. You don’t have to get it right, you just have to get it going and as you click it up, the “revenge” is success. The getting back is really about giving back. You include everyone as you move up further into the pecking order and you collect as many people that you love around you to take the walk on the other side with you.

Plus, you add a Million or two per month to the nations economy (per month of course) and you send some bubbly your way as you applaud yourself for making this country better for so many people. Begin now to think OUTSIDE of the box.

Begin to start to see yourself at a higher level. That’s what the ALPHA CODE will do. So go ahead, wear *their* clothes. Buy *their* cars. Participate. Just make sure that you use the rules of the 3% and not the ones of the 97%. **Why?** Because you will never make it big moving away from the current. Never. *You walk with the crowd.* Except you are walking in front.

That’s is “the way of Warrior.” A prescription for influence and more life.

I’ll say this over and over, “The 97% who were too lazy and with too low a self-image to FIGURE out the game of life are employed by and carry the lunch of the 3% who did.” That simple and oh so joyously true.

Chapter 2

The Language of Kings

Discovering The Alpha Code

It didn’t take me long to figure out that I didn’t fit in. In fact, as early as twenty one, I became a professional at being as eccentric as possible. Now, over twenty years later, I suppose you could classify me as a “Professional Adolescent.” Me and DMC’s Rev. Run.

I did the football co-captain drill in Ridgewood High school (NJ, class of 78) and graduated almost last in my class. They had me in the “slow” classes because back then they didn’t know what to do with kids who had a challenge with mathematics and English.

This may sound odd, but trust me, I could give a rip, but I believe that HAD I learned how to do school better, my life would have turned out differently and I’d be some little office rat somewhere.

From there, I did the successful salesman routine. I sold car stereos at CRAZY EDDIES and I even did the tie and costume skit and went on fancy job interviews. I swear I felt like a fish trying to ride a bicycle. I felt stupid. Then one day, I woke up and decided to opt out of the restrictive world of izod, to dodge the manipulation and control that traditional employment screws under your finger nails and ever since then, well, I’ve been whistling dixie. Thank you very much.

What happened to me probably happened to you. I tried to fit in and eventually I did, but then the more I succumbed to the pressures of tradition and the people around me, the more I felt like a fraud, barfed a bit and asked, “what ARE you doing!”

For me, what I realized, as I bet you have too, is that the more you try to mold yourself to the ways of the system, the more hopeless you feel and the more you realize that you don’t fit. Fitting in, to me, felt like I was a failure. My only escape was utter authenticity.

Ten years later and after a decade of doing Magic world wide both on cruise ships and hotels, I found myself tired of the stage lights and decided to go straight. I had done street magic until age 26.

Yes, street magic. All around America. Then at age 26 I decided for a more predictable life. So because I had no formal resume, other than that being able to do great card tricks, I ended up a “meat man.”

As synchronicity shuffled the deck, by my fifth year in selling frozen food door-to-door, more and more people were trying to show me something about selling nutrition and home health care via direct sales.

After a few years of adding THAT to my bag-uv-tricks as a side line to my meat gig, I had virtually run out of steam. I was working day and night, holding down two little businesses, one which wasn't even turning a dollar and I pretty much came to a cross roads in my life.

Then, from what seemed like a FLASH lightening, something struck me unlike anything I had ever experienced before. Something, an idea if you will, something that was staring me right in the face. An amazing secret.

From Crazy Eddie to Bookworm Willy

Up until this point I had spent the better part of five years reading everything from Tony Robbins to Depok Chopra to Dr. Joseph Murphy to Maslov. I had read five hundred books or better and I'll say so you so you won't have to, I was a card carrying book worm! I was manic with a compulsive drive to FIGURE out the **FORMULA** of those who stood on TOP of the FOOD chain. Day and night and night and day. *I was Spellbound by my own vision of what I saw in my head.*

No matter because all of a sudden, almost like some strange sort of "music" that was filling my head, I wrote down, on one of my legal pads that I had started to allow the Universal to draw down upon me, I wrote this down. . . . Rather, I etched this back into the collective consciousness that had oh so generously shared this **FORMULA** with me. Thank you God.

I Am + Be + Desire + Think + Action = Big freaking house with lots of cars.

Mind you all along, I had been taught. . .

Lose your Passion + School + Hard Work = Company Watch.

Within eighteen month I had over 5,000 people in the direct sales company I was hoodwinked into almost two years earlier. I was making money hand over fist and still maintaining my Rustmobile and *still* seeing my meat customers.

My "Name" Was Born

My sponsor, Darrel Kemp called and said to me, "Joe, Upline Magazine needs an article, I can't do it, I have to go fight the war and I am leaving the country in thirty-six hours." Darrell is an American hero as well as mine.

"Upline" was an industry rag created by famed author, John Milton-Fogg. So off I went to write the article. Not knowing that within sixty days my entire life would pull a total three-sixty on me.

My article must have been pretty good because Fogg called me and said, "Joe, we are doing a whole spread on you this month and oh, we loved what you wrote, do you THINK you also have a **BOOK** inside of you?"

Funny how things change when you make them change. Now it's been five magazine covers later, over 100,000 people have paid for my training and what I gave to John Fogg, as a sample of the book that he had asked if I had in me, which I wrote over a decade ago, I'd like to share with you.

It was only maybe fifty pages and Fogg never did publish it. Who knows why. Maybe it stunk. All I know is that I started publishing articles on my own and TEACHING the THUNDER that I *had caught within my mind.*

Here is a brief page of two from what I WROTE back in the early days. Mind you, I had NO IDEA where this came from. None. Remember, I was a MEAT-MAN for goodness sakes. Where this new bizarre ability came to me from still today, makes me pull my chin. I was simply shifting into destiny.

Nonetheless, I did know what had been gifted into me. I did know that special night when that magical MIND THUNDER crashed within me and gave me the secrets of secrets. The absolute secret to fame, fortune and even to the point of NO law of Attraction can work without what I uncovered as being the precursor.

I was on the verge of a collapse.

I was a penny saved penny earned door-to-door meat boy.


I was a simpleton. Many people thought I was a weirdo and STILL do.

I was one of those, "Oh, he's a dreamer type" they used to say about me.

As I said, I used this MIND THUNDER "formula" to build a 5,000+ sales team and all of a sudden strangers were popping up out of nowhere trying to help me. It was like the whole world was suddenly behind me.

One day, I wrote this down. ***This came to me*** out of ***nowhere.***

*"All Great People's Success Can be Traced Back To Those Who Stood Up for Themselves, Bucked Tradition, Crossed over the Numbing Rivers of Rejection From The Crowd----and to Those Who **Shook The Eyes out** of The Cold Stare of Mediocrity. Go Ask Willie Nelson, Johnny Cash or Einstein if that's true."*

I don't know where that  came from. It was just a voice inside of me that begged to be heard. So I told that to everyone who would listen. It was the early stages of, "The Alpha Code."

Four (4) Pages from My Un-Published Book: From 1995

Within days of John Fogg asking me for a book I might write, I penned this in under a week. I have no clue where this comes from. All I know is that somehow the "Language of Kings" was *being pressed into me*.

Here is a short piece from, "Obligating Success" Copyrights 1995.

P.S. Within six months of writing these words I was up TEN TIMES my normal income at that time. You might consider SPEAKING these words to yourself a few times a day. I did. And it worked.

*The premise in what you are about to learn is actually surprisingly simple: **there is no way to prosperity, prosperity is the way.** As you will notice, success isn't something "to do", but rather, "something to see." Let me explain how I arrived at this conclusion, First, to suggest that there is a way to prosperity suggests it isn't here yet, and that only invites notions of lack or scarcity. What you will come to learn then - and even begin to rely on, is the notion that the only lack in life is the thought of lack. Furthermore, finding a way to become prosperous implies that we have to do something, and we are not human doings. We are human beings. So relax!*

DOING something isn't the answer. Just as a cut cord of wood also isn't the answer. Which comes first, doing, and chopping the wood, or perceiving the outcome and then justifying the outcome with a related action?

*In the art of prosperity, as I have said, **being** is doing. In doing so, the gates must be drawn, the horses mounted, helmets strapped on, and pelts in hand because to pass the guards at the gates of the gold, a battle must be born.*

Not in relation to others, but in the battle of self. Prosperity only follows a victory. The battle field is within your mind, Life wasn't intended to be a struggle - but, it is. That's why only the strong and disciplined succeed.

This book will serve you as a magnificent battle plan. With organizations and structures around us grappling at our heels and trying to pin us down at every corner, it's far nobler to further learn to expand your power and to fight to keep absolute control in life. I respect your ability and commitment to life.

I also respect and admire your ability to stand alone, because that will be your only means from which you meet your spiritual path and pronounce yourself victor. On both accounts - neither will be handed to you. The victory, like your others in the past, will come, but not without the discipline, sweat, labor and skill it would take to shave the eye-lashes off a sleeping gnat in a forest with outwaking it up!

If you doubt this notion, or are intimidated by it - trash this book you are now reading, and double up on your insurance policies!

Oddly enough, there are (still) people who actually believe in handouts, quick bucks, and doing jobs any trained chimp could do for \$7.35 an hour! More over, jobs where you are asked NOT to think.

This is why they invented social security - so these people, the wage earner, will be taken care of at retirement because they never made enough money to protect themselves in the future.

I have just one simple question for this kind of person: "What happened to you, and when, when did you decide to coast through life knowing full well - the gravy train was pulling away from you and would never return?"

"Ah," you say!

"But they worked HARD their entire life - who are you to remind them of their folly," you say.

My reply, “Worked hard! We are not talking about labor - Edison, Kennedy and Churchill worked hard! We are not talking about work - we are talking about self mastery - for with that, comes excellence and lifestyle. We are talking about becoming who you were born to be – THE BEST YOU CAN BE.”

The best you can be isn’t trotting off to a job you hate, being in relationships that hurt you - and at age 65 finding yourself waiting on your porch waiting for mail-box mania. “Hey! Where’s my government check?”

This won’t be easy. If it was, you wouldn’t be reading this because you wouldn’t need to! Furthermore, because you are reading this book – it should only remind you of what you already know – YOU CAN HAVE IT ALL, and you do! Brilliant people seek the excellence that rests within them. Brilliant people throb with enthusiasm at the concept of bettering themselves.

*Brilliant people love to grow, to change (on purpose) and to **become more of who they already are**. You are brilliant - go beyond just believing that, KNOW it.*

Go beyond just knowing it, LIVE by this SELF creed.

Go beyond just living this, TEACH it.

**“DOER-SHIP IS MORE THAN A SYSTEM
FOR MATERIAL WEALTH. IT’S A SYSTEM
OF THOUGHT. BECAUSE THE OPPONENT OF
SUCCESS IS THE MIND,THE WARRIOR
MUST LEARN TO THINK HIS
WAY THROUGH”**

Because thoughts (yours) are the only things responsible for erecting the life you now possess - it would follow that any book related to furthering your heights in this adventure we call “life” – would be about more thoughts. Better thoughts and BIGGER thoughts.

Because whatever you think and feel today is the scaffolding that is helping to build next week’s monument to yourself.

You Must Possess “Psychotic Focus”

Dedication is the Prosperity Soldiers prayer to him or herself. Being dedicated to the point of almost a manic-compulsion is virtually the backstory to every successful person both you and I have ever met. A “will to power” is more like it.

Make no mistake about it, people remember those who are DEDICATED simply because so few people are.

Let’s begin! Let me give you an idea that can dramatically change your life - if you apply it.

From, “Obligating Success” which is within the (\$97) Warriors Nest Program that includes two (2) audio CDs.

Day and Night I Sought Proof of My Discovery

At this point in my experiment upon using the ALPHA CODE, two things were happening. First, I tore into books that varied from one hundred to two hundred years old. I trusted traditional books to a point, but I demanded that for **this secret formula** to be the THUNDER that I had prayed that is was, I required that I locate documented **PROOF** that all world leaders USED this “code” which has been kept under wraps and not spoken of.

Next, I was lacing “the code” into anyone who would listen. Besides my own endeavors sky-rocketing, friends were now writing **BEST** sellers. My closest chums were tipping their weekly incomes **BEYOND** \$10,000 and even the newest of students were testifying to **AMAZING** results!

Thunder Road

I was everywhere sharing this discovery I called, “The Alpha Code.” However I was **not** giving anyone a clear 1-2-3 road map. I didn’t know why and looking back now, all I can surmise is that I didn’t know HOW to actually explain this. Now years later, I do. At best, all I could do was summon MORE “code” into whoever would allow me to ADD “can do” into them.

Wow! I was on-line. My newsletter grew to over 175,000 subscribers and out of the wood work many big names had assembled around me in order to help me pass along this sober stop-think-stuff. Things were boiling!

Sales were through the roof, people from all over the world were tapping into our Focus Society and nightly “Freedom” training calls. I told everyone as much as I could and to those who would listen I would say, *“Everyone of you who MUST be free MUST show his POWER and you MUST out grow your territory and together, band as one, UNIFY I say and breath CAN DO into each other. Balloon each other up.*

Exalt your I AM into each other and become a LAW UNTO yourself, because that is thy way of the Warrior. Be not a worm follower but the brave Titan of the tallest order.”

Knowing that there were always doubting Thomas’s in the crowd, I would surrender those who would REJECT this decree of personal supremacy and I would assault those who might say, “it’s not right to RISE above others” with, “what we profess as truth **IS LAW** and an illustration within the confines of nature better known as, *“The Survival of the Fittest.”*

This would basically render all within earshot into, “Amen.”

But this wasn’t enough for me. I needed to scale into victory yet again and I did by reminding all sinking nay-sayers that, “Jesus himself said He was within and therefore not to unify HIS love with your own, for the ultimate betterment of all, is an abuse to your fathers name. Let not a day pass again where you are not dividing YOUR own GREATNESS into your work, other people and into the nature of who **YOU** were **BORN** to be!”

Curious George & Jeffrey Dahmer

Now for the weird part. As I shared with you earlier, I forced myself to scour down and bullet into reams of books. I wanted documented fact that people such as George Washington, Caesar, Thomas Jefferson, Lincoln, Babe Ruthe, Spielberg, RUN DMC, Emmenem, Oprah, Arnold, Beethoven, Wil-son Sir Lipton, Al Jolson, P. Diddy, Lindbergh, Eisonenhower, Henry Ford, Alexander the Great and also Alexander Graham Bell, P.T. Barnum, Isaac Newton, Galileo, Atilla The Hun—I even went after SERIAL killers.

Murderers Such as Jeffrey Dahmer & DAVID BERKOWITZ

I knew that “The Method,” contained within the ALPHA CODE, knew no boundaries. I knew this LAW of BEING *had no judgment of anymore* no more than electricity would deny Charley Manson. So I looked into the “Ice Man” who tortured and killed 27 people. I stalked the mind of “Son of Sam” and I also spent some time vomiting over the diatribes from Jeffrey Dahmer. That’s the animal that actually butchered and ATE his victims.

This Part is: **Totally Ripley’s**

I uncovered a leading indicator throughout all of my investigations. It was obvious and then it wasn’t. Unless, of course, you had been looking for this “code” specifically. I located that all GREAT leaders and even those who rose in celebrity for doing evil, all possessed *an elevated sense of SELF.*

These fringe dwellers typically became master orators. People such as Trump, Cicero, Caesar, Mark Twain and most others who used this special “code” of SELF. These Zombies of can-do were great speakers.

The people I had taught this FORMULA to were now experiencing great celebrity and lifestyle. People who worked within my “Inner Circle” were now doubling and tripling their incomes and becoming a brand within their own individual organizations. Some rising to Million dollar status. Quickly.

These were people like me. Average people with common backgrounds. Just people who exercised the **MEGA-MIND** that was exercised by people such as John Lennon, Edgar Alan Poe, Nero, John of Arc, Mussolini, Stalin, Will Rodgers and all other MASTERS of SELF who went forward, in unabashed showman style, to dominate whatever field they so picked. I tell you it’s uncanny. Even almost weird.

WARNING: If you flip this page to LEARN this secret and you use what you are about to **FORMULA** into yourself, people will STARE at you. Some will think you are odd and untold fortune comes to those who use “The Method” to **SPELLBOUND** other people using the Alpha Code. You were warned.

Chapter 3

Chocking on Leonardo

The *Secret Power* of all Dead Presidents, Rock-Stars,
The Mega Filthy Rich and Anyone Else Who is Like a Rap Star
With a Customer Base That Thinks You Started a Cult

For your inspection. What I am about to expose you to is an exact formula. You can do as I did and trace this SYSTEM backwards over thousands of years. However, unless someone had told you about this hidden order of POWER, who in carnation would have picked up on this? Now playing the role of a social scientist, I was locating scads of multiple leading indicators.

You can read the bestsellers in all bookstores. Please do.
You can scour your best SECRET attraction books. As you already have.
All with render you back little *without the secret* of **SELF** that I will here.

Study books like, “Fantastic” which is about movie Icon turned Billionaire turned Governor Arnold Schwarzenegger. Don’t take my word it. Go read and skim through “Pizza Tiger” written by Billionaire Dominos pizza founder the great, Tom Monaghan. Go peel back, “The Operator” which details the life and times of Hollywood’s FIRST Billionaire, David Geffen. Then go back a few thousand years to CAESAR.

Then ahead and read the personal biography of BEN FRANKLIN.

My Lord, old Ben practically shouted, “be a law unto yourself as I have and all riches, fame and glory will come to you.” He even used a CHART to locate his best each day.

Is it any wonder that I become TEN feet tall, known by Millions and became the #1 distributor out of over 75,000 within the direct sales business I [practiced] the METHOD within? No, it is not. It was principle OVER matter.

- ? **All** greats never worked alone and ACTED forward into their FAITH.
- ? All MEDIATED on their desired and then WAITED for SIGNS.
- ? **Each** studied their WORST possible SELVES to locate their better.
- ? All had a strange focus ability outside of normal. Almost psychotic.
- ? **ALL** GREATS took notes HOURLY. They documented their desires.
- ? All were able to get vast amounts of people *to surrender unto them*.
- ? **All** were able to PERSUADE hundreds of by standers to help them.
- ? All dressed *differently* and were considered ODD as children.
- ? **ALL** were RULED by what was in their heads and NOT by fellow man.
- ? ALL were *die-hard self promoters* and got a thrill by selling their SELF.
- ? All **flaunted** their *individuality* like veritable Las Vegas showmen.
- ? All notable leaders *turned their DIFFERENCE* into their F-A-M-E.

More About My “X” Factor Investigation

Obvious: Overtly successful people work hard and they locate where they will be most celebrated, whereby the underpaid and overworked crowd just look for a paycheck and end up working where they will be only tolerated.

Which is the reason they end up complaining about their job and ultimately learn to hate the grind. Not obvious: The ones who employ and lead everyone else have an elevated, almost mystical sense about themselves. Which peeled back to it’s core, reveals a heightened sense of SELF.

Which they daringly begin to FLAUNT. In spades.
Almost and to the point of compulsion.

Twist back to the early eighties. Remember when Elton John did that concert in Central Park and wore a duck suit? Now scale back into the last century and look at both Mark Twain and KFC Colonel Sanders. Did they wear white suits and only white suits to make choosing their days attire easier or were they flaunting their SELF? See the leading indicators?

What fascinates most observers is that after you can decode these social icons—using such intangibles—you then can study their “code” in virtually every success model that you pigeon hole. Not only that, but now with can needle pick through great biographies and pin point, for your own use, just how these social mega-stars become WHO they became.

Go salute yourself. Because now you will be able to observe and study the intangibles *of all successful people* and even better yet, hone your own BECAUSE the entire world then becomes your working model.

Now when you sharpen your pencil and study anyone and I mean anyone, who is on top of the food pile, even simply the ones running for school president, anyone who is ahead of the pack, *that is their precursor*. A sense of SELF. So much so that in contrast to everyone else, this makes them naturally command more attention, more sales, more applause from their fellow workers and now their once considered mystique is an open book.

While most human engineers are looking to study a successful persons business model, I was looking to study THEM; as a people. While most are trying to decode a successful persons third grade time management secrets or looking for certain modalities they use in their sales scripts, I was looking at people’s core and studying WHO they were BEING *versus what they were doing*.

In their exaggerated sense of SELF came their ability to self command which was their striking formula and knack for succeeding on-demand.

The reason outsiders to this magical success system seldom ever realize their own “Atilla The Hun” prowess is because they spend all of their days studying and applauding someone else’s SELF instead of their own **SELF**.

Most don’t believe or trust their own SELF.

But they do believe in over-time and what others command them to do.

In essence, they have been rude to their self and even called their **SELF** malicious names; so much so that they have learned not to trust their **SELF** and therefore, is it any wonder most people’s **SELF** has crawled into a hole and pulled the hole in after them!

To Thine Self Own Self Be True

New idea. LOVE your **SELF**. Speak kindly to your **SELF** and watch how what SELF (yours) does back to you. Tell your **SELF** that he or she is a good kid and that you forgive each other and in the end, SELF and I AM—*—is all you got.*

Notice too, that your I AM is the living God Force that not only made you, but He who lives inside of you as your super **SELF**.

Call it your **SUPER-CONSCIOUS** because that is precisely what your **SELF** is—a Universal knowing that if courted and *persistently wooed*—can bring you your divine assignment.

CATER to your **SELF**. Speak INCREASE and love into IT. In the past you asked OTHER selves, such as Tom, Dick and Harry for their “take” on you. At times you even only did as *other SELVES* told you—that you could do.

The Secret Formula

Make a note. The starting point is to have an elevated SELF-IMAGE where upon what you see in your head is ten times bigger than your current reality. Which means that a Caesar was “Caesar” BEFORE he was Caesar just as all great people were first great IN THEIR HEAD before they actualized themselves. *Great people are consciously aware of their power.*

The powerful who lead this world believe that “the voice” in their head is somehow a directive from their creator and as such, stands for more truth than what anyone or any circumstance stands to offer. Of which, is why the gifted (of sight) rise to the top. Why? Because they are living from inside out while the average man is living a life based solely on circumstance.

I could validate what I am sharing with you with scores of examples. But I will not. Because if you are so inclined, dip into ANY book about ANY leader and you will see, now that the “code” has been observed, that they all surrendered to the Universal knowing and the presence of God. *Period.*

A Genius is **anyone** who is conspicuously AWARE of the light within them: one who lives within the balance and rhythms of their Creator. Therefore, if you add it up, an Oprah Winfrey and say—a Bob Dylan or an Elvis Presley, *were co-conspirators with God.* True? Of course it is. But it gets [even] deeper because if you think about it, a Genius **is also** the bridge between man and God. How else could we explain Bill Gates, a Beethoven, a Michael Jordan or a Rachael Ray?

I believe that as a people, we are either seeking God or trying to escape Him. *I also believe that Geniuses are simply people who actualized an inner world of inspiration and who then presented what they found with everyone else.* (See Galileo, Muhammad Ali or Tony Robbins)

These are people who are forever interpreting the inspiration and whispers of the GOD FORCE, within them, whether it’s poetry, music, arts, technology, or any other product. Your mistake is to believe this is a power than is outside of you that you somehow were not born with. That’s your mistake.

Anyone, yes you—anyone, who is 101% working their SELF, without even a smattering of resistance, is therefore, experiencing their own Genius. These “types” are walking towards the LIGHT. Those are the ones who are Spellbound and who seek solitude in order to HEAR more inspiration. And I bet you have tapped into your own Genius before.

People who JUST KNOW, you know, the ones who just KNOW what they have is God inspired, **multiply and DIVIDE themselves** with the world as to UPLIFT mankind. (see DiNiro or Tim McGraw) This is why your starving artists seek expression even when they do it for free. This answers the question, “why did the SUPER SUCCESSFUL never give up?” Well now you know WHO they were being. They were being all of them-SELVES. Which is where He resides.

YOU are being inspired already by He who made you. *If you find yourself tirelessly studying your own SELF let that be a clue as to just how ready you are to experiencing ALL of yourself.*

Bruce Barton who wrote, “The Man Whom Nobody Knew” eluded to the LAW OF BEING while decoding the magic of Abe Lincoln and all great people with ———*“Inside of himself he felt his power, but where and when destiny would knock Lincoln wasn’t sure.”* And then later in this classic Barton said ———*“But to EVERY MAN of vision the CLEAR VOICE speaks and is heard by these Giant people. Nothing ever majestic and splendid ever came to anyone EXCEPT to those who believed inside of them lived something SUPERIOR to THEMSELVES and their surrounding circumstances!”*

Now tie it up. Watch this.

Hard work, leveraged equity and dedication (to themselves) are the roots of the rich. We already know that and to some extent, those traits are even expected. Maybe even trite amongst Billionaires.

Dedication is The Warriors Prayer To Himself

However, through it all and by the by, without an intense dedication to YOURSELF all of that personal power affirmation “umph,” goal setting and vision mapping is mind-noise. It’s useless.

What good is writing out goals and sticking them to your cars steering wheel if you allow negative friends to pull your wagon? What good is praying and meditating positive mental “can do” if you are inserting your “can do” in an environment that only tolerates you?

What good is making “double your income and triple your times off” if once you get there, you self destruct because you were too lazy to mentally condition yourself for massive financial gain?

What good is INCREASE if you never had the forth-right discipline to maintain and increase your

INCREASE---in the first place?

Be Your Own Rabbi. Make Your Work Your Prayer into SELF:

What comes before goal setting and before making a decision is a self examining of ones inner needs and quiet desires.

It’s about making a concentrated decision to truly personally evolve, beyond spending your life helping everyone around you evolve INSTEAD of putting yourself first.

From there, once you allow yourself that level of self nurturing attention, everything else in your life then takes on a deeper, truer meaning. Namely, a deeper and more meaningful dedication to yourself.

DEDICATION is cool, because it makes you stand out in a crowd. People will surround you when you have another big idea and loads of them will want to toss money at you in order to peel off a percentage of your energy---and whatever widget you are selling at that moment.

As an ACTION “Doer” if Discipline and someone now more aware, there is no failure, only do-over’s and get-ups and try agains.

Be remembered as the finisher. Your new motto is, “done, finished and complete.” Everything Lincoln did you can do better. And you will.

SELF STUDY

Please put your yellow highlighter down for a moment and think with me. Because here is something useful, call it an application if you will—and let this ring your bell.

Because it will. I Promises.

Here is something that few people ever take the time to consider. Something most people are not consciously aware of. Something STAGGERING.

Your Choice of Work Dictates Your Lifestyle:

- ** Where you work dictates how often you see your kids.
- ** Where you work decides whether you will be tolerated or celebrated.
- ** Where you DECIDE to work either validates you or is tears you down.
- ** What you do for work is either a blessing or a curse.

What the Giants did was surrender themselves to their SELF. Go watch the CHIEF of Police and try to ignore this fact. Study the struggling artist and notice how what they are DOING has become WHO they are.

One single shift. Try it. Edison did. Tiger Woods did. Dean and Depp did. I did and you can too. It’s subtle. All you do is gently shift to where you are most celebrated because THERE you were born to be a walking reward for people. Why is this easy?

Because all you do is become aware that this place DOES exist for you and you begin to notice SIGNS. You gently shift to that place. I did.

I understood that choosing the WRONG job environment could and would suffocate my TRUE natural abilities, and as such I yearned to LOCATE where my true NATURAL abilities were.

Choking on Leonardo

The ONLY difference between GREATS such as CAESAR, Leonardo, Plato, Marcus (see movie “Gladiator!”) Aurelius, Newton, Confucius and people like Martin Luther King is that THEY KNEW THEY were GREAT.

Which made them ACT into who they knew they were as opposed to the people doing “treadmill” is that the asleep man IGNORES and argues that he is small. Really, that’s the ONLY difference.

Chapter 4

The Law of Being

Whether it's DiVinci or Dicaprio, heightened SELVES are doing something that the masses have not yet given themselves permission to DO. I call that THING *"The Spellbound Method"* and it's this:

Step 1: (Cause)

These types of people are CERTAIN that they are able to do that which they see in their heads. Therefore, they become virtually hypnotized with their own FAITH; from what they first visualized. Which then makes their lives *an example of what they believe*. The Johnny Depps of the world live a life that gives EVIDENCE to their own **heightened SELF-IMAGE**.

Step 2: (Effect)

Other people *become Spellbound by these people*. Others stand in awe of the man who can spellbind HIMSELF and actually DO what he says he will and *is able to get OTHER people to AGREE with his faith*. This is the highest hidden order within the Alpha Code. *The ability to PERSUADE yourself that you CAN-DO that which you desire*.

And the POWER to persuade OTHERS to help both YOU and themselves. To the degree that this STRIKING of WILL is assumed, man succeeds. (see Bill Clinton)

But wait. Lets skin this apple even further. The PICTURE in their minds is so great, that NO person, thing or circumstance *gets in their way*. Money can not buy this BLISS. I repeat, MONEY can not buy this personal bliss.

THIS PICTURE—in their heads—is so **LARGE** and so clear they begin to actually become *larger personalities* than the commoners who are still buying lottery tickets and who forfeited their own **DREAM** to push another mans dream ahead, **instead** of their own.

In fact, these mental Giants become **SO CONVINCED** with the success picture of themselves, that God has carved into their **MINDS EYE**, that they even become fanatically driven!

They DON'T tucker out, they compulsively FOCUS through agony and they will-power themselves until the actual

OBJECT of their desire, *their secret love*, reveals itself in the natural, which was sourced, in their mind, through the SUPER-NATURAL.

The #1 Absolute Original Law of Attraction, Celebrity & Happiness

Muhammad Ali
Norman Schwartzkoff
Charles Manson
Hitler
Bruce Lee
Oprah and Madonna
Abraham Lincoln
John Lennon
BONO from "U2"
Bill Gates
Houdini / P.T. Barnum
David Letterman
Thomas Edison
Steven Spielberg
Tom Cruise
Police Officers
Bill Clinton / JFK
The Uni-Bomber
Johnny Depp
John McEnroe
Jack Nicholson
Arnold Palmer
Actor Johnny Depp
Ellen DeGeneres
Mick Jagger
Rachael Ray
Luwig Beethoven

When Muhammad Ali was commissioned to go fight in Vietnam he said, "Not going." Everyone told Ali that his name would be mud if he didn't and still the same, Ali said—"it's not my fight, not going." That's because Ali *was being* a LAW unto HIMSELF.

Here's The Hard Part

Keeping it real will be the hardest thing you ever do in your entire life. It's not a thing you acquire, but instead, a being of SELF that takes a lifetime of practice, commitment and denial of mediocrity.

The Law of Being

No other attraction law can work without the **#1 absolute foundational law** being used. Until you are a LAW unto YOURSELF you can chant "I am great" until the fat lady sings and **nothing will change**.

You can tape pictures of expensive cars on your bathroom mirror, tithe 15% (not 10%) and chant affirmations until your lips fall off.

And your results, until you adhere and practice this law will be of little consequence. The beauty is now for the first time in your life you know the **SECRET** of all success and you can see it and study it in all successful people. You can H-E-A-R it in Donald Trumps voice. You can witness it EACH time you watch American Idol. **Study SIMON COWELL!**

It's when **who you are** becomes **WHAT YOU DO** and not circumstance or a people *you* allow to stand in your way. Period!

The Ultimate Mistake of The Masses is That They Falsely
Believe There is Security in Being Like Everyone Else.
Then There's Those Whom Employ "That Crowd."
The Attractor Factor Behind "The Method"

People who are soaking within their own Alpha State and who are literally Spellbound over the FUTURE they see PICTURED in their heads are an open book. They use the law of "like attracts like" and also electro-magnetism—just as flowers do—to bring into reality that which they ACTED into faith because of what their MINDS expected them to experience. The motto of these Giants is, *"Words only have meaning in contrast to the ACTION one takes!"*

They know that God blesses a person's expectation more than He does (faith!) what a person simply wants. Wow!

"People Who Have a Belief Outside of Themselves That
is **Greater Than Them**—Employ Those Who Do Not."

Bill Gates saw a computer on every desk. Steve Jobs SAW entire libraries of music within a hand held iPod. Alexander first saw masterful conquests; FIRST, in his head.

Washington saw and believed in independence through unifying the colonies. Lincoln **expected** slavery to be abolished. I **expected 10,000 people** to show up BEFORE I drew out plans to cater to them within my own direct sales business.

Barnum expected to develop the "Greatest Show on Earth" and by gum, he built it. The boss who cuts your checks NEVER saw herself as a follower and sits on top of the food chain. Edison? How did Edison KNOW he'd pull off the light bulb? Even after 3,000 failed attempts Edison KEPT going. Was he Spellbound—YES! YES! YES!

While unraveling "The Method" we can concur that GIANTS are able to get *other people to believe in what they want* to happen. Never forget this, "a Goal is only a dream until OTHER people believe in your goal and assume your passion of execution with you."

Who ever heard of a Millionaire who worked alone without the aid of vast armies of helpers and fellow dreamers! Those who can't get agreements *from other people* WORK for those who can. Those who *can not* summon DESIRE in other people work FOR those who can. The 97% who are NOT "Spellbound" work FOR the 3% who are.

There is NOTHING NEW here that I have said. It's all Biblical law. I am only a mimic and a deft living EXAMPLE of this MAGICAL MIND STUFF. People who **"act out"** the DESIRE in their heads become the Giants of society.

All About The Happy Mechanic

Once you understand what "The Method" *looks like*, you can spot other happy-as-a-larks instantly from a mile away.

These extremely SELF-AWARE Geniuses have accessed their better *and they doggone know it*. Those Rascals know it! Yes, they are **conscious** of their GIFT which they have given themselves through ultimate self expression.

They are poised, relaxed, always the FIRST to show empathy to others and they actually get a BOOST from their work. These are the EIGHT GRADE class Presidents and the happy car mechanic. It's the gal who runs the flower shop. It's Ted Turner. It's Jeff Bezos of Amazon. Their "what is it" IS that they had the spine to go where they would be **MOST celebrated** and doing a work *that they knew* they'd MOST reward others with, while everyone else is working where they are only tolerated and working to pay bills.

These social odd-balls are working for what money CAN'T buy. Their work is their prayer—into themselves—and all they are doing is living a happy life by BEING TRUE **to their nature**. They can SEE their FUTURE and are happily moving *towards what they see in their heads*.

Their spirit is that of a bird. They are free from a self loathing self-image and they LIGHT up the rooms that they walk into and they're happiness is contagious! (See Rachael Ray, Mick Jagger or Kelly Ripa)

Doing "Sparrow" Because Anything Else is Being a Fraud

Go **STUDY** a Police officer. I mean **STUDY** him or her and notice for the first time, JUST how doggone **convinced of themselves** they are. Their posture doesn't waver. Not even a little. They are like statues in their ability to "law unto themselves." But how? Here's is how . . .

BECAUSE they are exercising **SELF-LAW** and they are "Spellbound" without CARE or **your** opinion or what **you** might think of them. Go watch the beauty of a Police Officer. Well heck, it's the SAME as watching a Bill Clinton, a TYRA BANKS or even, say—a **Bird**.

Go study a Sparrow and notice how the Sparrow isn't doing *anything but* Sparrow. It's **not** doing "dog." It's not doing lazy. It's not doing depressed. The sparrow is **JUST BEING SPARROW**.

Animals never get caught up in their own mind. Ever. They don't take off a day. They don't medicate themselves. They never do "oh poor me" and the MAGIC of bird watching (I like from 57 am) is watching NATURE and GOD—*expressed in a living form*.

Which is the SAME as watching old DVDs of the Beatles or say an Elvis Presley. *It's watching GOD express Himself*. It really is.

**Mediocrity is a Choice And Everyone is Self-Made.
Except Only Millionaires Seem to Admit That.**
*Power, Affluence and Celebrity Are All Around You. . .
and All You Have To Do is Ask For It To Appear
And Honor You With Its Attention.*

Thy Way of Brando

Marlon Brando was a Quack. Weird. One can short of a six-pack. But also, like Einstein, a Genius who became a living Legend.

Brando, today, is considered by Pacino and Nicholson as the greatest actor **to** have ever **lived**. Do you want to really study the “alpha code?” I did. You should study Brando the man. Why? Because *he personified being a law unto yourself*.

**Please Note. The World Caters and Almost Stands Still
For The Unorthodox Who *FLAUNT* Them *SELVES*.**

**** People who take a stand get others to stand around them. Always.****

Marlon flipped the bird at Hollywood, shunned old friends that didn't scoot up to his intellectual prowess, shunned making movies in the seventies, in order to stand behind the Black Panthers (revolution), and ended the last **30** years of his life fighting for American Indians (see Wounded Knee).

Brando not only did it his way, but to such an extent that his legend only etched into the populous just that much deeper. The common man can only imagine the mental discipline and sheer **I AM** that Brando inspired into himself and then ultimately into a world. *That so inspires me as I know it does you too.*

Profiling of Serial Over Achievers

Giants within the (Mushin) Alpha State who have committed SELF unto their **I AM** begin to flaunt and almost DARE themselves to be authentic. It's virtually that they “stamp” their individuality on themselves as well as giving themselves a PRIMAL narrative.

They begin to dress differently, suck the air out of the rooms they glide into and dominate social arenas. Watch the most popular car salesman down at the dealership. Notice the KID who is captain of the High School football team. NOTICE that they have *defined their difference* into WHO they are and become a walking billboard of INFLUENCE and celebrity. You've done this. **You have**. Now just do it more.

- ? **TIME** magazine “man of the year” BONO wears big **weird** blue sunglasses.
- ? James Dean invented the white T-Shirt look. (Signature Stamp?)
- ? Einstein with his crazy hair-do that stood up and looked wacky!
- ? The super-smart “Nerds” who **DARE** us to *adapt to them*.
- ? Malcolm wore **tiny** little bow-ties and Mark Twain only wore white suits.
- ? Muhammad Ali told POEMS and was flaunting his “I am an individual.”
- ? Marilyn Monroe. Is there a better example of being a LAW UNTO yourself!
- ? People in the ALPHA STATE **speak with a certainty** that sounds like J.F.K.

The mind-set is not about GETTING money; it's about getting YOURSELF more. It's like residual money and you build RESIDUAL growth into yourself.” This next piece to the success puzzle is worth Millions to you. IF and ONLY if you apply this technique. Here it is, you “*build growth into your life.*” *The winners in life actually build growth onto their lives while everyone else is always starting over.*

- ? Everything you do **builds equity** into your future.
- ? Your labor and relationships build future equity that lasts a lifetime.
- ? You don't have to get it right. Now, you JUST get the darn thing going!
- ? Your life is an example of reciprocity. “*What you give away you get to keep.*”

Your Word is Law: You realize that you can never be more than the words that fall from your lips. “Increase” and inspiration is now your working order. What you say TODAY *predicts the harvest* that is about to appear. SPEAK your world into (see Proverbs) existence. Arnold did. Caesar did. You can too.

A Law Unto Yourself (under God): You walk your talk and if you MUST speak, from now on, your words are a REWARD *for other people*. Your words only have value in relation to the ACTION *that reflects what you say*.

Your Labor is Your Prayer: The new discipline is this, go to the job that you may not love and exercise your better, in order to locate your best. Can you imagine Christopher Columbus or Marcus Aurelius sucking their thumbs or complaining? Banish the thought! Your FUTURE dominion is now expressed TODAY as you focus into agony (see Henry Ford) and today ambition is your next meal. YOU one-up **yourself** hourly to build out your territory. I used to touch a few lives daily as a door-to-door salesman. Now I touch untold thousands. But how? I out-grew “Joe The Meat-Man.”

Divide and Multiply: Now you will *divide your DESIRE* into people each day. If only to INSPIRE the guy pumping your gasoline. BEGIN to see everyone as your PARTNER and new FRIENDS, who will appear as strangers, will stunningly ask, “how can I help you OUT GROW your territory?”

The Law of ORDER: Pain is result of things OUT of order. Frustration is often a result of things OUT of order. BEGIN to seek ORDER. A messy car *telegraphs* a messy and cluttered MIND. Sloppy old clothes telegraph a mind that is tired and lazy. Seek peace. BE MORE QUIET. Loud people are secretly afraid THINGS (like self-image) being **TAKEN from them**.

Bring Your Own Weather. From now on you carry the weather in your own pocket. YOU DICTATE your own SUN, not other people and allow NO one the power to alter your mood. NO ONE. Let no ones **mind become yours**.

FOCUS: Mans failure can be traced back to broken focus and his decision NOT to invest enough TIME into what he was seeking. *Allow NO man to break your focus. Never.*

Success is Really Organized Defeat

The fact is, nature has a very crafty system that eliminates the weak from gaining too much POWER---and authority----*and nature purges itself of people who won't be able to handle the pressure.*

Nature does this to make sure that STRONG people will be around to assist Her in keeping everything in order.

Success, authority and ocean front property are strictly reserved for the mighty, for the strong and for the Pioneer Doers who have enough stamina to withstand the severe **social stigma** of F-A-I-L-U-R-E.

Imagine how weak the guy is because he quits too soon BECAUSE he is afraid how his family and FRIENDS (?) will JUDGE him because of his whiffs at the ball.

He strikes out a few hundred times. Gets freaked by the possibility of what his FAMILY might think and so he quits and high tails it down to AT&T and asks, "got any jobs left?"

Thank God Washington, Franklin and Gates never felt like that.

97% of The People Who Quit Too Soon Are Employed By The 3% Who Never Gave Up!

*The weak crumble and are employed by those who can withstand the chaos leading up to riches and who ultimately **decode** the formula for victory! That or they are employed because they don't have a self image to support their ability to be a leader in the first place.*

Get Creative. Quick. You've Got a Lifetime Ahead of You

Not good or bad. That's just how nature works. Don't quit. Get creative. Don't give up. Be persistent. Stay in the game because quitting isn't an option. Oprah, Arnold, Martin and Bill did. You too. Now it's your turn. Just vote yourself in and decide to do the do no matter what. It's your turn.

Less Struggle. More Sparrow.

Man is like water. He looks to EXPRESS himself. Like man, water is forever seeking to find its level. Whether sifting through a brook, bumping about in a stream, sleeping in a lake or canoeing towards the sea, *water* is always searching to EXPRESS itself beautifully in the sea.

In man, this is the **ALPHA STATE and his** nature, it never changes and as with all of nature, all things are seeking a total and beautiful self expression.

Struggle and regretting yourself through life is what the non-thinking person does. They don't take the time to FIGURE it out.

P.S. You were born to EXPAND and increase. To flow. Not to dedicate your boredom to a 401k and a job you loathe. For those who succumb to the whims of others is it any wonder they are depressed? Key point. Depression is your own CLUE, back to yourself, that your life is OUT of ORDER.

The Alpha State is Your True Authentic NATURAL Self

Seek your proper level. Be the stream. That's order. LOCATE where you are suppose to be. If you haven't, it's because you agreed onto the side of failure and not success. *Agreeing to fail is to agree to settle. To thy own self be true.*

Human Engineering

Just like nature, the BALANCE of failure is perfectly engineered. That's because each goof that we tangle with, as we razzmatazz through pop-flies and into grandiosity, each whiff we take is a measuring device—and sign—from which we can better monitor, balance and perfect our weaknesses and mistakes. Just take the time to FIGURE it out.

So much so, that unlike quitters, who see obstacles as reasons to stop and quit, Disciples of the ALPHA state see mistakes as an opportunity to correct, realign and rethink.

Man is searching, day and night, for **Total EXPRESSION** of himself. Keep in mind though, that when man hesitates or ignores his God given urge, *he becomes depressed, sullen and sinks into self loathing addictions. He does this as an affirmation to his own stinking-thinking. To err is human. Not to get up again is stupid.*

Chapter 5

The Warriors Spell Book

Within the scope and dimension of the Alpha Code also rests the concept of the “Artists Life.” Examples of such artists could be artists like Ben Franklin, Madonna, Ernest Hemingway, Sean Pean and say, iPod creator Steve Jobs. ANYONE who has reached the Warriors mental domain known as *Mushin* are **Soldiers of Prosperity** who simply refused blind obedience, tradition or popular opinion and thus, changed the worlds around them—by having such a “spell” over themselves and from the vision they saw inside of their heads.

The *contrast* then is about those who *resist* the Artists life and who *have MORE faith in what they imitate than what they originate*. Versus say, the Alpha tribe, which manifests *will* stemming from self identity vs. everyone else who imitates these mental “I am” Giants.

The Warriors Way

The **Samurai Warriors** date back to Japan in the sixth century as well as the caste system in India and within the Chivalric orders of feudal Europe. And because the Samurai Warriors were such special people, who put honor, respect, self esteem and their pursuit of excellence in such high regard, they seldom lost and were world recognized as a people who achieved great status in life, in whatever their chosen vocations were. And if you study them you will see why.

Now today, as local Karate and martial arts schools populate Main Street America, is it any wonder car pools of grade school children are integrated into the **WARRIORS WAY** of Discipline? No, it's not and if you asked the parents of these crumb-crushers WHY they were sending their kids to these schools one word would heat up the rest of their answer, “*Discipline, I want my child to learn discipline (first) and self-defense (second)*.”

The Warriors Way is a discipline about refining ones character by seeking the truth from within. In modern terms, I call this, as I am sure by know you have guessed, the Alpha State. It's attention pressed towards your core being (the cause) which then inspires (the effect) action without a denying ego.

Over a decade ago one of my first audio tapes was called, “The Disciplines of Doership.” If you already own that audio hopefully—after studying this book, it will resonate into your soul just that much stronger. Go listen to it again.

Onward. More from the **VIKING PRINCESS**:

The **Alpha State** is a discipline of mind. A way of life. So start to see yourself within an elite group. And know that the Samurai often exercised in a group or a (DoJo) special place where together, Warriors soldiered each others “can do” spirit and refined each others ability to dominate their own personal will. *Environment is key*. It can change your life and heighten your total expression. So locate like minded people.

Her Discipline of Obligation is Her Honor into All

The burden of the (Samurai) person who uses her Alpha State to achieve prowess, posture and social superiority, sets into motion an *intrinsic mode of service* back to the society around them. **Why?** Because those who have reached this mental piling of “can do” also believe that elevating everyone around them, who is clearly struggling, is part of the true honor that the Warrior *casts back into society*.

So begin now. Be someone for somebody. You are ready.

Moreover, the true Alpha believes that what she does TO other people God does **TO** her. Which if you peeled back into Universal law states, “what you give away you always get to keep.” You add increase onto all around you because you know that in fact, you were born to be a walking reward for people. Not an “answer” for them. Just an inspiration.

Please note: The new core valuation in the new inspiration economy will be more SERVICE through reciprocity that spirals into an economy teaming on the demand side, where it's the higher good of all, versus how much “bank” that you can impulse each other out of.

The new normal will be about trading intangibles such as reputations, discipline and focus more than it will be about profit margins and slam-dunks. Work that represents your love will be the new world order. (see Rachael Ray and Rev. Run)

Chasing Bruce Lee. In Under 30 Seconds.

Mushin, is the mental equivalent of not-thinking and just being.

For years I have told the people who have studied with me and trained using my books, retreats, our Inner Circle of Discipline and benefited from our “Warriors Nest” **training community**, “I don’t know who writes what I etch into paper. I graduated almost last in my High School Class, have no classical Warrior training and at best, all I do is LISTEN to the guiding voices in my head and poof, that is how I created my reservoir of training materials. *All I do is access the Alpha State.*”

The ancient Warrior Masters called “that place” of knowing which transcends you to **INSTANT BEING**, *Mushin*. *The rules are. . .*

- ? No thinking. Just BE and ARE.
- ? Who cares what anyone thinks. JUST ARE and “I am.”
- ? Thinking will interfere with flow. Do you. Be in 100% control.
- ? There is no failure. Only correction + time = big house.
- ? Lose mental chatter in order to REACT on the level of Genius.
- ? Trust instinct over what the neighbors might say.
- ? Lose yourself into OTHER people. Be a SUN of God.
- ? *Train together*. BUILD each other up. Rehearse, fight and study.

Where To Observe The “Spell” of Mushin

Listen to any of my live open Discipline conference calls and you will be able to *HEAR IT* in me. I go into *Mushin* now, on demand.

Just after you wake up tomorrow, be still, grab a tea and go dip yourself into yourself. Find your basement and be quiet. And listen.

STUDY and watch “American Idol” and notice Simon Cowell. Go watch Oprah or Hank Williams, Jr. (Notice their *Mushin*)

THINK back to any time in your life when you “hit” the mark and won some kind of award. YOU have *already experienced this*.

To know that this mind-set even exists, means to allow more of it’s magic to flow immediately back towards you. DO YOU.

Mind-set is to mentally being ready to receive more.

Seek wisdom. WISDOM is all that you DON’T know. Seek wisdom.

Zanshin—So Alert You Dominate

One of the most advanced skills of any successful person, not to mention the Warrior herself, is *Zanshin*.

There is no direct English translation for this Japanese word, it simply means to boil yourself down to such a degree through *Mushin*, than you **transcend** into an **alertness** called, *Zanshin*.

- ? Watch and SEE and look into the eyes of Donald Trump the next time you see him on television. He’s always in *Zanshin*.
- ? Before fighters attack each other they each get an euphoric adrenaline rush. That’s *Zanshin*.
- ? Go watch an old Eddie Murphy **HBO** special. (see *Zanshin*).
- ? Go watch a cat and notice how it will paw and play with a mouse before it eats it. The “trance” the cat goes into, before they eat their victims, is *Zanshin*. It’s an alertness linked to domination.

Zanshin is **not** something you get, because we all naturally possess this ALPHA State. Instead, it’s a Warriors success technique that you **remember**. It’s an instinct you were coded with the second of birth.

Zanshin is the core instinct of all predatory animals. Human **serial killers** thrive on the rush of *Zanshin* and the elite who rule over each other in a preserved, orderly society, also rule from a “state” of *Zanshin*. Women will giggle and say, “He’s such an Alpha Male.” However, there’s a truer word with a more relevant historical honor and it’s called, *Zanshin*.

Step 1: Locate your *Mushin*. Do more of yourself.

Step 2: Exercise your best and dominate through *Zanshin*.

Step 3: Welcome to what celebrity “aura” and greatness is.

Study / Train / Rehearse

It’s best to train with someone. Listen to each other and NOTICE who is more (alert) “in the moment.” Also, train with each other and speak to each other about your results in capturing your goals and intention.

In the western world, talk is cheap. In the orient—*your words are law*.

Because most people don't surrender to their original nature, we STARE at those who do in magazines. We call them "celebrities" and the SPELL that they cast is obvious only to those that can see the world *from within the Alpha State*.

Your Mess is Your Message

If the super rich have an intangible "secret," which they do and have many, *one* of them is this—their "mess is their message.

Truman Capote, John Gotti, Lyndon Baines Johnson and John Lennon were just being the Sparrow and they didn't let embarrassment or OTHER people stop them from being their complete and natural selves. It takes guts to be someone of influence. And if you have the guts to stand out and to let it all hang out—no matter what—the world will tilt for you only because the collective consciousness of man REWARDS the few who *inspires everyone else* to be more comfortable in their own skin. *Can you imagine Edison, Carnegie or Kid Rock sitting home stung with a paralyzing immobility worrying about what OTHER people thought of them? Not a chance.*

Until you can fully develop ALL of yourself and bring ALL of yourself to the table, even the side of you that you often hide, you won't be able to hold a candle to Mick Jagger or the kid in school who all the kids want to play with. This will take practice and won't be easy at first.

Please STUDY an Emeril Lagasse or a David Blain and look for the hidden order of those who Giant over everyone else. Which is simply about bringing your PAST into peoples experience of you now because that in and of itself justifies and honors *your present*.

Here's The Formula:

Authenticity Breeds Trust and Trust Makes You Attractive

The Alpha Code

A Warriors SIGNATURE quality is their ability to be *daringly themselves*. It's a comfort of SELF that most struggle with which makes those who can pull off this intangible magic of the successful —*somehow special in the mind of the masses*.

Something else. Listen. The first step to getting others under your spell is to be FIRST spellbound by your own image of your SELF.

Einstein, Janis Joplin, Kinsey and Elvis all shared the same personality trait. They were all daringly authentic. They brought their ENTIRE selves to the table. Which is a "silent power" that others recognize as sheer and utter *breath taking* confidence,

It's about *placing extreme value on your past*. Which in turn makes everyone relate to you. *Everyone has a past they are embarrassed about. And you separate yourself from the masses by doing what they can't—you put value on yours*. This is the Killer App.

Here Is More Formula
What People Despised About Me I Used as Equity
Guys like me and Howard Stern took what we used to be utterly despised for and flipped it around as a positive. "Joe The Meat-Man" the struggling door-to-door salesman. Howard the Geek who babes couldn't stand. Now he dates world class models. See my point? It's about USING what other people detested about you (or) what they used to mock you about—and using *THAT as your calling card*. This is *absolute magic* if you APPLY this actual formula.

Few People **Value** Their Struggle or Even Speak About it. *When You Do it Validates Everyone Else's Experience... and Makes You Authentic To The Degree of an Expert.*
Harry Houdini
Dog The Bounty Hunter
Jimmy Swaggart
P. Diddy & Rev. Run
Ozzie Osborne
Helen Keller

You become a WALKING REWARD for other people and you put them at ease by celebrating your own difference. That actually inspires people. *You invest EQUITY into yourself by spreading all of you into others.*

Your Difference Becomes Your Destiny

Locate any great leader and you will uncover someone who turned what they used to be JEERED for into their grand encore. The key is understand that what makes you DIFFERENT is actually the KEY to the country club.

Power Tripping:

Everyone wants POWER. That's why they search for keys to the Kingdom at church, in the latest attraction books (is it really a secret?) and if you boiled down all religions, all of them, are teaching people how to access their own individual power.

Even watching *American Idol* or going to a sports arena, to watch some guys bash each other up, is an exercise in POWER, i.e., you are watching people express theirs. It's all about POWER and that pretty much is all man thinks about all day long. More of his own, how to acquire more for himself *and who is trying to dismantle his*.

Power, not in some retarded "I am Guru" way, but simply in your ability to be in CONTROL over your environment, your income and in control over life's circumstances. Never forget this, that you were BORN with a mind to invite GREATNESS to you and a **body** to manage **power**.

With that said, here are some technique to have the magnetic ability of a Bill Clinton, who can walk into a crowded room and suck all of the air out of it, just because of his SELF-AWARENESS or say a Johnny Carson who demanded attention simply because of the fact that he was so thrillingly HIMSELF. (His own comfort relaxed everyone else)

Which relates back to the cardinal rule, *"People will only find you attractive, first and foremost, to the degree that you are attracted first—to yourself."*

Note: If you are perceived by others in the tribe as weak or in survival mode, you will be considered weak. People are living within their own survival angst *and do not want to FOLLOW others who share their struggle in life*.

Casting Another Spell

If you are one who is considered THRIVING and not simply surviving, you will be someone considered to having a secret POWER and others in the village will find you very attractive *and automatically be mesmerized by you*.

In the context of the Genetic Code, I call this the Alpha Gene. Mans genetic code begins with **better survival** and he *attaches himself to those who are apparently surviving better than he. Never forget that*.

Try This: Become a Walking Reward For Everyone
Not the answer, just a reward. Muhammad Ali did that.

Ali promised people MORE of tomorrow and as such, they wanted more Ali. He relaxed everyone within a 100 yards of himself.

Here's more "code." Most people are scared to death. They really are. Sacred to death.

Even your most POPULAR people fear that the power they do have (?) will somehow vanish and they fear they will be found out as to just how average they secretly and really are. Now that you know this, the SECRET is to try to make everyone you come in contact with more comfortable and REMIND everyone that they will be alright.

Application and Technique:

This is so subtle, but get this. Remind everyone *that they will survive*. That the sun WILL come out tomorrow. That food will be provided for them and that "it will be alright." Breathe INCREASE to people. [Be love.]

You can exercise immediate POWER by being the one to remind all of those around you that "it will be alright." You needn't explain why and you don't have to act like some Swammi seer of all good.

Where Power Comes From

You can't "get" power any more than you can GET electricity. At best, all you can do is INVITE it to you. All you do is invite OTHER people to share their Network, share their TIME and their influence with you. Then you wake up and like 225,000 people are buying what you sell.

All because seven to ten Alpha types decided you were cool and they tipped their hats *and THEIR flocks shared back energy with you*. That easy.

And this starts with you being someone for somebody. This starts with you *being someone people want more of*. Make the energy that you GIVE away something people actually become addicted to. Oprah does that.

Do this. BUILD people and people will build your business. Do this. Become the right kind of person and the RIGHT kinds of people will give you their TIME and influence and as such, they JUST shared *their power* with you.

Power is not something you get. It's SHARED with you by way of other people offering you their TIME and their influence. The charisma we feel from GIANT people is this: they validate their own influence into us without asking us to validate them. Because they are already sold on themselves.