

Powerful Formula

- It works every time you apply it
- It is like a "Mental Elixir" to regenerate Mind Power
- It is designed to regenerate activity in your mind
- It creates a disciplined set of actions

The Formula Provides

- Motivation
- Insights
- Technical Skill Development
- Intellectual stimulation
- Awareness of Self
- An Answer to Any problem or challenge

The 4 Pillars of Inner Game Entrainment

- 1. Reading Books
- 2. Listening to Audios & Watching Videos
- 3. Association
- 4. Mentoring & Coaching

The Right Books

- Books that develop your mind
- Books that assist in your creation of power thoughts
- Books generate Self-Esteem Enhancement
- When you read, you reflect inward

Specialized Knowledge Books

- Books that teach you a skill
- If you read 10-15 books on a subject, you'd be an expert on that subject
- Specialized knowledge gets you far
 - Health & Fitness
 - Finance
 - Sales
 - Marketing

How To Read

- Take Notes
- Hi-light the important parts
- Take your time and digest each word.
- Think about what you read

Reading is a Power Structure of Growth

- Form a Mastermind of people with a common interest
- Visit forums on the topics
- Most Leaders are readers
- Become hungry for knowledge and it will enhance your life.

Books to Read

- Think & Grow Rich
- Power vs Force
- Psycho-Cybernetics
- The Surrender Experiment
- The Power of Now
- The Mind Force Library
- and many others...

"Mentoring, Coaching & Association"

Association is a Big Key To Success

- You generally will be like the people you associate with
- Creating Association with other liked minded people is power
- It is a "Core Component to the DME Process

Association Exercise

- Identify your top 5-10 friends or colleagues
- Add up their skills, income, etc.
- Your skills/income will be about an average of those in the group

Who Do You Associate With?

- Friends
- Business Colleagues
- Family
- Strangers
- No one

The Power of a Coach or Mentor

- Every Professional Actor, Musician, Sports
 Superstar has a Coach, Mentor, Agent, etc
- Smart people seek out a mentor or coach
- They don't always have to be wealthy, just wealthy with the knowledge you need.
- You can never be your own coach or mentor
- "In the multitude of counsel there is wisdom"

Association

- These are the people or influences you hang around most
- Could be the things you are influenced by (TV, Movies, Books)
- It determines where you are in life
- It forecasts your future

Mentor/Coach

- Everyone needs a third party perspective
- A Mentor or Coach guides you and protects you from yourself or others
- It is the Mental Melding of two or more minds for a common goal, purpose or objective

The Mentor Model

- Learn from them
- Model them
- Open up to them
- Take their feedback & use the Plan/Do/Review formula

Coach Criteria

- Must be successful in a given area
- Must be able to teach and guide
- Must be someone you respect
- They must take a sincere interest in helping you

The **Mastermind**

- A "Think Tenk" of individuals with common interests & goals
- Can be professional, personal, athletic, etc
- Allows you to share ideas, and receive group feedback
- Your effectiveness will increase exponentially when using this concept

Take a Millionaire to Lunch

- Take someone successful to lunch
- Ask them questions about how they got to be
- Who, What, Where, When, With Whom
- Pick their brain
- Ask if they will mentor you
- Interview potential mentors or coaches

Resources

- Find groups in your interest base
- Check www.meetup.com
- Google "Mastermind groups for whatever you seek
- Ask around

Some Keys

- Condition your mind daily of who you can associate with
- Also associate through books, audios, videos
- Discipline yourself to think of masterminding
- All Successful people utilize this principle

Why This Works

- It provides a doorway into your true self
- It simulates the mind from
 - Visual (reading & watching)
 - Auditory (listening)
 - Experiential (reading & association)
 - Camaraderie (association)

Overview of The Formula

