

## **THE SECRETS OF SUPER SUCCESSFUL MASTERMINDING**

The following suggestions on MasterMinding were prepared for Bob Proctor by Mark Victor Hansen.

The Secret of the Super Successful is being a participant in a MasterMind Alliance. It is the way to obtain unlimited results in business and in life. A MasterMind Alliance is two or more individuals who voluntarily come together to creatively put their energy behind a definite major purpose. That is, build a business, family, school, raise money or solve problems, accomplishing more together than they could alone. It's like a flashlight; a flashlight is powerless until both batteries are harmonically in place, you press the button and the flashlight lights. Likewise, each of us needs the other to bring out our full talents, resources and abilities.

MasterMinding uses blended mind-power-in-action to obtain unlimited results - financially, corporately, entrepreneurially, psychologically, spiritually and familially. None of us can be totally successful alone. We need other people to energize our outlook, and find the best that's in us and in the group. We need others to see more in us than we see in ourselves. We need others to work with us, support, encourage and empower us to fulfill our relationship to the Master Mind Alliance, to each other, to ourselves, and to our greatest purpose.

When two individual candles are brought together, an amazing thing happens. You light one candle and then you use that candle to light the other candle and what happens is that each one individually is well lit; but when you bring them together you get a candle flame that is four-fold as big. The same is true of a Master Mind relationship. It's like one arrow can easily be broken, right? However, when you put arrows together in harmony, unless you are Arnold Schwarzenegger, you can't break them, they are virtually unbreakable. Individuals harmoniously working together, driven with a purpose to make a profound difference are virtually unbreakable like the arrows.

That's the vital essence of MasterMinding; friendly individuals working in total synchronization to achieve a purpose or purposes bigger than themselves. The old cliché is "united we stand, divided we fall." To become a great person, a great entrepreneur, leader, speaker, author, teacher, scientist, politician, thinker or athlete, you must have a Master Mind relationship. The all-wise providence made us individually incomplete. When we harmonize with others our power to achieve becomes complete. A MasterMind partnership may or may not be called by that name, and it may or may not be visible immediately, but is a requisite of greatness.

Read any biography or autobiography and you'll find a MasterMind relationship. Greatness is dependent on two or more working together. The ageless, timeless principle of MasterMinding is like  $2 \times 2 = 4$ . It can't wear out, rust out, tire out, or go on vacation. It works for each of us who employs it. It allows us to rise to new standards of performance and possibilities as our excitement levels expand. Our capacity to be, do and have will geometrically increase. We will become better individuals, assuming our association with like-minded people who are well-rounded and think of things like love, beauty, nobility and world-serving benefits. The possibilities are endless.

MasterMinding always starts as an idea in one person's mind. It's similar to when two people get married and one moves into the other's home. Initially, it will feel uncomfortable to the newcomer; the new person can actually feel like an interloper. To make it work, newlyweds are best off if they buy or rent a brand new home. In marriages that work, they give 100% of their power to the marital relationship; therefore the relationship becomes a strong new entity. A MasterMind relationship is like a temple for the entity of the group. When people try to give 100% to another individual, it doesn't work. In

MasterMinding, as in marriages that work, it's the mystical bonding that works. It is actively communicated, understood and accepted as the third new mind.

To begin with, in a MasterMind group, one person carefully enrolls another on-purpose, friendly individual. The two people meet regularly; add other selected unanimously agreed-upon individuals who will work in total harmony for the good of each other and for the good of the group. The idea of having a support group precedes its creation, harmonic integration and mutual support and then it's phenomenal outpouring of results, expected and unexpected. Choose to form your own group or groups. Attract to your group, the keenest, brightest, most cooperative minds available: individuals who want to be on-purpose for themselves and others. To admit a new member, you must have unanimous consent. Andrew Carnegie taught that the most critical thing each member brings to each meeting is a positive mental attitude. Negative, selfish, critical, demanding attitudes destroy MasterMind groups. These individuals must be asked to resign.

Choose to meet at least weekly for an hour to an hour and a half. This meeting must be a life-enhancing priority. The meetings are to be upbeat, enriching, encouraging, helpful, and beneficial to each member and to the groups' collective purpose and purposes. Each individual must demonstrate their abilities, resources, and talents to contribute generally to the good of the group and each other, into a purpose bigger than themselves. The contribution may be contacts, money, support, goodwill, education, experience or talent. After a meeting, each member will feel an elevated sense of well-being and feel connected to a higher spiritual source. New energy will flow through their minds and hearts.

For example, a salesperson can leave the meeting so pumped up and turned on, that the biggest, toughest prospect will feel their energy resonations and find that person and their sales offer irresistible. Each member will feel their self-esteem and self-reliance quantumly expanded. We grow from the people and projects that we encounter. The better they are, the more we transcend ourselves. Napoleon Hill and Andrew Carnegie taught that the two most important principles for super success are "have a definite major purpose," and "have a Master Mind group." Lee Iacocca took over Chrysler when it was in the graveyard. He gave it a definite, major purpose. He said "Chrysler will be the biggest and the best." Then he integrated his Master Mind group of stars to drive that company toward its goal and achieved it in less than one decade.

Once each member starts to experience these kinds of results, accomplishments and feedback, they get new energy and it activates them to move at warp speed. Being in a MasterMind group is the secret of starting at the bottom and moving to the top of an industry and life. It is the epitome of self-promotion in motion. It's essential for wealth and empire builders. Once you form one successful group, you will probably form others. Each spews forth its own benefits. Master Minding is practical and beneficial to any human relationship.

Since I travel extensively, I'm involved in several MasterMind groups around the world. As you learn and practice the procedures, you will form alliances with other successful individuals in specialty fields. They will work with you and together you will guarantee future success from the beginning of every one of your endeavors. My number one MasterMind partner is my wife, Patty. We also have a family MasterMinding session with Patty, my daughters Elisabeth and Melanie, my housekeeper Eva, and myself. Our heads, hearts, minds and spirits are coalesced for the common good of our entire family. We are happy, content and financially secure. It's preferable to have a formalized, weekly MasterMind meeting where the goal is to maximally enrich each other's relationships and look for growth and harmony amongst each other.

I'm a great tourist, and I visit everything I can. While in Rochester, New York I visited George Eastman's museum. George Eastman, as you may remember, was the founder of Kodak. The pictures on the wall of his archival museum clearly show an ever-expanding network created by one man dedicated to the principle of MasterMinding. Eastman's chromo files and pictures show the growth and development of cameras and films as he aggregated like-minded people to work together in harmony, from an assortment of different industries to create the new industry of film, cameras, and photography.

Andrew Carnegie said, "I discovered and appropriated the principles of MasterMinding when reading the story of Jesus Christ and his twelve disciples in the New Testament." Jesus was the first person to use the principle. Carnegie realized that Jesus performed his first miracle, turning water into wine, at the Canaan wedding feast when he had twelve disciples synchronized in the spirit of complete harmony. Christ's power grew out of his relationship with God, and the power of his disciples grew out of their harmonious alliance with him and God.

Each of us can use the blended discovery of mind-power with a definite major purpose and contact the Universal mind. Mr. Carnegie grasped the MasterMinding principle and enrolled his friend and colleague, Charles Schwab, who was also a day laborer earning pennies a day, to catch the vision of creating and building "the world's largest manufacturing and marketing steel company." Using the MasterMind principle, they achieved a common goal. Carnegie ultimately paid Schwab the then outrageous bonus of \$1,000,000 a year for outperforming, out serving, out thinking, and out selling himself. Both men worked enthusiastically together, always going the extra mile, personally and professionally. They created new possibilities together that neither individual could have done alone.

The "Old Scotsman" as he was called, went from rags-to-riches in his lifetime becoming the world's richest man, because he apprehended, comprehended and used the principles of MasterMinding. He openly admitted, "I knew little of marketing and manufacturing steel, I surrounded myself with more than a score of men, whose combined education, experience and abilities, gave me the full benefit of all that is known. My job: to keep these men inspired with desire to do the finest job possible." He said "I have a system of compensation which permits every member of my MasterMind group to name his or her own financial reward, but the system is arranged such that beyond a certain maximum salary which each person is allowed, an individual must establish definite proof that they have earned more than that amount before they receive it. The system encourages individual initiative, imagination, enthusiasm, and leads to continuous growth and development."

Dr. Paul Yonggi Cho, minister of the world's largest church has over 830,000 members (that's right 830,000) attending his Sunday services in Seoul, Korea. He uses this principle to build his church, which he calls "cell groups." Dr. Cho started with three people and within the first year, using MasterMinding as a principle, he built to 150 congregants. He actively and enticingly teaches practices and gets his members to do the same. Yearly, he has doubled his congregation. He has kept setting goals and went from 150,000 to 300,000 to 600,000 and is now pushing toward a million Sunday attendees.

Rich DeVoss and Jay Van Andel started Amway in a basement back in 1959 in Ada, Michigan. Today they have a multi-billion dollar enterprise which employs directly over one million distributors around the world, offering in excess of 2,000 products. Their successes have been so monumental that their businesses now have businesses. May I recommend that when you visit Michigan, you visit the Free Enterprise Center that they have created in Ada, Michigan. While touring there, look at the beautiful, gigantic, classical oil painting. It captures forever, the intrinsic strength and backbone of business.

Helen Keller was born deaf, blind, and was virtually a prisoner at birth. Fortunately, Annie Sullivan saw more in her than anyone else and chose to re-ignite her possibilities regardless of how crippled she

appeared to others. Annie dreamed and helped orchestrate her full potential. The breakthrough came when Annie ran water over Helen's hand 157 times tapping into her hand "water". She got it and showed the world how anyone could overcome their adversities using the MasterMind principle.

In sports, every winning team intrinsically is a MasterMind group. One of the most historically superb MasterMind groups was Vince Lombardi and the Green Bay Packers. He demanded that everyone know and thoroughly embrace the concept of consistent winning.

Paul Hogan worked as a painter on the Sydney Harbor Bridge until he performed on the "Famous Faces" show in Sydney, Australia, a show like Ed McMahon's "Star Search." John Cornell was the producer of "Famous Faces", and afterwards came running out and said "you've got raw talent, here's a 50/50 handshake, I will polish your talents, humor, acting, writing and advertising skills and make you world famous." With a brilliantly unique commercial he did about his native land Australia, he got Australians out of the down-under image to the up-over image. He then wrote "Crocodile Dundee", second only to ET in gross profits. He gained self-respect and promoted his country to become the world's number one tourist destination all because he and John Cornell MasterMinded it.

Align yourself with another person with whom you can make a profound difference. Be purposefully on purpose for something greater and grander than yourself. Hogan's dream was to get Australia to re-see itself positively and he did. One of us in agreement with another can change the world and make it better for everyone else. There is one final thing I would like you to do. As a favor to yourself and your MasterMind associates, please dedicate an hour to an hour and a half to deeply and purposefully discuss the content of this lesson. As a loving, thoughtful favor to someone you care about deeply, after you've absorbed the message, implemented it positively, purposefully and successfully into your life, please share this message with one other like-minded friend, peer or colleague who is not in your group. Why? Because it's my fervent dream to get every person enrolled in a MasterMind group who wants to be motivated, awake and fully functioning. It will make the world a better safer, richer, happier, healthier, and more meaningful place to live.

From my heart to your heart, please share the concept of MasterMinding.