Praise for

DOUG ALLEN & ALEXIS ALLEN AND

41 PROMISES

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When Life Will Never Be the Same Again

A Step-by-Step Guide to Make Your Life Better Than Ever No Matter What Happens to You

DOUG ALLEN & ALEXIS ALLEN

The Destiny Partnership

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41 Promises

When Life Will Never Be the Same Again

A Step-by-Step Guide to Make Your Life Better Than Ever No Matter What Happens to You

By DOUG ALLEN and ALEXIS ALLEN

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This book is dedicated to you. You know who you are.

Everything you ever wanted, deep down, will be realized with these promises.

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Preface

When I was 9-years old one of my favorite movies was *Brian's Song*. It's about the friendship between Chicago Bears football players Gayle Sayers and Brian Piccolo.

Brian's Song begins with the narrator saying, "Ernest Hemingway once said all trues stories end in death. Well, this is a true story."

I used to agree with that. Maybe I still do.

But there's an even more important truth.

Some true stories also *begin* with death.

41 Promises is the beginning of one of those stories.

A Word from the Authors

Why *41 Promises*? What's this going to do for you?

Simple.

Everything we produce in our lives, both good and bad, both emotionally and materially, is the result of the same process.

I call it **The Results Model**. (DougAllen.com/ResultsModel)

It's the system we all use to produce every result in every area of our lives. So it's important we understand this system.

Every result is the consequence of an action, or inaction, we take, or don't take. But before we get to the action we have thoughts about the situation. Our thoughts directly lead to the actions we take, and the actions we take lead directly to the results in our lives.

I think everybody agrees with this in terms of material results. If you pick up a shovel and dig you'll have a hole when you're done. If you hammer a nail in the wall and hang a picture you'll have a picture on the wall when you're done. Both results began with wanting a hole in the ground and wanting a picture on the wall. Both results began with thoughts.

What most people don't understand is that emotions we experience, emotions that we live in, follow the same process. Every emotion begins with a thought.

Here's an example:

Suppose you're sitting in a room and a person throws a pen at you and hits you in the chest. Almost immediately you have a reaction. If the person's your friend and is laughing, you'll probably laugh too. If the person is somebody you already don't like, you'll probably react with anger. In either case you will think and evaluate the situation before you feel any emotions.

Here's another example:

At an event I was doing for the Toronto Power group I asked for volunteers to come up on stage. I had four people on stage - Verisimo, a young, go-getter type of guy, Caitlyn, a 13-year old bubbly teenage girl, Mark, a 40-year old father, and Brian, an over-50 man who was a little bit more rule-oriented than the others.

I asked if any of them had a five-dollar bill. Brian pulled a five-dollar bill out of his pocket and gave it to me, understanding that he might not get it back. I emphasized this over and over to Brian and was having fun with it on stage.

I then took the five dollar bill and ripped it into about ten small pieces in front of Brian. I sprinkled the pieces of the bill on the floor in front of Brian. The audience reacted as if I'd done something horrendous. There were gasps and "oh no's" coming from all over the crowd.

Brian was visibly upset. He was verbally upset. His face turned red.

I asked Brian what he was thinking, and he told me in no uncertain terms. He was very angry, and said he would have never given me the five dollar bill if he knew I was going to rip it up.

Then I turned to Mark and asked him what he thought. Mark said he was happy it wasn't his five-dollar bill.

I asked Verisimo what he thought. He said, "Big deal! I'm going to tape the pieces back together!" Verisimo then got down on the floor and started picking up the pieces of the bill.

Then I got to Caitlyn. Caitlyn had a huge smile on her face. I asked her what she thought about me ripping up the five-dollar bill.

Caitlyn looked at me and said, "I'm happy because I know you're about to teach us something very important."

The crowd's gasps now turned into thundering applause. They got it. Caitlyn got it. Even Brian got it.

What I wanted to teach them was that external circumstances are never the source of emotional pain.

I had just spent a year traveling around the world helping my good friend, Anandagiri, organize events and service projects. Anandagiri is a monk. He puts it this way:

"Suffering is not from the fact. Suffering is from the perception of the fact."

People always challenge Ananda on this. They say things like, "Sure that's easy to say for little things, like when somebody takes your parking space. But it doesn't apply for big things, like when somebody dies."

The last time Ananda was doing an event in Pittsburgh a woman actually said this to Ananda. It was Friday evening, the first night of his weekend event. Ananda just smiled at the woman and said, "Tomorrow you will meet my friend, Doug Allen. He may have a different perception. Yesterday his father died. Today he picked me up at the airport and was happy as always. I would have never known his father died the night before at 2:00 am."

It's true. It was a coincidence that Ananda arrived in Pittsburgh the day after my father died. His event was scheduled months in advance. When I found out my father had cancer my first reaction was shock. My father was lying in his hospital bed. He thought he

had pneumonia and was getting ready to go home. Then the doctors told him it wasn't pneumonia, it was lung cancer. They also told him it was in both lungs, and was inoperable. Instead of going home they told him he had to stay in the hospital. He never went home. He died two weeks later.

When I was with my dad right after he got the news, we both were shocked, but not devastated. The first thing my dad said to me was, "This is a tough one..."

Then he paused for about ten seconds, and continued:

"I always think about that thing Ananda said. I'm so lucky."

He was talking about a story I told him when I got back from an event I did in Jamaica with Ananda. It was what I called our "Spirit of Leadership" event. We did service projects at the SOS Children's Village and raised $30,000 to sponsor 100 orphans in India. Caitlyn was there too. She actually got up on stage at the hotel's dinner show and raised $300 from complete strangers for the kids at the orphanage.

The last night in Jamaica everybody had left except Ananda and me. It was a clear, beautiful night. The stars were almost as bright as they were in Fiji, where I first met Ananda a year before.

As we were looking at the stars I told Ananda about an email I had received that week. The email went on and on about the vastness of the universe, and how insignificant we are in the big scheme of things. I told Ananda that I sent back an email with a different perspective.

Yes, there are billions of stars, billions of light years away.

But we have awareness of those stars and galaxies. That's not insignificant. It's amazing that we, as humans here on earth, can be aware of the vastness of the universe.

That's when Ananda became very passionate, leaned forward, and said to me:

"Doug, I can never understand why people fear death. This is such an amazing universe we live in. If we just woke up and had awareness of this universe for one second it would be the most beautiful gift."

That's the "thing" my dad was referring to minutes after he found out he was about to die from cancer.

My dad and I had an amazing two weeks together. All his friends came to visit, and he was doing more to comfort them than they were to comfort him. They were all very sad. They were going to miss him.

My dad's best friend, John DeSantis, was different than everybody else who visited. He was going to miss my dad, but he was happy and playful as always. He spent days with my dad, and they enjoyed every moment.

The last night with my father was very beautiful. It was nothing but pure love and gratitude. I got home from the hospital at 1:00 am. I got the call that he had died at about 2:00 am. I knew when I left the hospital that night it would be the last night with him.

The next day Ananda arrived at the Pittsburgh airport all smiles as usual. We celebrated my father's life. There was no sadness.

The **fact** was my father had died. Every emotion I had about this came from my thoughts, my beliefs, and my perceptions about this event in my life.

Of course I had moments of sadness. But they were short. I did what Ananda teaches. I simply observed the thoughts. I became aware of the thoughts that were triggering the emotion of sadness. I didn't try to change the thoughts, or stop them from coming.

The more I did this the more I knew, not just intellectually, but experientially, that my thoughts are what created my emotions.

Thank you, Anandagiri.

My father died October 11, 2012. 10-11-12.

I thought I reached a level of understanding that most people are never lucky enough to be taught. Most people are taught, most people are conditioned from the time they are born, to believe they are helpless when it comes to their emotions. We are never taught that our thoughts control our emotions. They do. Try having a negative emotion without a thought preceding it.

This is important because our emotions determine the actions we take, and the actions we take determine every result in our lives. People who create great results have found a way to use their emotions, both positive and negative, to create upward spirals of accomplishment. Those who have been conditioned differently often create downward spirals in their lives, allowing negative thoughts to produce actions that lead to more bad results that lead to more negative thoughts and emotions.

That's where *41 Promises* comes in.

The experience that inspired Alexis to start this book was sudden and unexpected. It happened three months after my father died. I didn't anticipate it, and I certainly didn't think it was even possible to have an event literally bring me to my knees like this event did.

I learned a lot. The experience was so sudden that I didn't have time to think. Or at least that's what it felt like. What I learned was when certain events happen our brains immediately bypasses cognitive reasoning and go into the "fight-or-flight" mode. Thoughts come so fast, and appear as images more than they do words. The emotional pain is almost instinctual. It's what triggers the "fight-or-flight" response.

When this event took place I called Ananda in India. He was in a meeting and saw the phone light up, but at first didn't answer it. Then his friend, Krishna, told him to go ahead and answer. It might be important.

It was.

We had a very remarkable talk. Ananda helped me experience the immediate emotional pain from this event. He told me at the end of this process something very beautiful would happen.

It did.

I somehow went into a deep state of gratitude. Ananda then told me something very profound. He said the more I experience the pain, the better teacher it will make me.

So what's the point of all this? Why are these stories important to you reading this right now?

The answer is because we all go through the same emotional processes. Everybody who is hurt emotionally thinks the events, whether it's somebody dying or their favorite team losing a game, cause their emotions. The events don't cause the emotions. The meanings we give to the events cause the emotions.

I recently met a man from Australia who was emotionally devastated because of an unexpected event. His ex-girlfriend was on the same flight to Los Angeles that he was on. She had broken up with him five months before, and she was on the plane with her new boyfriend.

It's easy to judge something like this, saying, "That's nothing. Listen to what happened to me." I'm sure there are worse things in the world than seeing an ex-lover on a plane.

But that would be foolish and coming from a place of significance. Instead, let's learn from it.

Context doesn't matter. What matters is the pattern, the processes we all go through to produce results in our lives.

The most important part of the process to be aware of is we all tell stories that lead to emotions. The words we use are strong. They make reality.

That's why we wrote *41 Promises*.

We can't control the events of the world. We can never control other people's actions and the decisions they make.

But we can decide and condition the words we use, and the thoughts we have. We can do this proactively, from a place of awareness, from a place of contribution and growth.

Once we do this, when the world serves up an unexpected event or experience, we will react differently. We will produce different results. We will act constructively instead of destructively no matter what the external circumstances.

From a practical standpoint this conditioning can make the difference between staying married or getting divorced if it keeps you from saying words you can't take back, or taking actions you can't undo. It can make the difference between taking actions to become wealthy or not taking action and staying in debt. It can make the difference between being healthy or being self-destructive.

It all begins with our thoughts.

41 Promises is like a menu of thoughts that will always help you -if you follow through and act in alignment with those thoughts. We called them "promises" because we committed to living our lives based on these thoughts. These thoughts, these promises and commitments, were born from a very profound and deep experience of emotion.

* * *

Alexis said something last night that was very compelling and powerful.

We were talking about this event we both experienced, and she said to me emotions are energy. They're like fuel. The deeper the emotional experience the more fuel it puts in your tank, the more energy you have to direct.

But like all energy, emotions must be directed. Energy can be used to power a city or blow up and destroy a city.

If and when you have an experience that rocks you emotionally, you will be filled with energy. If you follow even one of the *41 Promises* you can direct the energy to give you even more power, more resources, more will and determination to be more, learn more, become more, and contribute more.

That's why we wrote *41 Promises*. These are thoughts that were inspired by a deeply emotional experience, not contrived just to write a book. We wrote these promises for ourselves to help us move forward. Only after we finished them did we decide to share them with others. These promises helped us to quickly transform what seemed like a horrible experience into something very empowering. We knew they could also help other people. That's why we put them in this book.

My belief is that there are no coincidences.

If you're reading this right now you're going to find something that resonates with you, something that will make a positive and timely difference in your life.

This book was written to be interactive. Read it with a pen in hand. If you're reading it electronically have a notebook or journal to make notes, capture new distinctions, and become aware of the stories you're telling yourself.

If you have the physical *41 Promises* book in your hands **take the time to answer the questions at the end of each section**. Contrary to conventional wisdom, awareness and knowledge is NOT power. Knowledge, combined with taking action, will powerfully transform your life in ways you might not be able to imagine now.

With the deepest love and respect,

Doug and Alexis

41 Promises

Where: Hershey, Pennsylvania
When: January 18, 2013
Subject: Five-alarm fire

My 19-year old daughter, Alexis, was sitting at the desk in our room at The Hershey Lodge. In front of her were a few medium-sized, white poster boards, some colored markers, and some stencils.

At the top of the first poster board Alexis used the stencils to color in the words, "41 PROMISES."

Less than 48 hours earlier in Pittsburgh, Alexis and I experienced a very intense, unexpected, and emotional event. There's no need to describe the details of this experience. We had nothing in our lives to compare it with. My father had passed away a few weeks before, but this experience Alexis and I shared on January 16, 2013 shook us both to the core like nothing we've ever experienced.

Somehow in the middle of this experience I knew we had to leave right away and drive to Hershey to be with my friend, Jim Richardson. I wanted Jim to be there with us as we dealt with this intense, real life situation.

As Jim described it, this wasn't a drill. It was like a 5-alarm fire and he was the only fireman called in.

Lucky for us, Jim knows *The 10 Steps*.

Well, maybe it wasn't all luck. I taught Jim *The 10 Steps* at our Destiny Partnership mastermind event the year before at Watch Island. He used *The 10 Steps* the day he got back home to help his daughter deal with a girl bullying her at camp.

Now, in the middle of what could have been the worst experience in our lives, Jim helped us live what I taught -*The 10 Steps*. (learn more about *The 10 Steps* at www.DougAllen.com/TenSteps).

The scope of this book isn't to go through all the steps. Just know this: Level 1 is an awareness that there are **facts and stories**.

The facts can't be changed. They can only be experienced.

The stories are what you tell yourself about those facts. The stories are the meanings we give to the facts. If you're feeling crushed, it's not the situation that's crushing you -it's the stories you're telling yourself about the situation.

Also be aware that the stories can show up so fast, in words, sounds, and images, that they appear real. The stories sometimes seem *so* real that literally within seconds your physiology can change dramatically. You don't breathe deeply. You don't feel calm or relaxed. You don't have any idea you're even in a downward spiral of "Swimming in Zero" (you're about to learn what "swimming in zero" means) let alone have awareness to get to Level 1.

That is unless you have people around you who are aware that there are facts and stories. This is the one thing Jim, Alexis, and I all agreed upon at the end of that first day. **We decided the single most important thing we learned (again) was the importance of your peer group.**

We also learned that no matter how tragic the facts may appear, tragedy is only one of the stories you can tell yourself, and others, about an event or situation. And if you can give some event more than one meaning, then it really has no "true" meaning.

The 10 Steps process I teach is NOT a list of things to do. *The 10 Steps* are levels of awareness.

It took Alexis and me a full day to just stop "Swimming in Zero" as Jim called it. “Swimming in Zero” is the level of awareness (or lack of awareness) where the stories come into your head so fast in an attempt to make sense of something that you don't even know you're telling stories. It’s when you’re at “level zero” and don’t even know there’s a level of awareness above you.

41 Promises came from Alexis helping me get back to Level 1 -just being aware that there are stories and facts. Once you stop “Swimming in Zero” and get to Level 1, it's a fast track to Level 10, which is where we're at now.

Level 10 is paying it forward, helping other people get out of “Swimming in Zero” and up to Level 1. This is important because all emotional pain and suffering comes from “Swimming in Zero,” telling ourselves stories. It’s not the facts that ever cause the pain –it’s the stories we tell ourselves around the facts.

I'm writing this listening to music, and just now U2's "Walk On" came on. It begins with the words "The only baggage you can bring is all that you can't leave behind..."

That's really what this is about.

41 Promises is about moving forward, taking what could have been the worst day in your life, and making it the best day by reconnecting to who you really are. Nothing external can change that. We can't always control our external world, but we CAN decide on the meanings we give things, and the actions we take.

And one of the most important actions we can take is making commitments to ourselves that we know will serve us, serve others, and serve the greater good.

That's why Alexis got out her markers and began writing *41 Promises.* These are promises we made to ourselves in that moment of awareness that we know will lead to us, and the people around us, to having a better life.

Before you read *The 41 Promises* here's my promise to you:

No matter what your situation, no matter what your external circumstances, no matter how big of a problem you're facing, this moment and moving forward is all you have.

Nothing that's already happened can be undone.

The minute you catch yourself with thoughts like, "What if I would have…" or "Why did…" or any other thoughts about the past, replace those thoughts with worlds beginning with "I am…"

Alexis thought of this on our drive to Hershey when she saw I was stuck in a pattern of "I wish I would have..."

When all your "I wish I would haves" turn into "I AM" doing something positive, you'll take back control of your life.

41 Promises is a menu of things you can do right now. If you're struggling in any area, just pick one these promises and commit to it right in the moment.

If you do this every day my promise to you is your life will never be the same again.

Definition

"Swimming in Zero" – When you, by yourself, or with others, talk back and forth telling stories about a situation that are nothing but ideas, beliefs, or other opinions or speculations. It's when you forget that there are stories and facts, and begin believing the stories you tell yourself about life are real.

Promise 1

I promise to love myself, unconditionally, and without reason.

This promise is the first promise because it's probably the most important thing you can do.

Why?

Because when people lack self-love they search for ways to fill the void in their lives. Some people shop. Some people eat. Some people spend money to impress their friends.

The core fear we all have is that we're not good enough, and that if we're not good enough we won't be loved.

Begin by loving yourself unconditionally. Put on Pink's song *Perfect*. Appreciate that we are all only human, and that there's no thought you've ever had that somebody hasn't already had before.

You are not your thoughts.

When you love yourself unconditionally you fill yourself up with love that you can give to others. Instead of always looking for how you can get love from people you will look for how you can GIVE love to others.

This will make or break your relationships. If you're in a relationship that's bad it's probably because you're lacking self-love.

Imagine the baby you were when you were born, and how you would hold that baby and love it unconditionally if you were there. Think back to the small child you were when you were 5 or 6 years old. What words of love would you say to that small child?

Love yourself every day like that.

You deserve it. You will make your own life better, and the lives of everybody around you better, if you just do this one simple thing.

And if you're not in the best of moods, or are unhappy about something, just ask, "How can I be unconditionally loving towards myself right now?"

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 2

I commit to love all living things unconditionally and treating them with infinite kindness.

If you love yourself you'll be able to love all things unconditionally. When you come from a place of unconditional love you will treat everybody and everything with kindness.

Why?

Because you won't be looking for what people will do FOR you. You'll be looking for how you can make other people smile.

This isn't the same as appeasing people to make them happy. You can deny somebody's request and still be kind. You can always be kind.

Nothing ever good can come from NOT being kind to people. It costs nothing to smile and treat people nice.

We all have bad days. Sometimes we snap at people and then regret it later. Other times we're harsh with people and don't regret it at all. Instead we tell stories to justify our actions.

This usually happens when we feel one of our rules have been violated.

I was talking with two people who were in the middle of a big fight. They loved each other, but in that moment it was more important for each of them to be "right" than it was for them to be loving and kind.

There is nothing wrong with having a different view or perspective than somebody else. In those moments where we have a different view we can still be loving and kind.

Everybody is just trying to do their best. And when we judge others, we're really judging ourselves.

When we are loving and kind to others, we're being loving and kind to ourselves as well.

Being mean to others doesn't make you important. It just makes you feel important in the short-term at the expense of your long-term relationships.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 3

I will permanently live each day with purpose, desire, and faith.

When you live each day with purpose, desire, and faith you will be happy and fulfilled. There's nothing that is more discouraging than NOT living with purpose, desire, and faith.

Life is going to give you situations that you see as problems. The biggest problem most people have is believing they're not supposed to have problems.

When you live with purpose, desire, and faith, you'll become aware that within every perceived problem is an opportunity to grow. When you grow more you become more, and when you become more you can give more.

If you don't have a clearly defined purpose you might want to get one. Feel guided to decide on a specific short or long-term, measurable purpose.

Make this purpose meaningful, something that you truly desire.

Then have the faith to know that you will find a way to achieve this purpose.

There's always a way. Each obstacle you overcome strengthens you for the next challenge. The stronger and more experienced you become, the more you will be able to accomplish for yourself, and the more you'll be able to contribute to others.

It turns you're life into an upward spiral, making each day a new journey on a much larger adventure.

You might not know where the adventure will lead, but when you live with a purpose, when you're driven by desire, and when you keep moving forward with faith, anything is possible.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 4

I promise to choose to be happy.

This is a very simple and profound concept.

Happiness is a choice.

So is unhappiness.

There are situations in life that appear, or that you create, that form a gap between where you're at and where you want to be.

The meanings you give to these situations are totally your choice. Even in the face of the most dire circumstances you can still choose to be happy.

There is always a gift, some divine perfection, in what appears to be the most horrible circumstances. What you're reading now is proof of that theory.

The only things that make you unhappy are the thoughts and meanings you give to events and experiences.

You control the thoughts and the meanings. You may get a flat tire, lose money, or maybe even have a loved one die. In any of these circumstances you can choose to be happy.

I know this is a foreign concept to many people. How can you choose to be happy if somebody close to you dies?

It's simple.

First, become aware of the thoughts that are making you unhappy and just observe the thoughts. Second, when you become aware of the thoughts that are causing you emotional pain <u>just</u> observe them. Be aware that sometimes the thoughts and images will come quickly.

Simply start by observing your thoughts. Don't try to stop them, just be aware of them.

Then control your focus by asking quality questions, like, "What can I be even more grateful for right now? What can I be happy about right now?" Happiness is always a choice.

Be proactive! Answer these questions by writing your answers here on this page.

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 5

I promise if I am in a relationship I will end it as soon as I know the person is not right or bad for me.

This is an important concept we all learn the hard way, if at all.

The problem is that often it's easier to stay with somebody hoping they will somehow turn into the person you want them to be. That's never going to happen.

Other times people settle for being with somebody because they'd rather have the certainty of being with who they know than the uncertainty of ending up with somebody worse.

And some people don't believe they will find somebody better. They may not believe they're good enough to be with somebody who treats them nice, who is attractive, kind, and generous with their love.

If you promise to immediately end any relationship the moment you know the person you're with isn't right for you, or is even bad for you, you'll not only be saving yourself much heartache, you'll be freeing yourself to find the person who IS right for you.

And you'll also be freeing the person you're involved with to find somebody that's right for them.

No matter how much you work on your relationship with somebody it's not going to work if the person isn't right for you. And if you're with somebody who is right for you, being happy in the relationship is almost effortless.

You deserve to have a great life. You don't need to save anybody or fix anybody.

And you know when somebody isn't right for you. It's just a matter of having the courage and faith to end that relationship immediately.

Don't try to convince yourself why you should stay in a bad situation. End it. Immediately.

Everybody will be better off.

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Journal and Notes

Promise 6

I will always be grateful for everything and everyone in my life.

Just like happiness, gratitude is a choice.

You can always choose to be grateful for anybody and anything in your life. Even the most horrible people in your life give you an opportunity to learn. And chances are, even the most horrible people in your life have given you many wonderful moments as well.

Or maybe not.

It doesn't matter. Their actions don't matter. Their words don't matter. All that matters is your response because that's all you can control.

Gratitude cures every negative emotion.

In the darkest moment of the worst event I've ever experienced, I asked myself what I had to be grateful for. In that moment, when I felt like I was being crushed by the weight and the severity of the situation, I was able to be grateful.

I was grateful for the people around me. I was grateful for so many amazing moments in the past. And I was grateful for the opportunity to move forward, carrying with me new experiences that I would be able to share with others, helping them create a better life for themselves.

Gratitude is often the first step towards healing and moving forward though any situation, no matter how bad it appears.

Just try it. Ask yourself, "What else do I have to be grateful for in my life right now? What about that makes me grateful?"

When we are grateful we are wealthy and powerful beyond measure. Gratitude is abundance.

And from this place of abundance we can create anything we want in our lives.

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Journal and Notes

Promise 7

I choose to spend each day in a state of gratitude, kindness, love, and joy.

The quality of your life is directly related to the quality of each moment.

When you spend each day in the state of gratitude, kindness, love, and joy you will have a beautiful life, no matter what your external circumstances.

Not only that, it's from these states of gratitude, kindness, love, and joy that you'll be able to create anything you want in your life for yourself and the people around you.

Most people wait for external conditions to be a certain way before they allow themselves to be happy.

That's backwards.

That's why many people aren't happy. That's why some people can't stop taking prescription drugs in an effort to be happy.

The reality is when you're already grateful, already kind, already in a state of love and joy, you will be able to positively affect your world in many ways. You will be able to influence other people so that they become more effective.

Wealth and material success comes from happiness. Happiness does not come from wealth and material success. There are plenty of rich, successful people who are miserable.

Promise to be in the states of gratitude, kindness, love, and joy and you will begin to not only enjoy each day, and each moment, you'll be able to create measurable changes in people and the external world around you.

Our emotional states are what determine the results we produce in our lives. If you want better results live in better states.

Be in the states of gratitude, kindness, love and joy every day. Good things will follow.

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Journal and Notes

Promise 8

I promise to help those around me and take care of people I love.

This is a simple promise.

Help people around you and take care of people you love.

Helping people around you is easy. It's just a matter of being aware of other people's wants and needs.

This doesn't mean that you need to sacrifice your life to make somebody else's life better. That's not what this promise is about.

And this isn't about only helping people if there's something in it for you.

What this is about is showing up in all your relationships from a place of love and caring, from a place of what you can give instead of what you can get.

When you show up from a place of giving, not getting, it's natural to care for the people you love, even if that means something as simple as listening to them and understanding their point of view.

I know this can be hard if you're not used to it, especially if people around you are often mean or harsh to you. But what you might discover is that responding with kindness and care often transforms people around you.

I was recently in Santa Barbara with my kids. We got a little yellow "fortune" card from a Zoltar fortune telling machine on the pier. I know it's hokey, but Zoltar, the mechanical fortune teller inside the glass box said, "Love and kindness are like a candle. One candle can light a thousand other candles without diminishing its own flame."

It's true.

Always look for ways to help. Make contribution part of your identity. You don't need to contribute globally by attaching yourself to a popular cause. Just contribute to people around you and people you care about and you will have a huge impact.

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Journal and Notes

Promise 9

I choose only to speak positive words.

This promise can be tough for some people, especially people who are used to complaining and blaming others to make themself feel better.

But complaining and being negative NEVER makes a problem go away, and almost always makes the situation worse.

Why?

Because when you're speaking negative words you're teaching your subconscious mind, the part of your brain that contains all the creativity, that the solution to the problem is out of your control.

The answer isn't to attempt to stop negative thoughts. We all have negative thoughts.

The answer is to observe the negative thoughts, to be aware of these thoughts.

Words have power.

Speaking negative words will at best keep you stuck where you're at.

If you want to make your life better the fastest way to start is by keeping this promise.

When you catch yourself speaking or even thinking negative words, you can interrupt the pattern and just say out loud, "STOP! That's not who I am. I am better than that. I will always look for, and find, the good in every person and every situation."

This will make the quality of your life so much better!

Complaining and blaming others is truly a self-centered, lazy way to feel good at a very low level.

If you're reading this right now, you ARE better than that.

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Journal and Notes

PROMISE 10

I choose to share my blessings with those around me.

There's really not much more to say about this promise.

It's easy.

Share your blessing with people around you.

The challenge is sometimes we don't focus on everything we've been fortunate enough to have. The solution is to simply take a few moments to remind ourselves of everything we've been blessed with.

I know it might sound corny, and that it's easy to not stop and remember all your blessings, but this promise is the secret to wealth.

Wealth is an emotion. Measurable, financial wealth begins from a place of abundance, not scarcity. The fastest way to become financially rich is by living in this place of wealth, this place of abundance, and always be looking for ways to share this abundance with other people.

But there's much more to this promise than material blessings or wealth.

If you're reading this right now one of your greatest blessings is your awareness. Look at people in terms of their awareness. The reason people look to monks and spiritual leaders with reverence is because they have a high level of awareness.

Think of the people around you. We all have different levels of awareness in different areas of our lives. Share what you know with others in ways that will help them become more aware.

Once people are more aware of possible paths they can take, they will always choose the option they think is best for them. The easiest and most effective way to help other people is to help them see things in ways they didn't see before.

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Journal and Notes

Promise 11

I promise to make every day count.

How many of us look at the calendar and wonder how time moved forward so quickly?

The reason days and months and years seem to go by so fast is because much of the time we're in a trance, going through the same routines, almost like sleepwalking.

Think about it.

When does time go fast?

When we're sleeping.

When you focus on making every day count what you're really doing is combining awareness with strategic action. This awareness is an awareness and a mindfulness of what's really important in your life, and the lives of others.

The strategic action comes when you stop sleepwalking through life and take directed, intelligent actions to create the life you want.

This is what's called making every day count. And it's not just about achieving material goals.

Making every day count is also about enjoying every day, being grateful every day, and looking for ways to make a difference every day.

When you go to bed at night, ask yourself, "How did I make today count!?"

When you wake up in the morning ask yourself, "What are the three most important things I can do today to really make today count?"

What can you learn today? How can you contribute today? How can you be even more aware and more loving today? What can you build today that will help you in the future?

Make every day count.

Be proactive! Answer these questions by writing your answers here on this page.

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Journal and Notes

Promise 12

I choose to make a positive difference.

Life is all about choices and decisions. Choosing to make a positive difference is a matter of focus and awareness.

The awareness begins with an awareness of yourself and others. When faced with a situation where you can make a positive or negative difference in a person's life, always choose to make a positive difference.

I know this sounds simplistic. Of course everybody wants to make a positive difference.

But that's the key.

This is not about "wanting" to make a positive difference, it's about "choosing" to make that difference.

Very few people live this way.

Those that do are not just rich and successful, they're happy.

They're happy because they're contributing. They may even get addicted to the feeling of contribution. Then they want to contribute more, so they learn more, and become more so they can contribute more.

It all starts with the choice to make a positive difference.

Look for ways to make a positive difference. It doesn't need to be something huge or profound. Just being friendly, making people smile and feeling good in otherwise mundane situations, like making a girl behind the counter at a gas station laugh, is making a positive difference.

And the best part? When you make a positive difference in other people you're making a positive difference for yourself too.

Everybody wins.

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Journal and Notes

Promise 13

I promise to choose to love and accept love in return.

This promise seems obvious.

But surprisingly, when you spend time with people day-to-day, it becomes obvious that many people reject love. Instead they choose to experience many other emotions, like fear, distrust, anger, jealously, and judgment.

When you're judging somebody you can't be loving them.

Recently I spent time with a friend who has what most people would consider an easy life. She's living off the income of her 2nd generation family business that she did nothing to build. She doesn't have to work. Her days consist of eating, shopping, and spending time with friends and dates.

And yet she spent most of her time in the emotions of jealously, guilt, envy, anger, sorrow, and fear.

Why?

She chose these emotions instead of choosing to love her sister and mother, and to accept love from them in return.

She also spent her entire life being single, not by choice, but out of fear. She had many boyfriends, but was afraid to accept love from them. So she sabotaged all her relationships.

If you fail to love, and accept love in return, chances are you will not lead a happy and fulfilling life.

But if you always choose to love others, and are open to look for, and accept love in return, good things will happen almost every time.

The Beatles may have been right –all you need is love. When you choose to accept love, and give it, you will create very powerful resonances in your life, and the lives of the people around you.

Be proactive! Answer these questions by writing your answers here on this page.

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Journal and Notes

Promise 14

I promise to be totally present when I hug someone.

Sometimes we take things in life for granted. Everybody does it.

Until it's too late. After it's too late everybody does the opposite. After somebody is gone then you wish you would have just one more moment with that person.

This promise is about appreciating the moments that we do have with people. My good friend, Anandagiri, is a monk. When he hugs you he brings his full attention to that moment. He doesn't just go through the motions. He is totally present.

That's what this promise is all about.

When you hug someone be totally present. Appreciate everything about that moment. Experience that moment fully.

You will be amazed at the difference it makes. Instead of going through the motions, you'll feel a connection with the person you're hugging like you've never felt before.

When I knew my father was dying I appreciated every moment. It made such a huge difference in how I experienced those last days with him.

On the other hand, there are people I loved who died suddenly and unexpectedly. Obviously, it does no good now to wish I would have been more present when I was with them.

The only thing I can control is my actions moving forward.

By being present every time I hug someone, I'll appreciate and enjoy the time we have together even more.

Being present when you hug somebody is the opposite of taking them for granted.

Go hug somebody you love now and be present!

Be proactive! Answer these questions by writing your answers here on this page.

4. If you applied this promise every day what would your life be like?

5. Why is it a MUST that you live your life aligned with this promise?

6. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 15

I promise to ALWAYS value love over certainty and significance.

Recently I spoke with a woman who's sister is very controlling, demeaning, and bitter to her own family.

Why?

Because this woman values certainty and significance over love and connection, she alienates all the other members of her family.

Would you rather be right or have a great relationship with your family?

Would you rather be certain or have a great relationship with your mother and father?

Over-valuing certainty and significance is the single fastest way to not only destroy the quality of your own life, but to make people around you feel insignificant and unimportant, and trigger them to fight with you.

Is that what you really want?

Always remember what Tony Robbins said about certainty: "The quality of your life is directly proportional to the amount of uncertainty you can comfortably live with."

Significance is a little bit different.

It's *how* you get your significance that makes a huge difference. If you get significance from how loving and kind you are, or how much you contribute or learn, then chances are you, and the people around you, will have a very high quality of life.

But if you get significance by putting other people down, or by superficial means, then you will never be fulfilled. You can't fill emptiness with superficial, short-lived ways to feel significant.

Always value love over being right or being certain.

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Journal and Notes

Promise 16

I will always choose to rethink all decisions of significance at least twice.

Too often people make decisions based on reactions instead of based on what will give them the best chance to get the outcome they want.

And when we make decisions based on reacting, it's always an emotional reaction. People will take actions that they believe will help them meet their emotional needs. And these actions have been conditioned since they were children.

It's no wonder people seem to stay stuck where they're at, year after year. It's because their decision making process is always the same.

That's why it's very important to rethink all major decisions, with a focus on having awareness of which needs you might be trying to meet.

Did you make the decision based on trying to get certainty?

Significance?

Love and connection?

Variety?

Or did you decide ahead of time what you want, and then make your decision based on which course of action is most likely to help you get what you want?

Most of the time when faced with difficult decisions it's impossible to know for sure if your decision will get the result you want. It's always useful to write down all your options, what it is that's most important, and *why* what you want is important. Then go through the options, one-by-one, and eliminate any choice that's unlikely to help you get what you want.

With the options that are left, decide which choice is most likely to lead you towards the end result you want for your life. Base your choice on logic and reason, not emotion.

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Journal and Notes

Promise 17

I choose to always continue to grow.

Personal growth.

People talk about personal growth all the time. The personal growth industry is a multi-billion dollar industry.

So what's personal growth?

Here's my definition:

Imagine drawing a circle on a piece of paper. Everything you know how to do is inside that circle. Driving a car. Baking a cake. Being a good partner in your relationships.

Now imagine doing something outside that circle that you've never done before.

Put a big X outside the circle representing the new thing you just did that you never did before. Now draw a line from the center of the circle to the X.

Now you just don't have a circle with an X outside of it.

Nope.

What happens is your entire circle gets bigger. This means there are unlimited new things you can do that are now inside your bigger circle.

Here's a great example.

My daughter, Summerlee, decided to sign herself up to go to The Cate School in Santa Barbara, California when she was 15.

I asked her why she wanted to go to Cate when she was already going to a very good school.

She said, "To make my circle bigger."

Personal growth isn't about intellectual understanding. It's about doing. Taking actions you don't want to do, or that you're afraid of doing is usually what causes growth.

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Journal and Notes

Promise 18

I promise to remember that gratitude is always a heartbeat away.

My friend, Kaela, sent me a text message before going into a business meeting. She asked me what she needed to successfully close a business deal.

She seemed a little stressed and uncertain.

I sent this message back to her: "Here's what you need. Remember gratitude is always a heartbeat away."

It's exactly what she needed to remember.

Why?

Because gratitude cures everything.

In the middle of what seems like the worst experiences of my life I look for the gift. There's always a gift in everything, no matter how bad the situation seems.

Sometimes the situations that seem the worst contain the biggest gifts. That's because situations that seem terrible are unique. Situations that seem terrible create powerful emotions.

Emotions are neither good nor bad, even though we typically think of them as positive and negative. Sometimes the emotions we want to move away from, like fear, anger, resentment, jealous, etc., are the most powerful.

They're also the most useful because those emotions cause you to take some sort of massive action.

If you can direct that action towards a positive result, was the emotion really negative?

Gratitude is a powerful emotion because it dispels fear and anger. Gratitude is abundance. Gratitude is wealth.

And the feeling of gratitude is always a heartbeat away.

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Journal and Notes

Promise 19

I promise to be powerful beyond measure and let my light shine.

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.

"And as we let our own light shine, we unconsciously give other people permission to do the same."

-Marianne Williamson from *Our Deepest Fear*

You might have heard these quotes before. Sometimes they're credited to Nelson Mandela. From what I understand they are part of a poem by Marianne Williamson called *Our Deepest Fear*.

It doesn't matter who said these words first.

What matters is taking them in and living by them.

The first half of this promise is to be powerful beyond measure. Many people forget, or worse, never know, the power they already have.

Knowledge is not power.

Knowledge combined with massive and intelligent action is power.

Being powerful beyond measure is simply a matter of breaking out of the day-to-day trances and conditioning that most people live in. There is no power in getting up and doing the same ineffective things day after day. There is no power in living the life you think other people expect you to live.

The times when you are powerful beyond measure are when you don't stop yourself with stories about why you can't succeed.

And when you are moving forward, and not slowed down by limiting beliefs about what you can't do, you're letting your light shine so others can do the same.

You are powerful beyond measure when you're acting from faith, not fear.

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Journal and Notes

Promise 20

I promise to ask for help if I want it or need it.

The inspiration for this book began when my daughter, Alexis, and I shared a very dramatic, intensely emotional, and unexpected experience.

The experience changed our lives forever.

It was the type of experience and life situation that was not "fixable."

Usually, I'm the person who's helping other people. This time I was one who needed help.

So I asked people for help. I asked my family and closest friends for help.

What I learned is that people love to help.

Not asking people for help is denying them a chance to contribute and grow. And contribution and growth are the emotions that give people fulfillment.

Not asking for help is also cheating yourself, and being selfish.

The key to this promise is being able to ask for help when you need it or simply if you want it. Needing help is not a sign of weakness, and does not mean that you're "not good enough."

Not asking for help can also lead to devastating and life-changing consequences. It's always okay to ask for help. You're not imposing on other people. It's entirely their decision whether or not to help you.

There's a saying that life is a team sport. My belief is we're here to help each other, and to help each other help each other.

And if you receive help look for ways to pay it forward by helping others.

Be proactive! Answer these questions by writing your answers here on this page.

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Journal and Notes

Promise 21

I will always remember that my life is not my own and that I share it with those who are around me.

This promise goes hand-in-hand with Promise 20, to ask for help when we need it and want it.

Separation is an illusion.

We are all connected in so many different ways. When your life is better the world is better. When you are happy other people benefit.

We all have been around people who are miserable. We've all been around people who are like emotional vampires, sucking the energy from everybody around them.

It's not cool to be an emotional vampire and suck the energy out of people, especially people who love you and who are trying to help you from a place of love.

Remember that when you're in a bad state or don't take responsibility for your own problems you affect others.

Sometimes we get so caught up in believing that we are special and unique. It's the need for significance. There's nothing wrong with that. It's part of who we are.

There's also a point where the craving for significance becomes unhealthy and counterproductive, sometimes even catastrophic.

When we remember we share our life with those who are around us it's much easier to get significance through contribution. Remember, the more you contribute to others, the more addicting it becomes. The more you want to learn and grow because the more you become, the more you can contribute.

Learn more, be more, so you can give more.

That's a win-win for everybody.

The fastest way to get to that point is to remember that life extends beyond our limited concept of "self" and overlaps with everybody around us.

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Journal and Notes

Promise 22

I promise to appreciate my material possessions.

I spend a lot of time with people in the "spiritual" community.

There's no sense of going into the history of their disdain for material possessions. It comes from thousands of years of conditioning.

For some reason people think "spiritual" is mutually exclusive from "material."

Let me put it this way.

There are millionaires with many material possessions who are very spiritually evolved. There are also millionaires who have very little spiritual awareness.

I also know poor people, with zero material possessions, who are very spiritually evolved. I also know poor people, with no material possessions, who have zero spiritual awareness.

Therefore, material possessions and spirituality are not related. Just like money and happiness are not related.

Let me give another example.

John Lennon wrote the iconic song "Imagine." He sings about how perfect the world would be if there were no possessions.

Here's a news flash.

John Lennon had lots of possessions and money while he was alive. Yoko One, his widow, still has lots of possessions.

Possessions and money don't inhibit spiritual awareness. *Believing* possessions inhibit spiritual awareness DOES inhibit spiritual awareness because it's allowing a thought, an arbitrary belief or framework, to control you.

Happiness is the goal. Appreciation and gratitude, even for material things, is always good.

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Journal and Notes

Promise 23

I promise to take care of myself physically and mentally.

Here's a typical cycle:

A situation presents itself. The context of the situation creates some uncertainty, possibly even threatening your significance, or worse, your identity.

This is what we call stress.

Stress is nothing more than fear –fear of losing one of your emotional needs.

When we're stressed, by definition, our awareness drops.

Why?

Because we start believing imaginary stories we create in our minds. Believing imaginary stories in our mind creates, by definition, a drop in awareness.

But how do these stories get in our heads?

We ask ourselves questions. Questions control our focus, and our brains are like computers that answer questions. If you ask your brain a question, it will come up with millions of answers.

That's why it's so important to be aware of the questions you ask yourself. Be proactive. Ask yourself quality questions.

If you ask, "Why do bad things happen to me?" your brain will come up with lots of answers. Sooner or later one of the possible answers will be that you deserve it somehow.

Then in the state of stress, you might go eat to feel better. Or get angry and snap at somebody. Things could spiral downward quickly because you'll be doing things to confirm your worst thoughts.

The solution: Always take care of yourself mentally and physically. This will create upwards spirals, better thoughts, better actions, and better results.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 24

I promise to remember that all anyone wants is LOVE, and that it is inside of them already.

Tony Robbins teaches that everybody's core fear is that they aren't good enough, and that if they're not good enough they won't be loved.

All everybody wants deep down is to be loved.

Even when people are angry, jealous, sad, or malicious at the root of everything they want is love. It's just that they've been conditioned their entire lives to do certain things to feel important enough to be loved.

Sometimes we even do unintelligent things because it makes us feel important. When we feel important we believe we're good enough to be loved.

The other part of this promise is to remember that the love people want is already inside of them.

It's self-love.

Almost every destructive behavior can be traced back to a lack of self-love. Almost every failed relationship is caused by people who lack self-love, and who seek to be fulfilled externally by getting love from somebody else.

When people have self-love they can show up looking for how to give love to others, not how to get love from others.

When somebody is being harsh or cruel you can't stop them by being mean back to them.

What they really want is love.

When you see somebody in pain all you can give them is love, and help them to find the love inside themselves.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 25

I promise to stay focused on the object of my desire and purpose in life.

This promise comes directly from the book *Think and Grow Rich*. If you haven't read this book, get it. Just the first two chapters alone are amazing.

The first reason why this promise is profound is because it presupposes that you already have a definite desire and purpose in your life. People that lack a vision or a desire usually try to fill their hours with distractions. But distracting yourself never fills you up. Distraction is like empty calories.

So first you need to have a definite desire and purpose for your life.

If the desire and purpose is not compelling, it will be easy to get off-track. We all get off track at times.

It's never too late to get back on track.

When you have a definite desire and purpose it's easy to get back on track.

You might not always know how to get the object of your desire, but as long as you stay focused on it, it will keep you moving forward towards your goals.

And if you plan your goals with your purpose in mind, the adventure towards achieving your goals will be just as important as achieving the goals themselves.

Here's the million dollar secret:

It's not the actual goal that's most important. It's who you must become in the process of achieving your goal that's important. To have more you're going to have to create more. And to create more you're going to need to become more. And to become more you're going to need to learn more and give more.

That's the power of staying focused on the object of your desire and purpose in life.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 26

I promise to demand of myself persistent and continuous action towards the attainment of my purpose.

Many people have heard of something called *The Law of Attraction*.

The *Law of Attraction* is a concept that states if you focus on what you want you will attract it into your life. Yes, you have to focus on the result you want.

You also have to be more committed to what I call *The Law of* ***Action*** than *The Law of Attraction*.

Why?

Because all results come directly from taking action. Usually massive action.

Lack of results almost always come from not taking action, or taking actions that are never going to produce the results you want.

So now, combined with Promise 25, staying focused on the object of your desire, Promise 26 is a commitment to keep taking actions to get what it is you want in life.

This sounds simple and elementary, but it's uncommon for people to have a definite purpose in life, let alone take continuous action towards its attainment. Usually people complain about why their lives aren't the way they want them to be, and then blame everybody and everything except their own poor choices and lack of action.

Here's the secret formula:

1. Decide what you want and why you must create it.
2. Take continuous action to get it.

Simple, right?

Remember to always demand of yourself more than you would of anybody else, especially when it comes to taking action to attain what's most important in your life.

Be proactive! Answer these questions by writing your answers here on this page.

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 27

I promise to be aware of my thoughts and to help others be aware of theirs.

This idea is very simple and very powerful. Just because it's simple don't underestimate it. This promise is the cure for almost everything in your life.

Here's why:

All the results you're ever going to produce in your life are directly affected by your state. State is everything.

If you're in a peak state, you'll produce peak results.

If you're in a bad state, you'll produce terrible results.

The most important factor that affects your state is your thoughts. Some would argue your thoughts, and your physiology, are the only thing that affects your state.

What sometimes keeps people stuck is they believe they have to stop their negative thoughts, or change their negative thoughts. Go ahead and try to stop your thoughts. You can't. Even if you try to stop your thoughts just checking to see if your thoughts stopped is itself a thought!

And you can't change a thought once you have it. You can only add additional thoughts. What happens then is you get stuck in endless loops of thoughts, going around in circles, wondering which thought is "correct."

The answer is to bring your full attention to your thoughts, and be aware of all the thoughts you are having. You'll immediately notice the exact sequence of thoughts that are making you feel bad.

When Alexis and I shared the experience that inspired the book, I was initially in a state of debilitating shock. I could barely function because every thought in my head was making me feel worse and worse about the situation.

By having awareness of the thoughts, with the help of Alexis and Jim, I was able to get back to taking productive actions very quickly.

Be proactive! Answer these questions by writing your answers here on this page.

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 28

I will focus on the person I must become to achieve my definite purpose in life.

Once you know your definite purpose in life, your vision for what you want your life to become, the next step is easy.

The only way to create the life you want is to become the person who can, and will, create that life for yourself, and for the people around you.

If there was ever such thing as a secret, or a short-cut to success, this is it.

Why?

Because we always will do whatever it takes to stay congruent with our identity. It's the most powerful force in human behavior.

When I was trading $100 million I faced a dilemma in December of 1999. The world was afraid there would be some sort of financial catastrophe over the possible Y2K problem. Up until December 1, 1999, I had already generated a 100% return on my hedge fund for the year. Almost everybody I talked with told me to just stop trading until after Y2K and bank the 100% return I had already made.

I called a good friend for advice. She didn't tell me what to do. Instead, she asked me who I was going to be.

Was I going to be an amateur trader and base my decision on fear? Or was I going to be a Wealth Master?

I immediately knew the answer. The only reason I was successful in trading was because I began with the identity of Wealth Master. Once you decide who you're going to be, you'll know what to do.

I kept trading in December of 1999, and made an additional 25% return that month. My fund ended the year up 169%. I made more money from my performance fee in December than I did in the first 11 months of the year.

Decide who you're going to be and you'll always know what to do.

Be proactive! Answer these questions by writing your answers here on this page.

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 29

I promise to believe in myself.

None of the other promises mean a thing unless you believe in yourself.

You can dream the biggest dreams, have the highest hopes, and if you don't believe in yourself you have no chance of ever moving forward.

Why?

Because changing your results requires changing your actions.

If you don't believe in yourself you'll always choose the certainty of what you know over the uncertainty of what you don't.

It's the belief in yourself, it's the absolute certainty of knowing that no matter what happens, no matter what you don't know, you'll be able to figure it out.

Or to quote Bob Marley, and the words painted on Jim's kitchen wall, "Every little thing's gonna be alright."

When you don't believe in yourself you'll never believe everything is going to be alright.

In one-week from today I'm packing my car and driving to San Diego to live. I'm leaving behind my house, my belongings, and anything that won't fit in my car. It's what's called "burning your boats."

Without believing in yourself, believing that everything you'll ever need is already within you, you can never "burn your boats" and close the gap between where you're at now and where you want to be.

Failure to believe in yourself is often the most important thing that keeps people stuck in suffering, existing instead of living.

Believing in yourself is a matter of faith –faith that you're so much more than anything that can ever happen to you.

Be proactive! Answer these questions by writing your answers here on this page.

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2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 30

I promise to eliminate hatred, envy, jealousy, selfishness, cynicism, guilt, and fear.

There's a saying from the bible, "Judge not, lest ye be judged."

There is a lot of wisdom in that saying.

When you judge other people, who you're really judging is yourself. If you look at somebody driving an expensive car and judge them, insult them, tell people how stupid it is to drive an expensive car, do you think you'll ever drive an expensive car?

Of course not.

And if somebody hates somebody because of some perceived "injustice," do you think it would be easier or more difficult for them to judge themselves for committing the same "injustice?" Does hatred ever serve anybody?

How about envy? If you feel negative towards somebody else's good fortune or success, you will never allow yourself to enjoy that same success. This is why the rich get richer and the poor get poorer.

But it's not just about material wealth. It's about emotional wealth as well.

How about selfishness? Can you ever expect others to be generous towards you if you're not generous towards others?

How about cynicism? This might be the worst human emotion because it undermines the value in your own humanity. Can you ever live a magnificent life if you think you don't deserve to?

Then there's guilt and fear. Guilt may be the stupidest human emotion because it causes you to focus on things that can't be changed. You can learn and move on, but you can't change the past.

And fear? Fear is the opposite of faith. Fear is the only thing stopping anybody from creating the life they want.

Eliminating these emotions will immediately and dramatically increase the quality of your life.

Be proactive! Answer these questions by writing your answers here on this page.

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Journal and Notes

Promise 31

I will cause others to believe in me
because I will believe in them and myself.

There's one thing that's certain: life is a team sport.

There's no way around it.

One of the most powerful forces we can experience is having other people have faith and believe in us. That's often the fuel that gets us through the most difficult times.

And the best way to cause others to believe in you is to believe in them, and believe in yourself.

If you're always putting other people down it's probably because you don't believe in yourself and you're trying to keep other people at your level. There's a saying that to have the tallest building in a city it's much easier to knock everybody else's buildings down rather than to spend 19 hours a day building your own up.

Believing in yourself and believing in other people is what creates synergies. It's what creates resonance. **It's what creates 1+1= 3 relationships, where what you can create together is bigger and better than what you could ever create individually.**

The alternative, not believing in yourself, not believing in other people, leads to an ugly downward spiral. It leads to the opposite of everything that will make your life better. It leads to sadness. It leads to hopelessness. It leads to doubt. It leads to despair. It leads to anger. It leads to resentment and total lack of caring for each other.

And you know when you need to believe in yourself, and others, the most?

At the exact moment when you have no reason to.

That's where the belief in yourself and others has all the power to fuel you, to take you to the next level, to get you to make the hard choices and take the difficult actions that are going to help you close the gap between where you're at now and where you want to be.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 32

I will induce others to serve me because of my willingness to serve others.

This is another promise right out of *Think and Grow Rich*.

Make no mistake, *Think and Grow Rich* is not just about financial riches. It's about spiritual and emotional wealth.

There's a difference between financial abundance and wealth. Financial abundance is numbers on a sheet of paper or on a computer screen. Wealth is an emotion.

This promise is one of the secrets to both material riches and wealth –serving others.

Some people feel weird about the idea of getting people to help them. I know I used to feel this way.

Then I realized how much joy, how much fulfillment I get from helping others. The night before the event that inspired these *41 Promises* I was doing an exercise that started with the question, "What are you proud of?"

The things I was most proud of in my life all had to do with helping people who help others, especially helping Anandagiri.

Remember to NOT accept help from other people is denying them that same feeling of pride and fulfillment I got from thinking about all the good I've done for people by contributing to them. When you show up in any relationship with an attitude of "what can I give?" instead of "what can I get?" everybody wins.

And it's exactly this attitude that inspires other people to help you.

The end result is when people are aligned in their vision and purpose so much more can be accomplished so much faster.

So feel no conflict with the promise to induce others to serve you because of your willingness to serve others. If your vision for your life is helping other people there's no crime in getting people to help you help other people.

The shame would be if you didn't induce others to help you.

Be proactive! Answer these questions by writing your answers here on this page.

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Journal and Notes

Promise 33

I promise to always remember the difference between stories and facts.

The impact of the event that inspired this book was initially devastating. Crushing. It was by far the most devastating thing I've ever experienced. It's the type of thing that I would have never recovered from if not for Jim and Alexis reminding me all day long of this one concept:

There are only two things: facts and stories.

The facts are unchangeable and not open to interpretation.

The stories are the meanings you give to the facts.

All of your emotions are the result of the stories you tell yourself, not the facts.

What I learned through this experience is that the "stories" don't always show up as words or even voices in your head telling you what something means.

The stories can be pictures. Images. Movies in your mind.

And the stories come so fast that your bodies physically react almost instantly. The ache in our stomachs and chest happens in the blink of an eye. Our breathing stops. All because of the stories, the images, the sounds, the movies our brains run in our minds.

The one thing that allows you to recover from any situation is the simple awareness that there are facts and stories. If something isn't known for sure it's a story.

If you are ever in a situation where you're sad, depressed, scared, hurt, etc., just the awareness of the stories you're telling yourself will begin to relieve the negative emotional state.

Keep this in mind! There's a lag time between this awareness and your body's physiology returning to normal. Give it time. It will always work. Just remember to take long, deep breaths and maybe drink some water to help change your state.

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Journal and Notes

Promise 34

I will control my focus, and therefore my state and results, with empowering questions.

Controlling your focus with questions is one of the most powerful things you can ever do.

All results you produce come from the state you're in. The state you're in is directly determined by your focus. And your focus is directly determined by the questions you ask.

The easiest way to understand this is with an example.

If I ask you, "What's the worst thing that happened to you this month?" your attention is immediately directed towards all the bad things that happened to you. You'll start to relive those moments and your state will change for the worse.

But if I asked you a simple question like, "Who are the three people who care about you the most?" your focus is entirely different. You will start thinking about all the people who care about you.

Presuppositions are an important part of asking great questions. A presupposition is something that must be true for you to answer the question.

"Who else loves me?" presupposes somebody loves you, and other people love you too.

"What else do I have to be grateful for right now?" presupposes you have more than one thing to be grateful for, and you can feel that gratitude immediately.

"What else can I do right now to guarantee I get the outcome I want?" presupposes there are many things you can do immediately, and that by taking those actions you will guarantee that you'll get your outcome.

If you want to jumpstart your life, start by making a list of empowering questions. Then ask, AND ANSWER THEM, every day.

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Journal and Notes

Promise 35

I promise to unconditionally love and be grateful to my parents.

Many people do nothing but complain about their parents. They even go so far as blame their parents for whatever problems in life they have created for themselves.

Other people do the opposite. They complain about their parents, and then claim that they succeeded in spite of their parents.

There are two reasons both of these patterns are problematic.

The first is what it does to a person's identity. When you judge others you really are judging yourself. The person you're judging is not the one who suffers. Any perceived emotional benefit on your part is just reinforcing your role as a victim.

If you continue to reinforce your identity as a victim by telling people who care about you stories in which you blame your parents, you'll condition yourself for failure.

When you tell these negative stories about your parents, the two people who were supposed to be unconditionally loving towards you, you'll condition yourself to never have unconditional love in your life.

Here's the pattern:

1. You say somebody didn't love you the way they should have.
2. Your friends tell you they feel bad, and you feel loved and cared about.
3. You sabotage relationships so you can blame somebody else again, or you reject people who truly love you, and the cycle repeats.

Instead, tell a different story to yourself. Remind yourself that your parents took care of you at some level. And even if they didn't, even if they abandoned you, just be grateful knowing that without them you wouldn't be here to have the opportunity to complain.

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 36

I will remember that there's always a gift in every experience.

It's easy to SAY things like, "There's a gift in every experience." I'm around "spiritual" people all the time who repeat things like this –when everything is going well.

Then they go outside and find a parking ticket on their windshield and freak out. Or maybe their sister says something they don't like, and they go into a tirade about how their sister has always been bad at her core.

Luckily for me, I learned from Sage Robbins, Tony Robbins' wife, to always ask, "Where's the divine gift in this?" no matter what the situation. So when I went through the experience that inspired Alexis and I to write this book, I kept asking myself this question. Even in the midst of what most people would consider something "devastating" I found myself looking for the gift in the experience.

At the moment of almost being unable to function, I kept asking myself, "Where's the gift in this? What's the gift in this? What's the gift I was given in this situation?"

The night before I experienced this event I spent the entire night, without even sleeping, working on a master plan to make a difference in people's lives all over the world.

Then this experience happened first thing in the morning, right as I was letting the dogs outside.

I had to find the gift in this.

So I did.

The gift in that experience was it will be a constant reminder to be grateful for everything in my life, to share the gifts I've been given, to help others see the gifts they have inside themselves, and to help them share those gifts with others.

In every situation, no matter how terrible it seems, there's always the opportunity to learn, to grow, and to contribute. There's always a gift. It's up to us to look for it, find it, and go forward with it to help ourselves and to help others.

Be proactive! Answer these questions by writing your answers here on this page.

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2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 37

I will always look for the good in everybody.

My friend, Anandagiri, has a core belief. We are all one. We are all connected and separation is an illusion.

When we look for the good in everybody we are really looking for the good in ourselves. If we look for the bad in other people we will find the bad in ourselves.

The challenge is our conditioning.

Most of us have been conditioned to fear not being good enough. And we fear if we're not good enough, we won't be loved.

So since we were kids we've learned to blame other people, and make them wrong to make ourselves feel better about ourselves. I was talking with a friend recently who spent the entire dinner talking about her "awful" sister. She asked me for advice.

I said, "You're saying bad things about your sister to feel good about yourself. Try going one entire month without saying anything bad about your sister."

Funny, that's not what she wanted to hear.

She thought that was harsh.

Think about that for a second. She truly believed that me suggesting she not say bad things about her sister was harsh.

I'm not saying that from a perspective of judging her, but from a perspective of an observer. To NOT say bad things about her sister would be "harsh" because my friend has relied on finding the bad in others to feel good about herself.

Worse, when she judges her sister she judges herself.

Now imagine flipping this around. When you look for the good in others, you'll not only find it in them, you'll find it in yourself.

And most importantly, when you're aware of the good in yourself, you can help other people find the good in themselves.

Be proactive! Answer these questions by writing your answers here on this page.

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2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 38

I will see how things COULD be better, and take action to make them better.

There are only two things: the way things are, and the way they could be.

"Worry" is when we see constantly see how things could be worse than they are, and do nothing about it. "Worry" is when we become paralyzed with fear of unlimited ways things can turn out bad.

That said, sometimes it serves us to see how, if we don't act, things can turn out worse than they are now. That's realistic.

But still, seeing how things can turn out bad isn't empowering.

Instead, it is much more powerful to see how things could be better, not worse. And more importantly, once we see how things can be better, **take action to make them better**.

This is the basis of the entire *10 Step* process I teach. When you focus on how things can be worse you're really going into a story. And not just any story. You're telling yourself a story that puts you in a bad state.

And once you're in this bad state, it's almost impossible to take effective and intelligent action to make things the way you want them to be. Instead, negative states typically cause us to *react*, not act with purpose.

Reaction literally means re-act, or act again. All reactions are conditioned responses, not intelligent, strategic actions.

Here's why this is so important: If you're re-acting then you're just running the same patterns that created the problems you already have. It's impossible to make things better from a place of re-acting if those actions caused the problem.

Instead, it's much more effective to literally see in your mind how things could be better. This is called having a vision. See how you want things to be. Get clarity on that vision. Literally. See it in your mind.

Then take actions to create the vision of what you want in life.

Be proactive! Answer these questions by writing your answers here on this page.

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 39

I promise to smile and laugh, and help others to do the same.

There are many things we have no control over. Sometimes we kid ourselves into thinking we have much more control over things than we actually do -especially when it comes to other people.

The one thing we always can control is our own state. Happiness is a choice. Smiling is a choice. We can always choose to laugh and smile no matter what the situation.

Granted, we have all been conditioned since we were children to NOT laugh and not smile.

I'm writing this in a restaurant right now beside a table with two mothers and three young children, 2 boys and a girl. The kids are between 4 and 6, and the kids are having fun!

But the mothers are scolding the kids every time they laugh and carry on. The mother of one of the boys just yelled, "Shannon! Stop it!" and hit him. The boy's crime? Laughing out loud at his brother making a funny face.

Seeing the mother scold her child for laughing seems harsh, but we do the same thing to ourselves all the time. We stop ourselves from being happy for arbitrary reasons based entirely on conditioned rules.

Promise to laugh out loud and smile. It's contagious. Once you can smile and laugh out load you'll make other people laugh and smile too.

To paraphrase Marianne Williamson, when you let your light shine you give others permission to do the same. Nobody ever made their day worse off by laughing and smiling.

People run around talking about saving or enlightening the world. You are the world. The one thing you can always do to make the world a better place (if that's your thing) is laugh and smile with other people.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 40

I promise to appreciate, respect, nurture, and strengthen my mind and body every day.

Life is a series of experiences that turn into memories. The quality of these experiences depends entirely on you.

There are two things you can nurture –your mind and your body. What you put into both will either strengthen you or weaken you. When something strengthens you it helps you become more, which allows you to contribute more to your own life, and the lives of the people you care about the most.

When something weakens you it causes you to become less, and be able to do less. It causes you to rely on other people more, to take time and energy from other people, and to attract attention and sympathy. This might feel good in the short-term, but it's not serving you, serving others, or serving the greater good in the long-term.

So why do so many people weaken themselves instead of strengthening themselves?

Because we all have the same emotional needs.

Now here's the million dollar secret.

When we do things that weaken ourselves it's because we are trying to meet our immediate emotional needs at the expense of our long-term benefit. We all have needs for certainty, variety, significance, love & connection, contribution, and growth. Trying to meet our needs short-term rarely nurtures or strengthens our minds or bodies unless we proactively set out to do so.

For example, we all have a choice of watching television and eating Doritos or going to the gym and eating healthy. Health and happiness are decisions that we choose for our lives.

When you begin by appreciating and respecting your own mind and body, you will stop doing things that are harmful to yourself. When you do appreciate your mind and body, you'll want to do things to take care of both.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

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3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Promise 41

I promise to read these promises at exactly the moments when they will be most helpful to me.

Every moment we have choices. We can choose what questions we ask ourselves. We can choose what to focus on, and what actions to take. We can choose how we move our bodies, how we breathe, and the words we speak out loud.

We have unlimited choices.

For the most part we can be proactive and make choices that lead us forward, towards our visions.

Then there are the times when it seems like the universe intercedes and gives us opportunities to take a path we haven't seen before. It's impossible to ever connect the dots forward in these moments of opportunity to see where the new path will lead.

But we can always connect the dots backwards.

Our subconscious minds are very powerful. If you promise to read these promises at exactly the moments when they will be most helpful to you, you will.

You're not going to have any idea where or when that's going to happen.

Just know when you open up this book and find a promise there will be an immediate opportunity to apply that promise. There will be some area of your life where you can get yourself unstuck just by remembering one of these promises.

Just one of these promises can get you through what's going to seem like the worst days of your life.

And if you read, and apply, these promises, you'll have a really good chance to create an amazing life for yourself and everybody whose life you have the privilege to touch.

Be proactive! Answer these questions by writing your answers here on this page.

1. If you applied this promise every day what would your life be like?

2. Why is it a MUST that you live your life aligned with this promise?

3. What's the most important action you could take IMMEDIATELY to fulfill the intent of this promise?

Journal and Notes

Closing Thoughts –Get Started Immediately

Now, as I'm finishing this book, The Beatles song "Ob La Di Ob La Da" just came on. *"Ob La Di, Ob La Da, Life goes on, bra, la la la la life goes on."*

No matter what the situation, life goes on.

It's up to you to DECIDE every day your part, your contribution, to how your life, and the lives of those who you can impact, will go on.

You don't have to keep all *41 Promises*. Just pick a few you connect with, or that somehow resonate with what's going on in your life right now.

Get started now.

That's what every one of the *41 Promises* will always help you do - get started immediately moving forward, creating the life you want for yourself, and the people you love and care about the most.

In the space below, write ONE THING you can do right now that will help you create the life you really want for yourself, and for the people you love the most:

Now go do it.

Postscript

Today Alexis suggested that every year, on March 5, we add a promise. Today we added:

Promise 42

I promise to allow myself to laugh and cry, knowing every tear will water a dream, leading us to our heart's desires.

We look forward to hearing about how *41 Promises* has helped you, and how you have helped others with what you learned in this book.

Connect with us on Facebook at Facebook.com/41Promises.

With deepest love and respect,

Doug and Alexis

p.s. If you don't have the audio version and conditioning CDs you can get them at www.41Promises.com. These audios have all *41 Promises* on conditioning CDs with music that you can listen to in your car, at the gym, or going for a walk or run. We highly recommend using the audios. They're the audios we made for ourselves to use!

ABOUT THE AUTHORS

Doug Allen is a successful fund manager, entrepreneur, author, and internationally known speaker. In 2013 Allen became one of the founding publishers and editor of *Business and Personal Success Magazine (BAPS)*.

Allen graduated from Carnegie-Mellon University with degrees in Electrical and Biomedical Engineering. He then applied his engineering and software skills to the financial markets, creating trading models. Allen began by successfully trading his own money in 1997, then created the Douglas Allen RAM Fund in 1998.

In 1999 Allen began his speaking career when he was invited by Tony Robbins to speak at Tony's *Wealth Mastery* and *Date with Destiny* events.

In 2009 Allen was asked by Anandagiri to host *Oneness* conferences in Los Angeles and Toronto, and to organize service projects and events for Anandagiri's new organization, *One World Academy*.

In 2010 Allen decided to create his own entrepreneurial mastermind group called *The Destiny Partnership*. This group meets every two or three months for private one-on-one training by Allen, with each event having a business related theme. The Destiny Partnership events so far have taken place in Toronto, Niagara Falls, Iceland, New York, Kenya, Jamaica, Watch Island, and Germany.

Go to www.DougAllen.com to learn more.

Alexis Allen is a writer, speaker, and founder of *The Blue Lion Foundation*.

At 12-years old Alexis asked her father, Doug, to use the money he was going to spend on her Christmas presents and instead buy toys for children at the local Children's Hospital. In addition to delivering toys to the children at the hospital, Mr. Allen registered *The Blue Lion Foundation* for Alexis as a Christmas present. Within a year *The Blue Lion Foundation* had over 8,000 members.

Alexis has traveled around the world doing service projects, both with and without her father, working with underprivileged children in orphanages. Alexis' goal is to fully sponsor 100 orphanages around the world in the next 10 years through her *Blue Lion Foundation*.

For more information visit www.BlueLionFoundation.org.

Alexis and Doug live in San Diego, California.

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