

The Formula R = (a) x EIM x (t)

The Formula

$$R = (a) \times EIM \times (t)$$

Reality/LOA	¹ / ₋₁	(1-10)	Hours
		INTENSITY=RICHTER	
1. Ask	1	X 2 X 1	= 2
2. Believe	-1	X 8 X 6	= -48
3. Inspired Action	-1	X 2 X 4	= -8
	1	X 8 X 1	= 8
	1	X 6 X 4	= 24

No matter what your belief system – new age, quantum physics, conventional, biblical – your mind has the ability to create. You exist in this energy, and when you request what you want, your probability of getting it is much better than when you ask for what you don't want (re: "don't spill the milk"). Emotions are the catalyst, the rocket propulsion, for creating the desire – the manifestation, the energy, the outcome, the reality – that you want. Tap into your river of potentiality.

General summary:

The equation of life is $R = (a) \times \text{EIM} \times (t)$. This is the formula to connecting the dots between your deepest desire and your actual reality. "R" in this equation is "reality." This is what you create and attract towards yourself. The "a" in the formula is what you "ask" for. When you ask for what you want you get a "1" in the equation, and when you ask for each you don't want you get a "-1." For the EIM of the equation, you must embody the emotion you would have if you had achieved your desire in your body and measure it on a scale of 1 to 10. The (t) represents the time measured in hours you spend focusing on what you ask for. This formula will gauge how you are creating reality.

The Tool:

Although many people are deeply inspired and have great intentions after hearing information like this, they also have a very difficult time going back into their life and actually integrating these tools.

Well, here's my solution. I call it the "Equation of Life." $R = \underline{a} \times (\text{EIM}) \times t$. This stands for: Reality = Ask X (Emotional Intensity) X Time.

Looks complicated, right? Don't worry—it's not. Because I'm an engineer at heart, it was easier for me to express this concept as a formula.

However, please don't get turned off by the math. Whether you call it praying, dreaming, or manifesting, the process for effectively connecting the dots between your deepest desire and your actual reality is the same.

So, let me explain what each part means. "R" in this equation is "reality." This is what you create and attract towards yourself.

The "A" in the formula is what you "ask" for. The movie, *The Secret*, did a great job teaching people, "Ask for what you want, not what you don't want." But, I want to expand on this a bit further.

When you ask for what you want, you get a "1" in this equation, and when you ask for what you *don't want*, you get a "-1." Why is the value only "1" either way? Because whether you operate from a New Age, quantum physics, conventional, or biblical system, there is no difference between asking for something big versus asking for something small. The difference is only your request, and you get what you ask for. In very practical and real terms, there's no difference between asking for 1 dollar, 1 million dollars, or a parking space. It's all just energy.

I want you to be able to tap into this river of energy where all of your potential flows. Life is not actually harder or easier—only your mind is limited in what it can create for you. And unfortunately, since most people are too busy focusing on what they don't want, they have no idea what they are missing.

So, here's how to make an energetic request. First, you must embody the emotion you would have if you had achieved your desire in your body. If you're asking for money, you must embody the feelings of prosperity and abundance. If you're asking for a relationship, you must embody love. If you're asking for health, you must

embody peace and wellness. Note: When the corresponding emotion is (intensely) present, it will be easier to fully BELIEVE.

Now, some people may try to tell me, “Well, I think that’s disingenuous,” or “That’s faking it until you make it.”

If you fall into this category, I’m going to challenge you. In fact, I would wager that if you fall into this category, you are probably among the 90 percent of people who *aren’t getting what they really want*. Yet, you probably already employ this principle—in a negative way. You are too busy thinking about the opposite of what you really want to even consider opening your mind.

You’ll drive to a sales appointment and think, “I must get this business. If I don’t get this sale, I won’t be able to make my mortgage payment. I just can’t lose this deal.”

What type of emotion do you think you have in your body while doing this? And, how intense are your emotions around the experience? If this is how you operate, you also probably take your vision *far* into the future and live in fear and anxiety with the consequences that you *don’t want*.

So, since you’re already an expert in directing energy to manifest in your life, don’t you think that it might be a good idea to try this in reverse?

Think of all the times you’ve been anxious about an outcome you fear. Can you remember the last time you were overcome with stress and anxiety while envisioning some terrible potential consequence? How often does the bad outcome end up happening? Not very often, huh? Now, some of you may say, “Well, it works—worry keeps bad things from happening. That’s why I do it.”

That is as nonsensical as believing that as long as you clap your hands, no elephants will come around. Those people clapping, say the same thing to themselves, “See! It’s working! No elephants!”

Are you starting to get this?

Your emotions are the catalyst, the lighter fluid, the jet fuel, and the rocket propulsion fluid for creating your desire and manifesting your future. You can choose something destructive like worry, or you can choose something beneficial or empowering like gratitude. It’s up to you—what you choose will be the energy that creates your reality.

So, in order to help you track your future trajectory, I created something I call, “EIM,” your Emotional Intensity Meter. It is an imaginary box you can place in front of you, and it has a needle that measures the intensity of your emotions from 1 to 10. A high number is an intense emotion; a low number is a low intensity. This is the next part of the equation, and it represents that the higher your emotions, the more powerful your results will be.

Finally, the last element in the equation is “t,” which stands for time. This is measured in hours for the purpose of this formula, and its purpose is simple—the longer you focus on something, the more powerful your results.

Key Points:

- Reality = Ask X (Emotional Intensity) X Time
- Your reality is created by with this formula
- You control all the elements of this reality creation formula

Coaching Application:

- If you are not extroverted or overly emotional, you must really practice your conscious use of this tool!
- Ask as needed (usually more frequently than most realize) what is the emotional intensity of the client? Low, medium, or high?

List the top five “asks” that you have had in place in your life when you came to this Audio Coaching System. Be real with yourself.

1. _____
2. _____
3. _____
4. _____
5. _____

Were the asks all negative? Were the asks all a “minus one”? Or were the asks positive and powerful? Don’t just answer yes/ no. Write about your “asks!”

When you contemplate accelerating your positive EIM to the “Tupperware convention” level, how would you do that? Have you ever done that before? Think back to a time that you were so excited; you were at a Level 10 intensity on the positive side.

What did you think? What did you feel? How did you act? What did you focus on? Who were you? How did you do that then?

