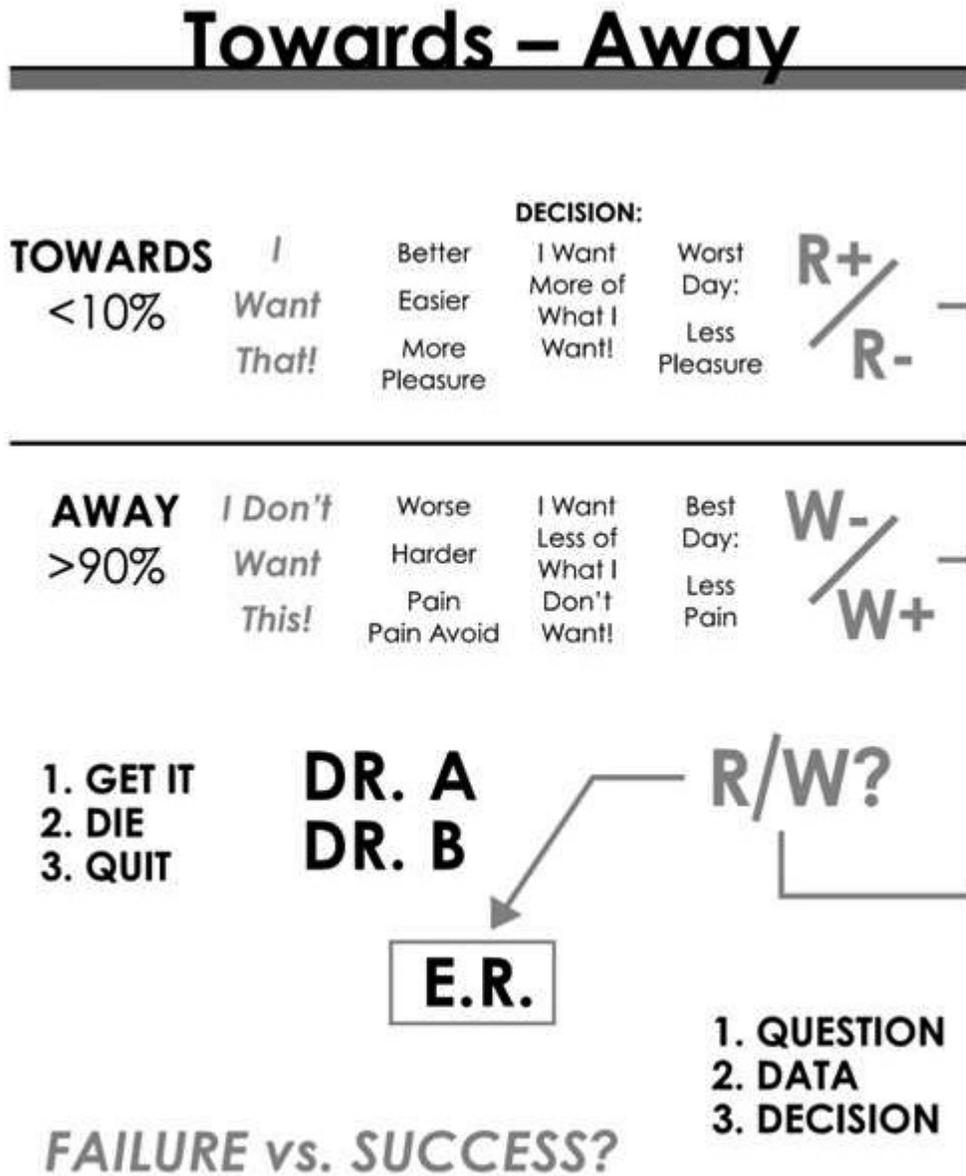


Towards/Away



Towards – knowing what you want.

Away – knowing what you don't want.

People in an Away pattern, on their best day, merely get less of what they don't want – they get less pain. Being in a Towards pattern - knowing what you want – puts you in the top ten percent of the population. Your life has direction – decisions involve “more right” versus “less right” – and your worst day gives you less pleasure! Greatness lies at the end of an incredible rainbow, an incredible vision, an incredible blueprint that you design for yourself.

General summary:

Your life is constantly in motion, and you are always either moving towards what you want or away from what you don't want. This program creates your reality. Less than 10% of people operate in a “towards” pattern. These are the individuals who predominantly and consistently produce outcomes and results by knowing what they want. In a toward pattern you will find pleasure in any progress you make because you'll know you're moving towards what you really want in life. When you are in a toward pattern, your worst day on this planet is only “less pleasure.”

The 90% of people stuck in an away pattern are not wired to win because they are stuck in what they don't want. This group is driven by pain and how to avoid pain. On their very best day, “away driven” people will only get less of what they don't want. Because their focus is about less pain, and pain is always attached to wrong decisions, there is profound sadness amongst this group. When you are moving in a toward pattern one of three things will always happen: you get what you want, you quit or you die.

And, one of the most powerful and prolific programs you run is what is called “Towards and Away.”

Here's how it works. Your life is in constant motion, and you are always either moving towards what you want or away from what you don't want.

Think about this for a moment, and feel how it applies to your life.

In life overall, are you moving towards what you want, or are you moving away from what you *don't want*? What is your primary psychological driver and source of motivation?

This is the program that creates your reality.

Several studies indicate that less than 10 percent of people operate from a “towards” pattern. These are the individuals who predominantly and consistently produce outcomes and results for themselves by *knowing what they want*. People who come from this place are obsessed with obtaining their end result. Time has no meaning; there are no stipulations. Regardless of how long it takes or what it might take, visualizing and embodying the joy of obtaining their end target is completely worthwhile.

When you *must have* something, there is a direction to your life. You will head towards the thing that you want *no matter what*. Sometimes you will have progress, other times you may get a little stagnant, and you may even get completely stuck from time to time. However, you will *always* continue to move forward. Ultimately, you'll find pleasure in any progress you make because you'll know that you're moving towards what you *really* want in life.

The progress you make while moving towards pleasure will be based on a series of decisions. However, I have another secret to share with you—as long as you're working towards what you really want in life, there

are *no wrong decisions*.

Think about this—does anyone ever think, “Hmm, Let’s see, here is the right choice, and here is the wrong choice—I think I will do the wrong thing today.” Of course not. Here’s what happens.

When you are in a “towards” pattern, you’re able to see this truth. All decisions are “right”—some are just more right and others are less right. The less right answers don’t really bug you too much while in this “towards” mindset though because they always bring you value in the form of a lesson.

Eleanor Roosevelt asked a great question: is failure the opposite of success? Most believe, of course, that it is. She says that it is not. In fact, Eleanor proclaims that to have success, you *must* have failure, and to have *great success*, you must have *great failure*.

This is one of the best truths about this pattern. Even on your worst day on the planet, when you’re in a “towards” pattern, your worst day is only “less pleasure.”

How great is that!

This fact is key to your growth towards *The Inevitable You*®. If we measure all of the love, money, joy, and happiness in the planet, the 10 percent of people who are “moving towards” their desires in life have 98 percent of it.

So now, let’s talk about the other 90 percent. Here is their primary thought process: “I don’t want this problem,” “I can’t stand this job,” “I’ve had enough of this relationship,” “I don’t like this place,” and “I don’t want to be poor any longer.”

These people are *not wired to win* because they are consistently stuck in what they “don’t want.” This group is driven by pain and how to avoid pain. As intensely as “towards-driven” people move towards pleasure, this group obsesses about their pain, and as a result, every day of their life gets worse; every day gets harder. On their very best day, “away-driven” people will only get to experience *less* of what they don’t want. They will define success as “less wrong,” and they may never even know the feeling of true fulfillment. What is “better” in their life will only be a little less painful.

And, because their focus is about less pain, and pain is always attached to “wrong” decisions, there is a profound sadness amongst this group.

In fact, it physically pains me when I meet clients coming from this place because life doesn’t have to be this way. Let me give you an example.

I’d like to introduce you to Dr. A and Dr. B.

Dr. A was 11-years-old when he decided he wanted to become a doctor. As a result of his supreme dedication, he went on to get great grades in high school, college, and med school. He was always at the top of his class and worked very hard towards his dream. He is now a respected doctor in his community.

Would you say that Dr. A is in a “towards” or “away” pattern?) Don’t over-think this—it’s a metaphor, and the question isn’t complicated.) As far as we can tell, he’s in a “towards” pattern, right?

In a parallel universe, meet Dr. B. Now, on a superficial basis, Dr. B is identical to Dr. A. He knew he wanted to be a doctor at age 11, he got good grades all through school, and he now owns and operates a successful practice that he loves in his hometown.

Here’s the difference.

Dr. A is not just a doctor; he is also a saxophone player. He once picked up a saxophone at a very young age and could play it nearly perfect from the beginning. He was incredible, and he loved playing. However, Dr. A's mom was a doctor, his dad was a doctor, and his grandparents were doctors. They always told him, "Dr. A, when you grow up, you're going to be a doctor because that's what we do. We heal people, we make good money, and we contribute to the community. You're going to be a doctor just like the rest of us."

And so, about the time Dr. A was 11, he was convinced. "Yeah, I probably do want to be a doctor. I don't want to live in smoky bars and have a run-down trailer for a house," he decided.

But, even today, Dr. A still relishes in playing the saxophone. In his spare time, he records music in his private studio and plays in a popular garage band. After all these years, he is *still* a world-class musician.

Now that you know a little bit more about Dr. A, would you still say he is operating from a "towards" pattern? Of course not. He's been moving away from a life of potential poverty and from disappointing his family. If a person grows up thinking, "I'll never be poor, I'll never be poor, I'm never going to be poor," he may be able to create a lot of wealth for himself. But, even if he figures out how to acquire a million dollars, do you think that person is happy, fulfilled, powerful, and loving life?

Absolutely not. Regardless of your success, when you're driven by what you don't want, every decision will ultimately be based on avoiding pain.

Let's go back to Dr. B. When he was 11, Dr. B got very, very sick. He was in and out of hospitals, and his condition grew very dire. His family was prepared to lose him. However, just as they were all about to give up hope, Dr. B went to see a phenomenal doctor who literally saved his life. Dr. B never forgot how important this gift was to him, and he became very passionate about dedicating his life to healing others.

Quite obviously, Dr. B is in a "moving towards" pattern. His practice is set up to satisfy a life-long passion, and his focus has always been moving towards the fulfillment of saving lives.

So, what's the point of this entire story? Sometimes, you can't tell what really drives you until you dig a little deeper. Sometimes you have to look at the foundation behind your psychology to see which path you're on.

One more point on this topic. Once you embody your "towards" pattern, there are three simple rules that, if followed, will guarantee a magical, powerful life.

First of all, if you are moving towards a "must," you will *always* achieve it. It may take a little longer than you thought, and the details may shift, but those changes will probably make the final result even better than you imagined. Accept this. Don't get so tied to the details that you lose sight of the bigger, ultimate vision. Just stay focused and you will get what you want.

Second, know that your "towards" vision may be too large to fit in your lifetime. The man who built Crazy Mountain comes to mind. His vision was huge, and he was able to make a large impact on its completion before his death. Even though he died before it was finished, his legacy lives on through his children who still work on the project to this day.

Being in a "towards" pattern is more about the journey than the destination. Even if you don't see a vision through to its finality, you will still feel vibrant, fulfilled, and rewarded while en route.

Lastly, *never stop wanting what you want*. You cannot give up or compromise. Maybe life has beaten you down; maybe you've started to believe you're not really "good enough" to create your true desires.

Remember—you are expected to fail on the way to success. The only way you can ever truly fail is to quit, give

up, or back away.

This is a powerful formula for success. Start looking at the decisions you're making—are you “moving towards” your goals or are you “moving away” from something?

Greatness only lies at the end of an incredible blueprint that you design for yourself. It is your personal rainbow, your vision, and hopefully, seeing and understanding this tool will allow you to do some deep work moving forward.

So, if the difference between pain and pleasure in life is so simple, by now you may be asking, “How did such smart people get so screwed up?”

Remember when I told you that four-year-olds never operate in an “away pattern”? They always focus on what they want. Do you also remember when I told you the story about not “spilling the milk”?

Well, there's more to all of that. Whenever you create something, your brain constantly cycles these three steps. One, you ask several questions. “What does this moment, this breath, and this sequence *mean*,” “Is this safe,” “Is this dangerous,” “Is there too much risk,” “Do the means justify the reward,” “Am I okay,” “Am I safe,” “Do I care,” “Do I not care,” “What does this *mean*?”

Next, once your brain assigns a meaning, and it triggers a corresponding emotional response, you will become happy, sad, angry, ambivalent, engaged, or annoyed as appropriate.

Finally, with the meaning understood and an emotion assigned, you will decide on an action to take. You will decide to act courageously or cowardly, you will move forward with caution, you will leap forward in anticipation, or perhaps you will not act at all (which is also an action).

Thus, all actions start with meaning.

When you assign a negative meaning to a moment, there's very little chance you will take actions that can lead to a positive outcome. You may avoid “failure” and “pain,” and you will likely call that success. However, you will limit your true potential. In contrast, when you start with a positive meaning, you will embody positive emotions and take corresponding positive actions. As a result, there is a high probability that starting with a positive meaning will draw you towards positive and fulfilling results.

Bottom line—be conscious of this internal command sequence, and use it to create the reality you desire.

Once again, I can't really overemphasize this counterintuitive point enough—when your chips are down or the planet is storming on you, *that is when this type of awareness is most crucial... and most easily forgotten*. So, be prepared, and don't let yourself fall back when it really matters.

Now, I'm not saying that you should *never* move away from something. The fact of the matter is, it will actually help you spark a change from time to time. Sometimes “moving away” is the catalyst you *need* to start “turning the bus around.” What's most important is—how do you feel afterwards? What's your excitement level? Where's your power meter running when you're done talking to yourself through your plan of action?

For example, stopping yourself from watching TV in order to read a book you're excited about is a positive “moving away” pattern. However, there is also an even more empowering way to engage in this internal dialogue.

Suppose you say to yourself, “I've got to stop watching TV so much because I want to start that book on Teddy Roosevelt tonight after the kids go to bed. I'm just excited about that book. I've heard great things about it, and

I love the book jacket. Oh, I can't wait to sit down with that book!" This internal conversation is different from, "I've got to stop watching TV, and I'm exhausted."

Can you feel how a positive command sequence issues a different emotional attachment and begins to tap into deeper power and potential for you?

Here's another example. Instead of saying to yourself, "I should swing by the bookstore and buy a diet book," you might choose to say, "Food is not love. Food is fuel; it's energy. I'm going to stop at the grocery store and get some great nutritious food tonight on my way home. I'm also going to pick up a nutrition book because it might have some great distinctions that could help my storehouse of greatness. I love my body. I love the direction in which my life is moving, and I want to be sure I am healthy enough to enjoy it all! I can't wait to stop at the store!"

Can you feel the difference?

One last thought on this—be sure not to attach judgment to any internal command. The point is to be conscious about the process so that you can choose what's most fulfilling and empowering for you, not to give yourself another reason to beat yourself up.

Key Points:

- An away pattern brings you more pain or less pain
- 90% of people operate in an away pattern
- A toward pattern bring your more pleasure or less pleasure
- As long as you are working toward what you really want in life there are no wrong decisions
- When you move in a toward pattern you always either get what you want, you quit or you die
- What are you focused on?
- What do you believe about yourself?
- Do you have an incredible vision that's driving you? Or, are you motivated by pain?
- Are you trying to get away from something? Or, are you moving towards an empowering future?

Coaching Application:

- The BIG Kahuna!

Let's begin with the "away" pattern first. Have you ever been trapped in knowing more about what you don't want? Describe that time and what you knew then about what you didn't want and what you focused on then:

What was the real “more pain” “less pain” / wrong v. wrong decision that you had in that place:

Describe how what really felt “right” was in fact, merely “less wrong” and you faked yourself into believing that you were happy with that choice only because it got you out of a more painful place:

Do you now understand what was so hard about that place and why it was virtually impossible to “win” and drive your life to a new, better place?

Pick your top three “away” patterns that you are involved in right now (it might be your health, a job situation, a relationship issue, your kids, or financial always hooks some big ones.)

Now, let's review your “towards” patterns. Write down a time that you were focused on what you wanted, and it

was a visionary “towards” pattern. It might have been a sports position, a part in a play, a job that you wanted, a date that you wanted, some- thing that you simply obsessed about:

Write down the differences in you in this “towards” pattern vs. the person you were in the above “away” patterns. Pay attention to the nine verbs.

What happened in this “towards” pattern? Did you get what you wanted? Did you get better than what you wanted? Or did you get a big lesson that led to later glory?

Taking the “towards” lessons that you have already experienced in your life (and if you are the rare person that can’t find any- thing... ask a friend or family member, someone who cares for you. I often find that people are so hard on themselves that they don’t recognize their own Greatness. People who love you do.) and apply them to your above listed top three “away” patterns. Re-write them as “towards” programs.

Can you feel their power now? Can you feel your power?! And so now what I want you to remember, is an understanding of this incredible tool, this very powerful psychology. You can begin to look at decisions that you're making, things that you're thinking about, how your nine verbs match up. What are you focused on? What do you believe about yourself? Do you have an incredible vision that's driving you? Or are you motivated by pain? Or are you trying to get away from something?