



Topic Development

*and*

How to Create a Wow!  
Audience Experience

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a collection of articles  
written by

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## Win Audiences with Your Words

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There you are—standing before a new audience—yearning to reach each person with your ideas. How are you to do this? Gerry Spence in his *How to Argue and Win Every Time*, showed me a vision of the possible. Enter into his world with me. Experience the methods of this master.

### Your Words are Your Verbal Fingerprints

"They're the fingerprints of your personhood. The energy in your phrases is an extraordinary mix of traits and talents and experience that's unique. It's yours alone."

"You start by being credible. To be credible, stand psychologically naked before your audience. Resolute authenticity, no trickery, pure truth—these are your credibility tools. 'In the course of human history, truth-telling has been designated as the highest of virtues in every culture. This is why the credibility that results therefrom are always so powerful.'"

Stand tall and proud. Walk like a matador. "The way you move is your autobiography in motion."

### Use Image-Laden Words

"Words that do not create images should be discarded. Words that have no intrinsic emotional or visual content ought to be avoided. Words that are directed to the sterile, intellectual head-place should be abandoned. Use simple words that create pictures, words that generate feeling. Tell yourself, 'If I am real, the right words will come.'"

"Prove your points with stories." "Why is the story so powerful? It speaks in the language form of the species. Its structure is natural. It permits you to speak easily, openly, powerfully, from your heart zone. It provokes interest. It is an antidote to the doldrums. A story touches us in our tenders, in those soft, unprotected places where our decisions are always made."

### The Magic, the Joy of Preparation

"Preparation is wading into life, languishing in it, rolling in it, embracing it, smearing it over yourself, living it. I say, go play. Write out your ideas. Watch new ideas come popping out from magical depths. Learn how it feels to discover, not only what there is to know about your ideas, but also what there is to discover about the most uniquely interesting person in the history of mankind -- namely, you."

"Let your words be "powered by your stories. Make them rich with the emotional commitment of a person who cares. Tune in to the

power of the heart zone. Tell me how it was! How it is! Make me see it! Make me feel it! Make me understand! Make me care! If I cannot care, I cannot make anyone else care."

### **Action, Not abstraction**

Stick with the action. Avoid the abstraction. The power of the story is in its ability to create action and to avoid abstraction."

### **Charisma**

Charisma is energy, energy from the heart zone. Charisma occurs when your feelings are transferred in their purest form to the audience. Charisma is not diluted feelings. It is not disguised. It is raw feeling. Charisma is the passing of our pure energy, our pure passion, to the audience."

### **Open the Floodgates**

Focus on your feelings. Feel your feelings. Feel your passion for your ideas. Feel the fervor that comes steaming up. Feel the love that caresses. Feel the joy! Let your feelings run free."

I recommend that—if you choose to be a consummate speaker—you buy this book, *How to Argue and Win Every Time*. It includes many more powerful and poignant ideas. Any bookstore can get it for you. The publisher is St. Martin's Press, N.Y. ISBN# 0-312-11827-9.

## Go With What Brung Ya'!

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Bill Gove, NSA's first president, said those famous words. And they are the essential wisdom of finding your perfect niche. Go with what brung ya'. Here's how:

### Array your assets before you . . .

. . . your background, your beliefs, your education, your essence, your experiences, your feelings, your spirit, your talent, your tastes, your travels, and your values.

Resting quietly in this 11 part pastiche is your perfect niche. Ask yourself these questions: What is your secret dream? What are your known talents? What are your hidden talents? What are your real strengths? What do you do best and have the most fun doing?

In the tapestry of your responses to these queries your niche waits for you to recognize it. Know this: You were born unique. You are one-of-a-kind. You are the best you, the youest you there will ever be. And there will never be another you. You're here on a one-way ticket. You have your life to live. More than that, you have your chance to leave this a better world because you were here.

You're a speaker or a wanna-be. You have a history of hopes and longings, hungers and yearnings, hunches and desires, actions and attainments. These colluded innocently and unknowingly to deliver you and your consciousness to this hour.

The bundle of 11 assets named in the second paragraph above add up to you. You're the world expert on you. And you want answers.

I don't have them. The answers you seek are inside of you. They're jumping and shouting, "look at me, here I am, here I am, here I am!!!"

Here are some ideas you can use to find your personal answers:

Ask yourself, as an expert who speaks, what sort of people you want to address.

On which topics or issues do you want to make yourself a world-class expert.

What do you see as your gift for the world?

Let your subconscious mind guide you. Listen to your inner knowing.

Go to the largest convenient book shop. Seek books by futurists. Look for sunrise industries. Research emerging trends. Plan to ride the wave of these trends. To make yourself a recognized expert in something.

When useful answers come to you, write them down. Then, take resolute action.

Light a fire in your belly, a passion for your chosen topic, a passion that empowers you to illuminate others.

Once you have selected-or intuitively accepted-your niche, your real work starts. **Develop a one hour speech**, a blend of substance, entertainment and a bit of participation. This program is to be inspiring, fun. You share what-to's, not how-to's. This is your General Session speech.

Next, create a **2 to 3 hour seminar or workshop**. In this format you deliver how-to's. This is your Breakout Session program.

Now you're ready to build your name and fame. Here are smart actions to take now:

1. **Create 20 minute talks**, each a synthesis of some of your essential wisdom. Begin to give free talks to service clubs and community organizations. This is your shakedown period. It's your off Broadway tryout. If you're like most experts who speak, you find yourself cleaning up and enhancing your program.
2. **Write papers to self-publish**. Start getting articles published in media read by those in your target markets.
3. **Oh, there's so much more**-and, darn it, we're running out of space. If you're intrigued by the thoughts I share above, get my Speaking Strategy Report #1, [Positioning Magic](http://burtdubin.com/positioning_magic.html) at [http://burtdubin.com/positioning\\_magic.html](http://burtdubin.com/positioning_magic.html). You're worth it. And you won't be sorry. You get 18 pages of pure wisdom on finding your perfect niche. Plus much more. You make yourself a nichemaster when you abide by this guidance. Plus, you get a 5 year no-questions-asked money-back guarantee.

## I Talked to the Trees...

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### **How to give your audiences an experience that brightens their lives and endears you to them forever**

July 1980. I drive my new Toyota to a conference in the foothills of Southern California's San Gabriel Mountains. I don't know the conference leader, Brugh Joy, is going to expand the consciousness of all 30 of us. To awaken us. And in a surprising way.

Brugh sends us out at dawn each morning. Out and up. We are to avoid each other. "Climb the mountain," he tells us. "Be alone and silent. Be back by breakfast time." This allows me about 2 hours out in the crisp air. Healthy exercise at the least.

We are told to find and select an aspect of nature to communicate with. To have a discussion with. To ask questions about something significant in our respective lives at the time. This is part of the learning experience. It doesn't happen in the presence of the conference leader. It happens for each of us while we are alone in nature. And only to the degree we allow.

What aspect of nature? The choice is mine. A tree, any tree, a bush, a stream, a boulder, a rock, a cactus, a plot of grass, a flower, a bird, the sky, one cloud in the sky, any animal I might see during my climb.

After breakfast we convene for the morning session. We share our experiences alone in nature. Insights have surfaced for most of us. Answers to challenging questions. Wise counsel regarding choices. Understandings regarding puzzling decisions that are to be made.

I am later to discover the roots of this process. Where and when it started. Why it is so effective. Dating back to prehistory, before there was writing, way back before what we now call civilization.

Thousands of years ago indigenous peoples lived in tribes as hunters, as gatherers. Shamans, monk-like ascetics, witch doctors, wise ones, elders evolved and emerged. By whatever name these seers were respected and revered for their wisdom.

And they all spent long hours alone and silent in the natural world. There they found access to the truths of nature and of the human experience.

The process of being alone and silent in the natural world worked then. It works now. It worked for ancient wise ones. It can work for you and for your audience. The challenge, of course, is finding a resort, a conference center, a hotel abutting nature.

Years later, I attend another conference in a facility on a beach. Pretty much the same formula works there. We are directed to

Speak to the waves, to the seagulls, to one seagull. We are to engage in discourse, in dialog with the dry sand, with the damp sand, with a sand crab, with little stones.

Today I host conferences in Sedona, Arizona. (I use a resort hotel abutting nature.) These events include alone time, silent time outdoors in nature. Much of the value participants harvest here is self-generated.

Can you create such programs? You decide. You must be the sponsor to create such experiences for your attendees. You guarantee the facility a certain number of room nights. You need a source for the food needs of those you attract. And you do risk some of your own money.

Be careful. The first time I did this I had a net loss of \$4000. The second time I only lost \$2000. The third time and every time since, I made a modest profit.

Your biggest outcome when you create such a program is knowing you are opening an awareness window for each person present. A window that cannot be opened any other way. And once that window is opened, once you have widened someone's awareness, there is no way to undo it. Just as there being no way to go back to being a virgin.

As Brugh said to us, "Once you have tasted the nectar there is no turning back."

## **How to Create a WOW! Audience Experience**

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**Engage these breathtaking techniques  
that boost your delivery to star quality now!**

### **Your Preparation**

**1. Get plenty of sleep, Breathe deeply.**

Groom yourself flawlessly. Look your sparkling best. Breathe from your belly. Walk in like the matador you are, tall and proud. Inhale deeply--all the way down to your pelvic bone. Observe this making you feel like the powerhouse presenter you are now.

**2. Determine in front that this is to be your best program ever!**

Do this every time, every time, every time. Make a resolute, no-stopping-me-now vow to be Damn-the-torpedos-full-speed-ahead eyeball-popping GREAT!!!

**3. Commit to make this event a happening.**

Design it as a vivid and memorable experience. A transformational watershed of a turning point for every audience member. A dazzling display of the possibilities of everyone in your audience. (How great they are, not how great you are.)

### **Your Program**

**1. Start with a shocker.**

Open with your big guns. Set them back on their heels. Say something BOLD, controversial and true.

**2. Build in meaningful audience interaction:**

Build it in at least 3 parts of your presentation: within 2 minutes of your opening, about the mid-point, and within 2 minutes of your close.

**3. Deliver your program to one person at a time.**

Complete each sentence while your eyes are locked into the eyes of one other person. This one person becomes the surrogate for every other person in the room. . .and they will all know it. Then, let yourself pause as you select the one person to address with your next whole sentence. Your pauses

are the white space that lets your points sink in. The experience you create is electrifying for everyone in the room when you are practiced in doing this.

#### **4. Share something new you've never shared before.**

This may be from your internet research the previous evening, from the morning newspaper, from an early morning interview you just did with an industry mover-shaker big-wheel --or from your imagination.

#### **5. Deliver what you know**

Deliver what you know in your blood and sinews, your bones and your gut. What you've lived for and toiled for. What you've suffered and cried for. What you feel deep inside. What matters to you in your heart of hearts. What shouts at you that it must be shared. Your passion, your purpose, your reason-to-be!

#### **6. Speak about that which you've earned the right to speak about.**

Address issues and topics for which you feel ardent emotion. You've got fires to light. It takes a bright blue flame to ignite others, to reach and awaken people who do not yet have your vision, your brilliance. Speak about that which you love, that to which you have a powerful, consuming commitment. Speak to make a difference, to make your world a better world.

#### **7. Close with 2 or 3 extra surprise handouts.**

These are each to include highly valuable information you "did not have time to include" in your event.

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**This is what I did in my years presenting corporate and association programs. (Before reinventing myself as mentor to speakers worldwide.)**

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## How to Be Sure You Speak with a More Powerful Voice

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### Regardless of dust, pollen, sore throat or other impediments

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“Your voice is the instrument on which you play the symphony of your life.”

—Milliard J Bennett

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Today's the day. You're presenting a four figure program, maybe even a five figure program. The decision maker who hired you is in the back of the room—watching and listening.

Important people, folks who can engage you to present to their Branch, their Division, their organization, are in your audience. They are watching intently. They are hanging on to your every word.

- How much is it worth to you to be in your best voice?
- What is the value to you of showcasing your most powerful and convincing voice?
- Can you put a monetary value on this?

Imagine that somewhere in your travels to this venue you encounter dust, a lot of dust. Or you happen to be allergic to a pollen that is in the air locally now, right now. Or maybe you have hay fever. Whatever the source, you know you've got it as you ride in from the airport.

**Now your sinuses act up. Your nose clogs.** You have a frog in your throat. The “slings and arrows of outrageous fortune” could not have picked a worse time to do their dirty work.

**Or you simply discover you have a sore throat. It came out of nowhere and with no reason. Nevertheless, your throat is sore and at the worst possible time.**

Several possible future bookings, several new relationships with decision makers who have the authority to hire you and the budget to pay your full fee are in the balance. You mumble under your breath, “Drat the luck!” You long for your voice to reclaim its resonance and timbre, the delightful overtones your audiences so appreciate. It is just not happening.

Your audience members are in their seats now. They eagerly await your appearance. And the fat's in the fire—because your

voice is definitely not 100%. And you are to be introduced in 10 minutes.

**What is it worth to you to have a handy remedy along right now?** Here's a group of possibilities for you:

### **1. Dust, Pollen, Hay Fever**

Little capsules that counter the effects - and may clear your throat in mere minutes -- are as close as your nearest health food store.

Go to any convenient health food store. Virtually all carry Natures Herbs brand products. They are made by TWIN LABS. Their mail address is Box 336, Orem, Utah 84059 USA. Their phone number is 801-763-0700.

Pick up a little bottle of a product labeled Desert Herb Combination. Be sure to get this exact name.

The label makes no representations regarding what it does for you. (The FDA doesn't let them tell you.) Keep this voice saver in your travel kit.

When the need arises, take 3 of these little capsules before you speak. You may take 3 more every 3 hours. If dust or pollen or hay fever is the cause, your throat clears up fast.

### **2. Sore Throat or Strained Voice**

Speaker Patricia Gilmore shared this remedy with me. You apply pressure with your thumb to the back of your other hand. In Oriental Medicine the location is called TW3. (Triple Warmer 3) or Middle Island. In plain talk it is between the little finger and the next finger, about half an inch from where they nearly meet.

Patricia says to first swallow to get a clear sense of how your throat feels. Then press the point firmly with your thumb. Then swallow again. Your throat should feel better instantly.

### **3. Dry Air**

The next vile voice wrecker is dry air. Have you ever spoken in Las Vegas. I have. Between the dry desert air and the air conditioning, your throat may feel like sandpaper. There are 2 ways you can counter this. The first is easy and always available: Fill the bathtub with water. Leave the bathroom door wide open. Now the air in your sleeping room is humidified. There's another dry air remedy. I always have it in my travel kit. It is called ENTERTAINERS SECRET. Go to [www.entertainers-secret.com](http://www.entertainers-secret.com) Or call 800-308-7452. They ship everywhere.

This is a small container that's easy to have along. When the need arises, you spritz it on the back of your throat and up your nostrils.

Another fast and easy dry air technique is simple and available: Sip room temperature water throughout your program. Squeeze a lemon wedge into it if you want to. Avoid iced drinks as well as hot drinks. Especially avoid coffee. Coffee dries out your vocal chords.

#### 4. Other Antidotes

Ricola brand cough drops. They do not contain menthol. Avoid anything with menthol. It dries your throat. Do not consume any alcohol for 24 hours before your program. Alcohol, too, dries your throat.

Of course you do not smoke. That is not enough. In addition, do not allow yourself to be in any room with smokers in it. Second hand smoke is very bad for your throat and voice.

Abstain from milk and all milk products. This means no yogurt, no cheese.

You probably already know this, however just in case—ahem—do not clear your throat. That makes matters worse.

Do not expose your throat to very cold air. Wear a scarf in frigid times and places. Shield your nose with a handkerchief or ski mask.

This one is so obvious: Do not YELL. Get plenty of sleep, even more than you feel you need.

Finally, breathe. Inhale deeply through your nose. Hold it for a count of 1-2-3-4-5. Exhale through your mouth. You'll find this very relaxing. About 10 very deep breaths just before you go on will both relax and invigorate you.

**The outcome of abiding by these ideas is this: You feel better, you look better—and you sound better. You have more confidence and verve.**

You make the best possible impression at exactly the right time—when all eyes are on you—and when decision makers in the room are considering engaging you to address their next meeting.

## How to be a Consummate Speaker Faster

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How do consummate speakers do it? How do they get there? How do you make yourself a consummate speaker -- and how do you do it faster? In this space you harvest as many ideas as I can pack into 625 words.

### Know Your Subject

Know it inside out, upside down, backward and forward. Study it tirelessly, endlessly, relentlessly. Make it your other intimate other. Love it with a passion that knows no bounds, has no limits. Devote yourself to your topic resolutely—and make yourself its master. Dedicate your energy, your time, your resources without limit and without reserve to your chosen discipline. Yes, have a love affair with your theme.

When I was 17 I lied about my age to get a job at RCA. I was the sole support of my mom and 2 kid sisters. I quit high school because there was no one else to support them. I quickly worked my way into the electronic test group. I studied my task just as I recommend you to do. My love affair with the CRT and the alignment process yielded new, original, previously undiscovered ideas to shorten a procedure from 45 minutes to 15 minutes. Standing firm against the non-believers, I prevailed. I got the process I conceived made the new standard, thus tripling production in my department. I knew my subject. Know your subject, speaker!

### Know Your Market

Know exactly what people, companies, associations, groups, industries are most likely to appreciate you and your mastership—and to reward you handsomely for your insights, your views, your recommendations. Know their demographics. Know their psychographics. Then stay on top of events that matter to those in your market. Be a restless, hungry, greedy seeker of every crumb of data, knowledge—and wisdom—that impacts those at every level in your market. From the shareholders to the Board to the CEO to senior management to every level, every specialty, every group and sub-group. Leave no stone unturned.

Years ago, way back before I dreamed of becoming a speaker, I represented the Pepsodent Division of Lever Brothers to retailers in the Greater Los Angeles area. I found retailers who didn't know that they longed to carry my line, to display it, feature it, promote it. I identified dozens and dozens of stores, targeted them and won them over. Not just as customers, far more than that. I made them advocates, believers, disciples. Amen, brother! This passionate devotion to the cause of that brand carried me to

recognition, awards—and much more. I knew my market. Know your market, expert-who-speaks!

## **Know Yourself**

Know your values. Know your value—and don't settle for less. Know what you stand for. Know what matters, truly matters, bone-deep, to you. Know where you've been. Know where you're going. Know why you do what you do.

Hey, fellow speaker, I've lived this stuff, I don't just teach it. Years ago, when Pepsodent didn't reward me adequately, I quit. (When a market doesn't reward you adequately for your contributions as an expert who speaks, find another market that does recognize and reward your value.)

When I moved on I joined Cole Steel Equipment Company—and in 5 years tripled their sales in the Greater Los Angeles area. This went on and on until I started to awaken others to their potential. And to how to actualize their potential. But—you don't want my life story. You're more interested in YOUR life story...and how you can write future chapters you'll be proud to show your kids. (Know yourself, fellow expert, fellow speaker!)

## How to Be a Genius on the Platform

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### Anybody can be a genius

Peter Johnson said it. "Your Audience must see a genius in action when you speak." If you know the ingredients of genius, if you can easily access those ingredients, you can manifest genius in action. As an outcome of deep study, the following simple truth has entered my awareness.

#### **Surrender and resolute devotion to your quest for genius yield genius.**

I propose to prove this to you now. Surrender means absolute surrender to your purpose. Just as you surrender yourself to your significant other, surrender your all, your all, your ALL. Dedicate energy, money, time, love, research – with nothing held back.

Resolute devotion means you are to be positively focused, one-pointed in your commitment with no, absolutely no deviation.

Thomas Edison committed himself to the discovery of a filament that would turn bright white in a vacuum when a new, invisible energy called "electricity" passed through this filament. He experimented with about 10,000 different materials until he tried tungsten and it worked. When friends and associates attempted to persuade him away from this fruitless efforts he would not listen. He persisted, persisted, persisted. Edison became the first person to give the world electric light. Remember his words: "Genius is 1% inspiration and 99% perspiration."

Albert Einstein went into another state of consciousness, (today we know it as the alpha state), to access a higher dimension of his mental abilities. Out of Einstein's mental probes came his theory of relativity. From that emerged atomic power with all of its benefits and burdens.

{You may engage precisely the same techniques described above to rise to a new height of mastery as a professional speaker.}

Leonardo Da Vinci, who conceived aircraft, parachutes and so much more, wrote that he knew how to see into the nature of things – and he did. He was a student of nature. "From his earliest days he flung himself upon his study with an unprecedented ardour of delight and curiosity." He did not "stop at mere appearances of any kind. He went on indefatigably to probe hidden laws and causes."

What can you do to show genius in action as you speak? Begin by firmly committing your energies to this end. Continue by using a couple of easy techniques I'll share with you now.

1. Access the alpha state and your subconscious mind just as Einstein did. Here's how the process happens: Picture an elevator in a 22 story building. The elevator shaft is dark. It's pitch-black. You travel in darkness except at the 11<sup>th</sup> floor. There, a huge picture window admits the light. There, you are illuminated. If an electroencephalograph were connected to your scalp, it would reveal the cycles-per-second of your brain waves. In normal waking consciousness you're at 22 cps. There you access all available sensory input. You process information intellectually. (Usually.)

When you go to sleep, your brain waves slow to 4 cps. You're not conscious. You're out. On your way from waking consciousness to sleeping you pass through the alpha state. That's 11 cps. You pass it again as you awaken. Everybody is in alpha twice a day, every day. Most people don't know how to engage this state or how to enter it at will. You are now to harvest this vital information.

In alpha, you get insights intuitively. You bypass the cognitive hemisphere of your brain and you simply know. In alpha, you have direct contact with your subconscious mind. This aspect of your mind is powerful—and it is your willing slave. It blindly does whatever you want. It does wonderful research for you. It retrieves intelligence for you by non-sensory means.

Here's what to do:

As you're dropping off to sleep at night, with the lights out, your head on your pillow, and nothing else to do, let yourself drift into the hypnagogic state. This is the drowsiness preceding sleep. You are now open to suggestions, self-induced suggestions which your own subconscious mind accepts as true, whether they are or not. And, it is receptive to receiving orders. It proceeds to follow your orders and directions without question. It believes in you and serves you faithfully in accord with your orders.

You may, for example, direct it to solve some problem for you, or to give you guidance regarding a decision you must make. You may ask your subconscious mind for ideas you can use in a program you are to deliver. (I do this all the time.) Insights may come to you in many ways. Possibly in a dream. Or just as you awaken. (Have a pad and pen handy at bedside.)

In the shower, or while you're shaving or putting on makeup. Over coffee, in flight, or on your morning drive. Sometimes your flashes interrupt other important work. Mostly they arrive while you're engaged in some simple, habitual activity. When insights come, capture them at once, either on paper or on a tape recorder. Share insights only with close family or trusted

associates. Then—act. You must act on your intuitive knowing. When you don't act, you clog the idea pipeline. You get constipation of the intuition.

2. Engage the power of your higher self. What follows is an ultra-simplified, yet perfectly practical way to spend time in the alpha state of consciousness. There, you are in direct contact with your higher self.

Sit in your chair with both feet flat on the floor and your hands resting lightly in your lap. Close your eyes and keep them closed, except to take notes of your findings. Breathe. Start to take some long, slow deep breaths. Relax. Relax some more. Keep your head erect, relax into your chair.

Now sense your breath in your chest. After a moment, sense your breath in your abdomen, then in your arms, your torso. Then, in your whole body. Feel your whole body becoming very relaxed. At this point, stop the conscious deep breaths. Simply tune in to your breathing. Let it naturally slow down. Do not move. After a moment or two of this simple and deep relaxation you will have changed your psychophysiological state. You feel very alert, yet peacefully relaxed. This is where to do your important thinking. (This is precisely where Edison and Einstein are known to do their thinking.)

In this state you may consider topics you are to address, issues you may discuss. Reflect upon potential research sources, markets/companies to target, techniques to use in your talks, marketing strategies, anything that can serve your needs.

I have many stories of how this power has served me. Here's one I've not revealed before: It was 1979. I'd been presenting my Personal Achievement Seminars for about a year. I would go to bed at night longing for peers. Dropping off to sleep I pondered on this: "Where are my peers?" One night I awakened in the dark with these words in my head: Journal of Transpersonal Psychology." I recorded the words at once. The next morning, in the research department of the Santa Monica Library, I found a publication by that name. I immediately subscribed. In my first issue was an announcement of the forthcoming annual meeting of the Association for Transpersonal Psychology. I attended that meeting—and found my peers.

While in the alpha state, peaceful, safe and quiet, reflect upon decisions, challenges you face. Listen to your inner voice. Tune in to your feelings, to your heart. Listen. Listen. Listen. This is the method of the masters. Have a tape recorder or pad and

pen at hand. Record your insights at once. Engage your genius. Listen Listen. Listen.

### **RELEASING YOUR GENIUS**

**Start Date:** \_\_\_\_\_

#### **Actions to take**

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#### **Results to achieve**

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Signature

## How Core Values Yield Transcendent Performance

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### **Discover the 7 core values you can engage to rocket your career or your business into higher orbit now**

Every great person was once a neophyte. For example, Colin Powell was a poor kid from Brooklyn. How did he, and hundreds of other successful professionals, rise from obscurity to success to significance?

I don't pretend to share his real-world history. And, based on the principles of human nature, here's my guesstimate of the nature of his evolution from zip to magnificence as a person-as a person first- and then as a world class professional. These core values are available to you to move yourself ahead in your world.

#### **Core Value #1**

Openness and generosity. Don't be greedy for your share of the pie. Instead, make it a bigger pie. Be willing to offer insights, words of guidance, to those who report to you. Help them grow. Great people do this.

#### **Core Value #2**

Resolute determination to succeed in your career or your business. Succeeding at anything requires making intelligent decisions. This inevitably leads to nose-to-the-grindstone activities, midnight oil, never giving up despite formidable challenges and road blocks.

#### **Core Value #3**

Energy, all-but-endless energy. Readiness to drive all night through a raging storm to be somewhere you committed to be early next morning in weather so bad all planes are grounded. Champions do that when it matters. Willingness to consistently do more than is expected, more than is required, more than anyone in their right mind would do to serve your company, your constituency, or your clients.

#### **Core Value #4**

Diligence. Careful attention to the details. Every possible detail that turns your performance at whatever you do from unexciting to unforgettable.

### **Core Value #5**

Presence. That quality of beingness which magnetizes eyes to you before you say or do a thing. This comes from a certain sureness on your part, a sureness that you've researched thoroughly, prepared well, and that you're emotionally, psychologically, and physically primed to deliver. It seeps up from your spirit, emanates from your essence, soars from your soul, and manifests from the marrow of your bones. It rises as a glow from inside you, a glow that people can see in your stance, a glow that's visible in your glance and palpable in your poise.

### **Core Value #6**

Intuition. Your inner knowing, your sensing in the moment, the mood of those around you, the feelings they have, their attitudes, their desires regarding possible outcomes. Your inner wisdom relative to actions to take, words to say, to suit the situation, to advance your cause.

### **Core Value #7**

Balance. I mean retaining balance in your life. Putting first things first. This surely includes your spiritual life, quality time with your significant other and your children. This means placing your loved ones ahead of your career or your business, being devoted to their happiness first. And maintaining peak personal health, too. Balancing the rigors of travel, fast food, missed meals, and finding where and when to exercise.

All of this is not easy. One way is to book time for these values on your calendar first. Some top professionals book whole weeks and months away with their loved ones. Rudyard Kipling's classic poem "If" comes to mind. I do not offer answers to these challenges. I simply place them before you as puzzles to be solved on the way to your making yourself a transcendent performer at what you do.

## Engage Your Divine Spark

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### The what, the how and the *wow* of your personal success breakthrough

#### 1. The What

*What makes the difference* between people? Some, only a few, soar to recognition and demand for their services. Most struggle and sweat, just getting by. I call the difference ***the divine spark***.

It's an ineffable essence emanating from you as you do what you do. It's an energy, a palpable energy that fills the space you occupy. Silent and profound, it informs others subliminally, non-verbally, about your inner nature.

*Others can see it in your stance.* There's a dynamic tension, a positive aliveness, almost a hum like the hum you may hear when you drive under high voltage lines.

*People can sense it in your glance.* They may see a light in your eyes, a certain look of mastership.

*Folks can watch it in your walk.* Purposeful, direct, with economy of motion, energy reserved for your actions.

You may hear it in the attentive silence of those around you.

If you are in a leadership role, addressing a group, you can witness it in the eyes of audience members eager to drink at your well of wisdom. And the pads and pens at the ready.

#### 2. The How

How do you allow your divine spark to manifest? How do you invite it to pervade every part of you and illuminate those near you? What are the actions, the steps you are to take?

I share these insights anecdotally. I do not pretend to have access to any wisdom beyond my own experience. What I say here is true for me. You alone can decide whether it is true for you.

And this may not be all there is. It's simply what I get here and now:

First, *you know why you're here*. You simply know. This is your assigned task. This is what you are to do.

Second, *you take care of yourself*. You are moderate in your habits. You exercise. You get enough sleep. You drink lots of water. You choose your foods with care, knowing they are to nourish your temple. You allow love into your life and you cherish that love as your most precious asset.

Third, *you make yourself an expert at something*. You're not content to be merely good. You aspire to be the best, the very best. And you intuitively choose an area of expertise that feels most right to you. In welcoming that rightness, you tune into the times, into what the world most needs that you are best fitted to research and share.

Fourth, *you research in depth*, probing under every rock, seeking global understanding of your role. You make yourself a master. *You make yourself the master* of your specialty.

Fifth, *you develop your personal style*, your natural and unique way of expression. You allow this to blossom from your state of being. You let those around you be in the presence of *the authentic you*.

Sixth, *you make yourself an instrument of service*. You and you alone are accountable for delivering unique and peerless value.

Seventh, *you function from your heart*. You share far more than your expertise. You share your personal philosophy, your principles, your values, your beingness with others.

### 3. The Wow

To evoke the *Wow*, take these three actions. They have proven themselves to me. I commend each to you, *in this order*. . .

First, **surrender**. Surrender to your opportunity to reveal your greatness to the universe of lives you touch.

Second, **allow**. Allow your true radiance to be released.

Third, **be**. Be the ultimate you, the possible you, the model of the possible for all others.

***Surrender, allow, and be.*** Within the deeper meaning of these three words your personal and business breakthroughs reside. Let yourself grow. Let those you affect recognize, salute and celebrate your essence and your true magnificence.

## Make Yourself a Master

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*If you would converse with me, said Francois Voltaire, first define your terms.*

master n. (1.) *a revered leader*, (2.) *an artist or performer of consummate skill*. (3.) *One whose work serves as a model or ideal*.

Many people are professionals at what they do. Few are masters. What qualities set the master apart? What aspects of character, what business practices, what habits, what attitudes, what stance, cause a professional to be recognized as a master?

This pastiche is keyed in with no notes, no references. Just my gut. That's where my views are born. That's where your views are born. From your core, from your essence, from your deepest feelings. Let's see if you're able to agree with my gut convictions. The qualities and aspects of a master are these:

### 1. Integrity

Without this sterling quality, nothing else matters. I mean being more than as good as your word. I mean living and breathing with bone-deep resolve that if you say it, you live it-regardless of the cost.

This includes your accountabilities to each of your constituencies: These might include, depending on your field, your customers or clients. Or your peers, your subordinates, your superiors in your group. Or your vendors. Each expects value in return for their investment of faith or money or time in you.

### 2. In-depth research

Do you show up and do standard work. Plain vanilla. If so, you may be competent, yes. Well and good. The world needs you. And you're not a master! The master goes a step beyond. Maybe many steps. Every time.

A stone mason may be a fine craftsman. Michelangelo was a master. A house painter may be an excellent journeyman painter. Leonardo was a master.

The master customizes, creates one-of-a-kind services or products for each customer. The master bestows a one-

time experience on each client-delivers an artistic performance born for the time and place, for the here and now moment. The master takes into account the needs, wants, hungers, attitudes, biases, perceptions, challenges, conditions, stated and unstated, of each constituent.

### 3. Passion

The master is fully involved, totally present-with the work, the client or customer, the assignment or issue, the circumstances, the mood, the environment, with everything affecting the unforgettable experience shaped and molded for this time and place, for this customer or sponsor.

The master shares far more than words and concepts, ideas and recommendations. The master infuses values and principles, standards and personal philosophy, from his core, his essence, his deepest beliefs and his ideals, into the work, whatever the work may be.

The master delivers more, far more, than a product or a service. The master creates an experience, a memory, an indelible impression that people cannot possibly forget. Like a virus the master invades the deepest recesses of the consciousness of all affected by the work, causes neuron firings, synapses, in the brains-and positive changes in the minds and hearts of everyone present.

The master, with vast empathy for the human condition, intensely aware of the effect of her presence and her work, acts from the soul level. Clients perceive much of the real communication subliminally. The array of impressions released is conveyed by the master's stance, movements, by the look in his eyes, by the pregnant pause at just the right times. The master engraves memories that cannot ever be erased.

The outcome, when you make yourself a master: Long after people forget your work or your service, they cannot forget *you*.