

Exaggerated Self-Image = Leader

Have you ever been swept away by someone's electric personality? We all have. How about people who simply seem to fill a room with their sizzling personality? Then there are types who just doggone swagger. No pride. Just from self love.

Then you have certain types who simply don't give a rip about what anyone thinks! They simply flaunt their ability to be **authentically real**. People like Bill Gates and Donald Trump. People like Christopher Columbus (who was a total cowboy!) and guys like Arnold and of course who can forget WINSTON Churchill. I swear that guy could eat lightning and chew thunder!

The "secret" of most major self-made fire-crackers, which I would not be surprised even a little if you are just like too, is that these odd FREAKS and TEN feet tall and bullet proof types are *aware of their own greatness*. Period. That's it. Look no further. That's it. What made a Tom Cruise a Tom Cruise in the first place, love'em or not, was that he was totally no charades full blown **AWARE of HIS own GREATNESS!**

So where did these types get their swagger from? What gives these types the right to be so **XXL!** Why do some people insist on being ahead of the curve and on top? What gives with those kids in school who become class presidents and who run school counsels? Where did Walt Disney come from anyway?

Easy. These unusual types are **UNCONSCIOUSLY** aware of their greatness and they have no-choice but to live a life *that GIVES EVIDENCE* to what they "see" in their heads!

Why "Doers" Refuse To and Can't Give Up:

Remember how Thomas Edison failed at the light bulb 9,999 times before his answer appeared? Well, the reason EDISON was able to remain in the groove over such long trials of defeat and the reason Edison never gave up was simple: It's because what he saw in his head was bigger and held a **HIGHER VALUE** — and truth—*than what his human eyes could see*.

He literally **could not** recognize failure. He just could not see it.

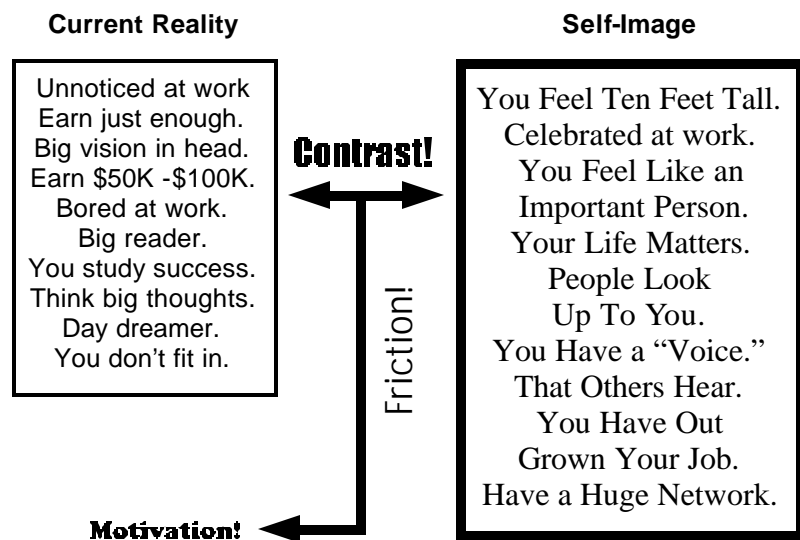
Have you ever shown an opportunity to a smart educated person who clearly needed more punch in their life? And yet they acted like YOU were crazy? Then they acted like, "How dare you challenge my pay check to pay check little one vacation life?"

Well big news. *They weren't crazy* and neither are you. It's simply that when a person doesn't have a opinion of themselves (self-image) that **REQUIRES** growth, opportunity doesn't register to them as anything of intrinsic value. *That simple*.

Have you been secretly reading books **like this** for years? Well now you know why. Because people with an elevated self-image can't resist studying their own evolution. Plus it feels euphoric because to have an elevated "success" self-image makes you **FEEL** successful. *To read about YOURSELF!*

Now we know why some decide to burn the candle at both ends and they work and work and build business after business. Why? *They can't control it*. They—you even—are obsessive in trying to make their reality catch up to the vision of the-m-selves that is most persistent and dominate *in their heads!*

The DNA and Formula for Human Dynamite & Ambition Friction Through Contrast = Motivation



- (1) Now you know why certain people have often in your life thought you were “weird” and different. Because YOU are compared to most people. *Most people’s “boxes” are the same.*
- (2) When your self-image is NOT bigger than your experienced reality, you have NO REASON to desire change. *This is why MOST people reject the idea of more HONOR and more wealth.*
- (3) The *contrast between* where you are “now” in life and where you live inside of your head and in your self-image **is where your motivation comes from.** *That is precisely why you have MORE ambition and “vision” than most of your friends.*
- (4) When there is NO FRICTION between what a person is experiencing in life and what is within their self-image they have no reason to read books like this. They see no value in TRYING harder and they have no meaningful reason to expand themselves.

How do you know if you are *being pulled* into a certain location or towards your own legend and DESTINY?

Simple: When the stars are trying to move you into a new location you begin *to feel pulled*. Usually there are certain books that you just can’t stop being magnetized to. It’s something in your head; a certain “pull” is bringing you back to the *same sort of concept*. Then **certain people show up**, as strangers, who are oddly enough reminding you to keep focusing on *what you love!*

Then it becomes an obsession. It’s a place, an opportunity, something that you love to “be” and do that you simply can’t shake. And people, places and things keep showing up as if to wink at you and say, “We are here, it’s alright, keep moving towards us.” And *this* feels like home.

“Willingness is Always Proportionate To The Path.”

One of the subtle secrets of success is being ready and available to DO *anything*. People who are on a path that they sense is their BIRTH right and life assignment don’t let anything—or anyone—interrupt what they see in their heads. On the other hand, if you find yourself *not willing* to do anything—and everything—and to flip over a million stones, it’s because what you think you think you want, your SOUL *actually does not*. **So you hedge.**

Willingness is proportionate to the path. Meaning to the extent that your goal is your own ABSOLUTE TRUTH is to the extent that you will “go until” and *do whatever* it takes. If you resist, it’s a goal that really is NOT “YOU.”

“Electric” Personality + Vision = Human Dynamite

Major players like Steven Spielberg and people like comedian Ron White and say, policemen, simply **didn’t have a choice**. They would literally do almost anything and would walk over hot coals in order to bring to life *the persistent and constant PICTURE that they can see in their heads*.

Human Dynamo’s All Peacock Because They Have To. Because They Are Spellbound!

Some people listen to evolution. However, most don’t.

The masses DECIDE upon a career. However people with DYNAMITE in their heads are different; they DISCOVER theirs. They listen to the little voice in their heads and often don’t locate their “legend” until mid-life. Look at Ray Kroc of McDonalds or Colonel Sanders of KFC who didn’t “hear the voice”—and begin— until they were fifty. Sanders was sixty!

The masses get depressed because what they decided or was *decided for them*—as teenagers—they now have to spend their kingdom comes doing. **Just to validate** who they said they were and would do when they were ONLY twenty-years old.

Great rulers, all leaders and you even, have a “thing” that they discover. *That they allow to pull them*. It’s more than a vision and virtually a second skin that appears and MUST be worn. So if this sounds anything like you, and it probably does, know this and know that YOU are being called by EVOLUTION. To either *solve a problem* for the world and/or **to help others evolve!**

The Spellbound Method of Advancement

Phase 1: Man discovers that he can **freely think** from which both consequences or victory will reveal themselves, either-or, *as an effect to his thinking*. **That is an absolutely key revelation.**

Phase II: Now man discovers that life teaches him how to think *in his relation to Universal Law*, and as such, thinking teaches him how to live. So he obsessively begins to CONTEMPLATE himself.

Phase III: Here it gets COSMIC. From there man now decodes and discovers—get this part—that he can *think FOR others* causing a corresponding effect, through others, **for his own use**. He now realizes that if he connects as an individual, within the unity of all, he can become wealthy, assert his affluence and become one with high influence as one *who influences vs.* one being influenced.

People who innately FIGURED this formula out are: John Gotti (Maffia), Hitler, Mother Theresa and Atilla the Hun. What is a great comedian such as a Jack Benny or an Eddie Murphy other than someone who FIGURED OUT how to become the inner consciousness of other people? And who USED the Spellbound method.

How else can you explain how a person who ends up being able to PERSUADE such a large amount of other less minded people? Were they able to accomplish this by accident? Uh, no. *Try not.*

It’s such a 1-2-3 **FORMULA** for KING & QUEEN that those who uncover this code of INFLUENCE can and do teach it to their direct underlings. *This is how* those **directly “under”** this type of mega-watt leader also learns and begins to also lead entire armies. How? This CODE gets secretly passed down *person-to-person*.

“Outside” Man Versus The Inner Man

The asleep man allows life *to happen to him*. So then he hopes that his job is relevant in two years. Which it isn't and so he gets released and pink slipped and wonders why? Then still again, because he is OUTSIDE motivated he studies the papers and looks for more mediocrity created again, OUTSIDE of himself and by other people. So he lives his life by chance, not knowing that to live the game of chance only can deliver what “chance” *can only imagine*.

Then you have people like YOU. Like Google. Like SUBWAY sandwich and like Microsoft; who are years AHEAD of everyone else. How did Subway sandwich know to lower their price to only \$5 bucks ten months prior to the recession of 2008? How?

How did Google know in 1998 to become Google? How did Amazon know that NOT turning a dime for eight years was okay and that by the ninth year it would all turn around? How?

Easy. The TEN feet tall and bullet proof people allow the voice inside of themselves—a union with evolution—steer their ship.

In 1929 Joseph P. Kennedy got out of the stock market only a few months before the doom of the twenty-nine crash. How did he know? How did I know **to remove myself** from Meat and Seafood and why did I spend a decade building a dumb little “pyramid” organization while my friends and family thought I had lost my marbles? How did I know then, that twenty years later I would transcend multi-level marketing and morph into an international business philosopher who inspired and trained younger Mega-Doers?

How? *Easy*. **I was spellbound**. Just as YOU are too!

“Dynamite” People *Become Energy For Others*

What is a “Genius” (yawn) other than a mere mortal who was conspicuously AWARE of infinity (the ocean) being within them. And one who lives *within the balance and rhythms* of their Creator. Therefore, if you add it up, an Oprah Winfrey and say—a Bob Dylan or an Elvis Presley, *were co-conspirators with God*. True? Of course it is. But it gets even deeper because if you think about it, an ARTIST is *only* the bridge *between* man and God. How else could you explain Beethoven, a Rachael Ray or a Magic Johnson?

I believe that as a people we are either seeking God or trying to escape Him. *I also believe that ARTISTS are simply people who actualized an inner world of inspiration and who then presented what they found with everyone else.* (Look at Galileo or Socrates)

These are people who **are forever interpreting** the inspiration and whispers of Nature whether it's poetry, music, arts, technology, or any other product. Your MISTAKE is to believe this is a power that is reserved for me and Columbus and not for you and yours.

From Bruce Barton's, “The Man Whom Nobody Knew.”

“Nothing ever majestic and splendid ever came to anyone EXCEPT to those who believed that inside of them lived something SUPERIOR to THEMSELVES and their surrounding circumstances!”

Spellbound Step #1

You become hypnotized and **hyper aware** *by your own* potential.

Spellbound Step #2

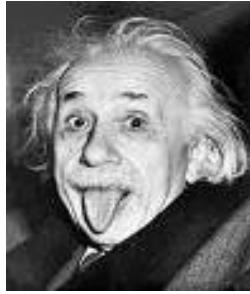
What you do as “work” becomes hypnotic to watch. Now . . .

Spellbound Step #3

You become *your own attraction*. People are spellbound *by* you!

The Signature Quality of Human Dynamite

Einstein, Charlie Brown and Bruce Lee all shared the same personality trait. They were all **DARINGLY** authentic. They brought their ENTIRE selves to the table. Which is a “silent power” that others recognize as sheer and utter *breath taking* confidence.



It's about *placing extreme value on your past*. Which in turn makes everyone else relate to you. *Everyone has a past that they are embarrassed about*. And yet you **separate** yourself from the masses by doing what they won't—you put value on yours!

Few people **value** their struggle or even speak about it. However when *you do*, it validates everyone else's and then **THEY** then use your “*mess is your message*” example as one to adopt themselves.

Did you used to sell cars and hawk food off the back of a truck? Great. **Say so**. Did you used to be a drunk? Alright, tell us about it because that will **HELP** other people. Did you used to be in such debt that you contemplated suicide? Love it. Now tell us about it!

These, and others traits, are what allows us who know the “code” to spot **OTHERS** who also are using the **SPELLBOUND method**. It's about being your own Rabbi and having a truth about you that other people not only admire, but secretly wished they had too.

The Quickening of Michael Jackson

Do you know why Michel whispered when he spoke? I'll tell you why. Here, let me decode this amazing revelation for you.

Michael made Elvis look almost like a freshman and in no time in the future will a force of will be seen again, like the God force, that was given to us, as an example, by Michael.

And the reason Michael *whispered* is that he was *being polite*. He was also being humble. That's because he knew that within him was **AFRICIAN RAGE**. That mixed with an instinct for **RAW** power, on the level of lightening, which MJ resolved with Creation to demonstrate for us.

Now go ahead. I dare you. Use your imagination or get one of his DVD's and *watch him again*. It's called a **FORCE** of **NATURE**. It's called an animal intensity not common within man. It's called, “I don't want to scare you and I am being polite because you are doing small human and I will play the whisper game in order **NOT** to **SCARE** you.”

He **KNEW** he had raw **ANIMAL** power. So did Washington. Raw instinct. So what MJ was doing was being humble and also 100% **AWARE** of who he was. In fact he was **SO aware** of who he was and with what he could be and do, that when he was with “mere mortals,” he took himself down about eighty decibels.

On purpose.

Michael Jackson was Spellbound. By his **OWN power!**

The DNA of The Spellbound Method.

- 1: They demand their own stage and are PERFORMERS!
- 2: They all speak with a *striking conviction* that is rare.
- 3: They flagrantly flaunt and strut their individuality.
- 4: *These types are ruled internally, not externally.*
- 5: They are DARINGLY themselves. Daringly!
- 6: They can't shake what is inside of their heads.
- 7: They typically dress ODD and they look DIFFERENT!

Plus these “types” are all usually totally UNORTHODOX.

Isn't Johnny Depp *unorthodox* and considered dangerous!

What I have shown you here is not “deep.” Maybe it is if this is new information for you. Otherwise it's just a leadership formula that is as old as time. *This same message* has been decoded thousands of times. The fraternal “secret” orders teach this code to their blood brothers. Even Claude Bristol spoke about this in his “TNT.”

More Evidence

The bible is stuffed with this “code.” Moses and Alexander the Great knew this Master's Discipline—and method— just as Attila the Hun and Jefferson used it. In fact most of those cats back then, who ruled the hen house, were MASONS! So of course they were all taught this ancient and magical “code” of MAN on FIRE!

Of course Moses PICTURED leading folks through the promised land. *Of course* Shakespeare SAW his books before they were written. Paul McCartney said, “I don't write songs, I see them.” Lincoln SAW and pictured the freeing of slaves in his **HEAD** and Franklin SAW, in his mind, capturing lightning!

Here is What Being “Spellbound” Feels Like:

1: For people who go “within” and finally grasp their order in life you begin to boil a “truth” that you can virtually *hear being given to you* through God/intuition. Those people, maybe like you even, no longer need to defend *or explain* themselves to anyone. That's a biggy. You transcend needing to “be right.”

2: No arrogance. From there, when you become enlightened, as John Lennon and Martin Luther, Jr. were, you then EXPAND into a higher state of awareness and identity. *Suddenly even something as obvious as breathing begins to matter.* All of a sudden, almost out-of-uv-no-where, drinking water takes on a higher value for you. Now all of a sudden you begin to see the Discipline of Doership *in yourself* and you can't control yourself because you then begin to compulsively and tirelessly want to study more about yourself. *Because you are studying evolution.*

3: Now you shift from a feeling of feeling separate from your Maker to feeling one with Him. You can almost hear Him and now you have an unexplainable ability *to intuitively understand your being to God.* That's right. . . . your being-ness [TO] Him.

Then from then on doing the “I am small” routine and acting like a second class citizen almost feels like an INSULT to you. It's feel bogus and like an old skin you decide to toss off.

4: Now all of a sudden you can actually feel success *organizing* ITSELF within you. People are showing up. Books like this are being shown to you. Ideas a minute flash in your head and all of a sudden you can PICTURE yourself as G-R-E-A-T-E-R!

How Power Regenerates Itself Into Certain Types

Remember in the first “Super-Man” with Christopher Reeves (God rest his soul) when he went into those icy caves and his father taught him HOW to use his power? Well power or energy can just as easily regenerate into you, as it did for Clark Kent and into John Lennon, who spit out songs like a three armed wall paper hanger, just as it does for me who can whip out CD’s and book’s like I have a conveyor belt in my pocket. It’s easy. Watch this:

Now look, nature is exact and unlimited, right? Yes, we already know that. We also know that nature *can not* contradict herself.

In other words she can’t make a cow fly like a duck and at no time can a poor mind grow rich. Okay? So we know that already.

Think of the man who sows seeds. He **MUST** grow a garden, right? We know that. Because if *that didn’t happen* that would be to contradict nature. . . of which she never does.

We know that. But here is what *most of us don’t know*.

The Technology Behind

“Ten Feet Tall and Bullet Proof!”

If you **BOLDLY ACT** into and through confidence, as the many greats in this chapter that I have mentioned did, and you also **FLAUNT** *that nature into other people*, and that part is key, then nature will then see you as a helper *in her own evolution*.

These Types Have Almost Endless Energy!

You then become a people builder and now Nature sees those who **BOLDLY** act confidently and she pours more “knowing” into you. Just like she did with Mick Jagger and did to Mr. Rogers.

What happens is that Nature pours more “like” energy into you to regenerate—in double portions—what you poured into society. How come? Easy. . . **so Nature can regenerate itself.**

Gen 1:11

“Everything Duplicates After Its Own Kind.”

Now we know why the Big Guns don’t need very much sleep and why certain people exude **SO MUCH *personality***.

How? Nature is regenerating Itself into these builder-uppers. This is how famous singers **LOCATE** so many monster hits and how a Tom Hanks or an Oprah Winfrey *never run out of steam*. It’s a positive **PRO-ACTIVE** energy (substance) seen by nature which she then seamlessly **REGENERATES** back into you **TEN** fold so **YOU** can **ADD MORE** into the world. That’s where Martin Luther King’s *speeches* came from. This is how certain people never run out of ideas or energy. This is also how nature replenishes herself by **USING** certain people who have the spark *to spark more*.

I am + Be + Think + Share + Time = Big Hat

This is not deep. It’s simple math. Man math + nature.

Your Next Step is “Environment.”

Most people make the grave mistake of thinking that a “doing” and more doing *is all they need*. Not true because without changing your BEING, the doing will result in more dumb doing. So you always seek to change the WHO and then the WHAT TO DO takes on a higher value that had you not changed the inner you, the outer still would be running around acting like it did **five years** ago!

“Hey Joe, How Do I Actually Use This Life Changing Information?”

And if you resist CHANGE your present will hop into your future and if you like where you’re at now, great. Then stay the same or if you are smart, you will now change your **ENVIRONMENT**.

See, environment *predicts and forecasts* what you will do, what you will BUY, who you will be and *who you will NOT be*. The fact is, if you live within a community that drives fancy cars, good bad or indifferent, you will, by association, feel compelled to go lease a car of equal or better value. On the other hand, people who live in squalor **all AGREE** that life sucks. Plus they all tend to have messy homes (sorry, but truth is truth) and they all also tear up their credit cards and shout, “MONEY sucks and I refuse to have any credit or build up more for the future.” Sounds stupid right? And yet this is 200% how it works. How do I know? Because I spent a decade delivering *their* FOOD that’s how! Look, WHAT YOU STARE at and who you trade words and energy with, **you become just like**.

Moreover your environment **tells your body** and central nervous system what “temperature” it is (where you are) and tells you how to dress, to act and tells your BODY *how to RESPOND*.

Joe Schroeder: From Meat Drip To Big Dog

Argue this formula at your own risk. I swear. Do not miss what I am about to beg you **TO DO**.

Look, we already know that you have HEAT. We already both know **you have** “the code.” But wait. Without an environment that will add WOOD to your heat and challenge you to remain lit, without OTHERS, who are TALLER and STRONGER than you screaming, “one more rep, do it again, go harder” and without the FRICTION of standing next to OTHERS who are AHEAD of you, boo-hoo, you will putter out. And stall. And quit. *You will*.

Me? All I did was *dare* to sit within a community of FIERCE and talented OVER ACHIEVERS and people GIANTS. They scolded me. They diapered me. They schooled me. They gave me heat and they basically insisted that I either put up or shut up. *The anxiety* that burned within me and my lower self, contrasted against the BIG HATS who I was associating with, gave me **NO CHOICE!**

Joe Schroeder is a Union Organizer

You don’t need another book. What you need is FRICTION and freaks like Einstein and LINCOLN sitting virtually on top of you *daring you* to be *half of them*. Or, you can sit in your 401K cubicle and continue to trade dirty jokes and validate each other as to why life sucks and all agree that nothing will ever change. Oh cheery!

The Million Mind March Community

Change your ENVIRONMENT or lose what you already got. Prepare to sleep less and *to do* more. Prepare to be with FREAKS of nature who can out do *people on your side of the fence* 10/1.

Me? I get done in a day (18 hrs) what the rest of society would not dare to. Them? **They** settled for an environment called, “9-5.”