



THOUGHT ENERGY

THOUGHTS

IMAGES

FEELINGS

ACTION

# W YOUR WINNER'S IMAGE

S u c c e s s   S y s t e m

By Bob Proctor

*"Being a winner is never an accident.*

*Winning comes about by design,*

*determination and positive action.*

*This program gives you the complete*

*plan for growing the winner's image*

*that will help you design and live*

*any lifestyle you choose."*

*Bob Proctor*

**SPECIAL EBOOK EDITION**

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# **Your Winner's Image**

**By Bob Proctor**

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Carol Rosselle**

## **A WINNER'S IMAGE**

Do you have dreams?  
Do you have fantasies?  
It's time to turn them into realities.  
You have everything it takes to be a winner.

The Winner's Image personal development system has everything it takes to show you how. It will assist you in experiencing a change in lifestyle you have up until now only dreamed of. If you're ready to be a winner, we're ready to show you how.

To get the very best out of Winner's Image, I want to suggest that as you're studying the material, you also use the Winner's Image Workbook as a supplement.

"When the dream is big enough, the facts don't matter."  
Sam Kalenuik

The facts have never stood in the way of the winners. The winners are the dreamers who understand how to turn their dreams into reality and in doing so they create a better, more beautiful world for everyone.

The facts may be real and they could represent strong opposition. But nevertheless the facts don't matter to the winner, that person who holds in their heart a splendid image of their dream.

I would imagine that you have a dream. You have a beautiful picture that runs around your mind every now and then of the way you would like to live, of what you would like to be, and some of the things you'd like to do. To get the best out of this book, we recommend that you completely ignore the

present results that you're achieving in your life. They may not be what you want, so just mentally set them aside.

Through the ages the winners have referred to the place within each of us called the higher self -- that place where an image of perfection exists, which is continually attempting to express itself in a greater way. When the winners want to turn their dreams into physical realities, they call upon this higher self. And they set about and change the world, not just for himself or herself, but also for everyone in it.

Think about what Thomas Edison did. He illuminated the entire world. Alexander Graham Bell hooked us all together. We can just hit a couple of buttons and be talking to a loved one on the other side of the globe. The Wright brothers actually brought us closer together. They introduced us to a brand new kingdom, and they changed our perception of the world forever.

We're not a long way away from anywhere any more, we're only hours away. I could be working with Francis McDonald conducting a seminar in Halifax, Nova Scotia one day and be way over in Australia with David Walsh doing the same thing the next. And if I chose, I could just jump on a plane and fly off to Kuala Lumpur in Malaysia and be working with Jeet St. Peter the following day. We wouldn't be able to do any of those things without the Bells, the Edisons and the Wrights.

And of course there have been many other people just like them. As a matter of fact, you and I are just like them. Now you may be saying, "Oh no, we're not." But, we really are. The only difference is our perception of ourselves, how we see ourselves, our awareness of this higher place, this higher self within, and perhaps in the results we're getting.

Anyone who has ever done any research into human potential will be quick to tell you that you have infinite potential. You've been blessed with exactly the same mental faculties as the Bells or the Wrights. And the same power flows to and through you that flowed through them.

Do you know that you can build the most magnificent dream in your mind? By following the instructions in this book we're going to show you how to turn them into results. So, as you study the book the way you're instructed, and follow your exercise book, you're going to develop what we refer to as "A Winner's Image".

## **PRESENT FACTS DON'T COUNT**

It's our higher self that keeps causing us to want to do better, to move in the direction of our dreams. It's our old conditioning and our old image that's holding us back. This higher self persistently sends stimulating and upbeat messages to our consciousness. Messages which are meant to protect our integrity and wholeness as created beings. Messages coming from the heart always have a complete disregard for the facts or surrounding circumstances in our lives.

That's one of the reasons we're suggesting that you set your present results aside - the present facts in your life. Because the more you get involved in this book, the more you're going to cause those facts to change. What was - was, and what will be, is up to you.

Unfortunately 99 out of every 100 people misread the signals they're constantly receiving. Rather than viewing these images with their inner eye of understanding, and seeing them as truly unique pictures that are packed with power, possibility and promise, these images are considered idle wishes, ridiculous fantasies, or daydreams. And it's because they're so far out of tune with their present reality and their present results.

I like what Patricia Shambrook once said, "Don't give me the facts, give me the truth. The facts are always changing."

Now the truth is that you have deep reservoirs of talent and ability within you. You've got the potential to do anything you want to do. And the more you're involved with this book, the more you're going to become aware of that truth.

Victor Frankl, the author of *Man's Search for Meaning*, once said, "Everything can be taken from a person but one thing: the last of human freedoms – to choose one's attitude in any given set of circumstances ... to choose one's own way."

Victor Frankl was a Viennese psychiatrist who spent the war years in a German concentration camp. And I don't suppose anyone has been subjected to more physical and mental abuse than Victor Frankl and some of his associates. But it was while he was in that camp he realized that regardless of the circumstances, you could choose your own way in life. So, regardless of your circumstances, clearly understand that you can start from where you are and change all of those results. And make dramatic changes.

The masses of people who struggle day in and day out permit their mind to be dominated by their present results they call the facts. It's lack and limitation, the poverty that is reflected in their present results. They know why they can't win, it's obvious to them, and they can prove it. The facts win, again and again. In other words, the person's present results are in control of them. They're not in control of their results at all.

Now, if this is a description of your way of life, release it, let it go. Begin doing what this book suggests, your compensation will be well worth the effort.

Clearly understand that regardless of your present situation in life, that wanting to win...to be successful...to dream of living in luxury...is not foolish or ridiculous. It is as natural as the night following the day.

You were meant to have and enjoy every good that life can offer. You are God's greatest creation.



If your life is not a magnificent adventure it is because errors have been made; either yours or those made by the authority figures in your life. The errors, consisting of ideas or concepts about your potential as a person, have been lodged in your sub-conscious mind. I remember that someone once said that you and I are the product of someone else's habitual way of thinking. Keep in mind that when our mind was programmed, someone that knew very little about our potential programmed it, and we certainly didn't have the ability to reject anything they were giving us because we were infants. Collectively these ideas cause you to form an image of yourself in your mind. Most likely it is this mental programming that is restricting your success.

When correctly employed, the material in this book will help you to correct those errors and assist you in experiencing a change in lifestyle you have up to now, only dreamed of.

## SELF IMAGE

Let's explore the concept of self-image, and start to understand it a little better. Your entire life evolves around images. Just as every company has a corporate image, every individual also has their own self-image.

Think of your home for a moment. As you think of your home, be aware that an image of your home comes on the screen of your mind. Or think of your automobile and an image of it comes on the screen of your mind. And so it does every time you think of yourself.

Science and psychology have isolated the one prime cause for success or failure in life. ***It is the hidden self-image that you have of yourself.*** It controls your mind, just as surely as your mind controls your heartbeat. To remake your hidden self-image for success and fulfillment is to remake your entire life.

***Your success in any undertaking will never be greater than the image you have of yourself.*** Your self-image is your own conception of the sort of person you are. It determines what you believe you are able to accomplish. Your self-image was very likely unconsciously formed from past experiences: your successes and failures, your humiliations and triumphs. This image or opinion you have of yourself will determine how you interpret other people's reactions to you and significantly affect your success in everything you're ever going to do.

If you're wondering what kind of self-image you have it's not difficult to figure it out. All that's required is for you to take a look at the various aspects of your life. Take a look at the results you're getting. Possibly your relationships, your income, and the position you hold at work or the type of

business you're operating. Take a look at your own personal appearance. These are all the results; they're the outer expression of the inner image. As we alter this inner image everything outside begins to change.

One of the great errors that almost everyone makes is they're attempting to change their income, they're attempting to change their position, they're attempting to change their business, they're attempting to change something outside of themselves without changing what's going on inside. For me to try and change the results in my life, in other words, what's going on outside of me, without changing what's going on inside, would be just about as foolish as for me to try to change my reflection in a mirror without changing my physical appearance. It's never going to happen. But that's what people are doing, they're trying to change something outside without changing what's going on inside.

Here's a point that most people don't understand, and I want you to read this paragraph over and over again until it's firmly burned into your mind:

***No person and no circumstance on earth can prevent you from improving your self-image. The degree to which you improve the image of yourself will be in exact proportion to the amount of truth that you can honestly accept and the amount of positive change you put into engineering your new self-image – A WINNER'S IMAGE.***

George Bernard Shaw once pointed out that people are always blaming circumstances for what they are. He said, "I don't believe in circumstances. The people who get on in this world are the people who get up, look for the circumstances they want, and if they can't find them, they make them." That's what this book is going to help you do. I like the way Napoleon put it one time, "Circumstances – hell, I make them."

At the bottom of page seven in the workbook there is a diagram that I have become very familiar with and I've shared with hundreds of thousands of people on all corners of the earth.

When we think, we think in images – we've already covered that fact. When you thought of your home an image came in your mind and when you thought of your car an image came to your mind. Now think of your mind. When most people think of their mind, if they get a picture at all, it's a picture of their brain. But their brain isn't their mind, any more than their fingernail is their mind. We're going to have to build a picture of the mind. It's like the little kid in school who was doodling away, drawing a picture and the teacher asked him what he was drawing. When he told her it was a picture of God, she told him no one knows what God looks like. Then he told her they would when he finished the picture. We're going to have to do what the little kid did; we're going to build a picture of the mind.

Mind is movement and body is the manifestation of that movement. I often mention that the brain cannot think. We think with the brain, but the brain cannot think. To clarify that, I point out that it's reported that we have Albert Einstein's brain in a jar in New Jersey, but it's not doing anyone any good, because Albert is not with it. You see, you are a non-physical being – it's that perfection within you, and you activate brain cells and that's what brings pictures on your mind.

So, since no one has ever seen the mind, we're going to use a diagram of two circles. The larger one will represent the mind, and the smaller circle will represent the body. The body is an instrument of the mind. We're going to separate the mind into two parts. Now, see your head as being your mind and put an imaginary line right across the center of your head. Everything from that line to the top of your head will represent

your conscious mind, and then from line to the bottom of your head will represent your sub-conscious mind.

It's your sub-conscious mind that's literally controlling your body, not your conscious mind. Most people don't know that, but you're going to understand that very clearly by the time you've finished this book. In the conscious mind we think, and we can have all kinds of beautiful thoughts and we can gather all kinds of marvelous information and we can repeat it. We can say, "I know that." But have you ever noticed that most people know how to do a better job than they're already doing? Their actions and what they know are not in sync. Sales people know how to sell, but that doesn't mean they're going to sell. Students know how to study, but that doesn't mean they're going to study.

What we know is one thing, and what we're doing is another thing. Our actions are being controlled by the self-image, which is lodged deep in our sub-conscious mind. It's made up of all kinds of habit patterns. That's the part we're going to focus on changing.

Now we will emphasize a common error – it's one I make and I've been studying this for 35 years. It's one you probably make many times every day. Some people are always making this error. As a matter of fact, they constantly live with the error. Look back at our mind picture on page seven and notice how our actions determine our results and our self-image controls our actions.

You may know people who are continually struggling to improve. It could be the salesperson whose sales are low and they're always struggling to raise the sales, but without success. They may be a student whose marks are always at a "C" level or even drop when the student is pushed to study harder. It's a strange thing, the sales person knows how to sell more, but they don't seem to be able to do it. The student

knows how to get a higher mark, but they don't seem to be able to do it. It seems like they're wired to these results they're getting.

Many of these people are always broke; they never look overly happy; they are constantly in debt. Why? Why can't they improve? Well, let's analyze this situation and discover this common error.

These people are trying desperately to change their end results. What do we mean by end results? Well, it could be relationships, or a state of health, or a position at work, or the amount of money you're earning. The people are trying desperately to change that. What they don't understand is the results in their lives are being determined by their actions and their actions are continually being motivated by their self-image.

They have not yet come to understand that their results are a direct reflection of this image that's lodged deep in their sub-conscious mind. It's got nothing to do with what they know.

You're well aware that some of the smartest people in the world are also some of the poorest and some of the unhappiest. It's got nothing to do with the amount of knowledge they have. Unfortunately, in our society we award degrees to people based on what they know, not on what they do. That's unfortunate, but it's true. Well, we're going to change that in your life, and in my life.

An unseen enemy clutches these people, because there is no understanding of self-image, which is the actual cause of their results. The whole universe operates in an orderly way, and one of the laws of the universe is the law of cause and effect. Dr. Wernher Von Braun, the great rocket scientist, pointed out one time that the natural laws of this universe are

so precise that we don't have any difficulty today sending a person to the moon and we can time the landing with the precision of a fraction of a second. He also mentioned that someone must have set these laws, but we'll save that for another book.

As we said, one of the laws is the law of cause and effect - results are effects. The cause is in the self-image. Most people's error is a common one. They are identifying with their present results because it's in harmony with their present self-image. They do not have a winner's image. Mind is the master power that molds and makes. James Allen wrote that back in 1903 in a little book called *As A Man Thinketh*. Here's a quote from that book:

“Mind is the Master power that molds and makes,  
And Man is Mind, and evermore he takes  
The tool of Thought, and shaping what he wills,  
Brings forth a thousand joys, a thousand ills,  
He thinks in secret, and it comes to pass,  
Environment is but his looking-glass.”

It's pretty foolish for us to try to hide what's going on inside because our results advertise to the whole world what's going on inside of us. To the aware person, we hide nothing. We're going to change that image, and in changing it, we're going to change the end results.

Way back in 1960, Maxwell Maltz, a cosmetic surgeon, made a phenomenal breakthrough. And he wrote about it in a marvelous book called *Psycho Cybernetics*. I recommend you add that book to your library. As a matter of fact, your library is not complete without it. Cybernetics is the science of control and communication in the animal and some machines. It's actually like the automatic pilot in an airplane.

Ralph Waldo Emerson said something beautiful: “Of what use to make heroic vows of amendment if the same old lawbreaker is to keep them?” How many times have you said, “I’m going to change that – I’m never going to do that again.” But you never change the self-image. It’s the self-image that’s the lawbreaker, and that’s what we want to change.

As we’ve illustrated on page eleven of the workbook, look at the plane flying from point one in New York to point two in Hawaii. After the plane leaves the vicinity of LaGuardia airport, the pilot flips on something called a cybernetic mechanism; of course you and I refer to it as an automatic pilot. That plane is on course flying directly to Hawaii. The pilot can get up and walk around and even watch a movie with the passengers if he wanted to. The pilot is not flying the plane; the automatic pilot is flying the plane, the cybernetic mechanism. Now, should that plane veer off course, the cybernetic mechanism picks up the deviation from the set course, which is Hawaii, and feeds it into a coordinating mechanism and the thrust of the engines or the flaps on the wings are altered until that plane is brought right back on course again.

Did you know that your self-image is exactly the same? I want to suggest that on page eleven you draw a straight line going straight across the body circle the same as the line going from New York to Hawaii. At the end of the line, put your present results. You attempt to change your behavior, you really do, and you give it everything you’ve got. You’re going to put more energy into it, and you may move off course. However, you’re going to find that you come back on course again because you’re trying to force it, and force won’t work. It’s the self-image that’s controlling the behavior.

Let’s suppose a person is selling a million dollars a year of their product. And they go out because they’re all wound up, they’ve been to a sales meeting or listened to a good tape.



And they may sell three hundred thousand dollars of whatever it is that they're selling, in just one week. Now, they're way off course. The self-image picks up the deviation from the set goal, it feeds it into a coordinating mechanism, which is the nervous system; and that behavior starts to change until they're back on course again. At the end of the year all they've sold is the one million. They may have had a week at three hundred thousand, but they've still just sold a million.

Now, what we have to do is take responsibility for the results we're getting. You've got to take total, personal responsibility for your results. The cause of your present results is the self-image, which is resident in your sub-conscious mind. This book does not cover how your present self-image was formed. Our only focus is on how to improve the self-image. We've explained in detail how and why you hold your present self-image in another book titled [\*\*You Were Born Rich\*\*](#). If you haven't read it, I would recommend you get into it because there is a lot of deep information in there that will really help you understand yourself better. But for the time being: you can change your results by improving your self-image.

Starting right now you must forget the past and take responsibility for the present. Let the past go. Now, that's not the easiest thing to do, but mentally release it. Begin immediately to plant a beautiful, new self-image, a winner's image in your sub-conscious mind. Just follow the instructions in this book and your results will improve immediately, and forever. As long as you operate with a winner's image.

## **YOUR WINNER'S IMAGE**

“Do I have what it takes to be a winner?”

“I have a lot of great ideas but I never get any results.

“What do I have to do to change?”

Questions! We ask ourselves dozens every day. We reinforce poor self-image and we perpetuate self-doubt. What a waste.

The time to be a winner is now – not tomorrow. The key to being a winner is to improve your self-image. Aldous Huxley said: “There is only one corner of the universe you can be certain of improving and this is your own self.”

I'm here to help you create a winner's image - of yourself.

Take a look at Leland Val Van De Wall's concept of the learning process:

WRITING CAUSES THINKING.  
THINKING CREATES AN IMAGE.  
IMAGES CONTROL FEELINGS.  
FEELINGS CAUSE ACTIONS.  
ACTIONS CREATE RESULTS.

As you go through the various exercises in this book, we're giving you good reason to write them out. Don't just pass them off, as your old image would dictate, saying, “I'll do that later.” Get your pen out and get to work.

## COMMITMENT

We're going to review commitment at this point. You could be in the habit of skipping over the detailed part of a project, assuming the details are not overly important. Many times they may not be very important. However that is certainly not the case in this project. **The details are vitally important.** Taking the time to complete each exercise will solidly plant a winner's image in the treasury of your subconscious mind, and your life will never be the same again.

**Make a written, signed commitment to use this eBook as instructed *every day for ninety days.***

This is my binding commitment to:
_____
_____
_____
_____
_____ Signature

Now that you have your commitment written out and signed, make certain that when you put your good name on the signature line it means something.

There are a number of things here we're going to have to discuss because everything has a beginning. If you drive, you had to learn how to drive ... if you type, you had to learn how... the same is true for successful living. When you learn how to do something you begin by learning the basics and then diligently working with those basics until you have them mastered. Although you may be impatient in the beginning

because of your desire for improved results, understand that the time you invest to master the basics will pay great dividends in the long run.

Mastering the basics of building a winner's image is the same as laying a strong foundation upon which you build a skyscraper.

Stop and think – in almost every large city that you go into, when you go downtown you'll see board fences up around maybe two or three square blocks. And they seem to be there forever. Every now and then you may go and peek through the crack and you'll see large equipment and all kinds of workers in there. And it just seems like those boards are going to be there forever. Then one day you go downtown and there is a 100-story building standing on that spot. You say, "Where did that come from?" It took months to build the foundation. The super-structure went up overnight.

You may want to realize that exactly the same is going to work here. It may take a little while to do these exercises, but you're going to find that the results will change, virtually, overnight.

At the bottom of page seventeen in the workbook we have a diagram of a highly successful person with a winner's image rooted in every molecule of their being. Remember when we pointed out that mind is movement and body is the manifestation of that movement? As you sink that winner's image in your sub-conscious mind it affects every part of your body. And your behavior is going to begin to change. You're going to start to form winning actions. And you're going to get the results you choose.

Let's get into the point of how we create that winners image. We're going to get into the basics of building a

Winner's Image.... a three-point program, fantasy, theory and fact.

There are two phases, which must be completed in the process of building a new self-image, a winner's image, which will cause you to:

Think like a Winner  
Feel like a Winner  
Act like a Winner  
Be a Winner.

You must personally put each of these phases through two tests. If each phase does not pass the test you could very easily sell yourself short and not properly complete each phase. Imagine being very hungry and going to a banquet, tasting the hors d'oeuvres but then leaving before the main course is served. It wouldn't really make a whole lot of sense, would it? Well, let's not do that with this new self-image.

## **THE FANTASY PHASE**

Now we'll learn about phase one, the fantasy. Everything that has ever been accomplished by anyone was at first and for a time a fantasy. The fax, the phone and air travel were all fantasies long before they became realities. Thomas Edison fantasized and illuminated the entire world. Alexander Graham Bell fantasized and then connected us all together. The Wright brothers fantasized and then brought us all closer together, causing our perception of the world to shrink. Everything begins with a fantasy. I can remember when this program was a fantasy. It was in my lifetime that that changed.

The first step calls for you to do the same as those famous people did, and choose your fantasy. Pick a highly successful person whom you admire and whom you can emulate. You should pick someone you know or possibly someone you have read about who lives the way you dream of living. Use them as a model to help you mentally build your fantasy. Now a lot of people are going to tell you this is crazy, to be fantasizing like that, and that you should get on with your life. Those people aren't going anywhere so don't follow them. Instead, listen to these instructions. I've often said I have license to brag about all of these ideas, none of them are mine. I've just picked them up from winners of the past. But I have put them to work and they work beautifully. My life has changed dramatically from this program and I have done what I'm suggesting you do right now. As a matter of fact, I'm continually doing it.

Name six people who are doing what you would like to do or who are living as you would like to live. After you've listed their names, choose the various aspects of their lives that appeal to you. And mentally put yourself in their position. Don't be afraid to do this. Just sit back, relax, and let your

mind take off. As you do this, be aware that you can see with your inner eye, a beautiful vision ... with yourself in it.

Fantasies are created in your conscious mind through the aid of your imagination. Napoleon Hill said that imagination is the most marvelous, miraculous, inconceivably powerful force that the world has ever known. And anything that we have ever accomplished, we have accomplished first and foremost with our imagination. It began as a fantasy. So sit back and relax and let your imagination take off.

It's very important that your fantasy or image be complete. Use as much detail as possible. You could feel that this is a foolish waste of time ... do it anyway. Let this fantasy be built in your mind, make it absolutely beautiful. Begin to see yourself happy, healthy, and wealthy with all the money you need. Life should be a magnificent adventure, it should never be a bore, and if you want to change your life and make it a real interesting journey, this is where it begins. So, don't be afraid to build the fantasy. Get it going really well.

Here are a few questions you could ask yourself about these winners that you have already named. These are answers that are going to help you build your fantasy:

- How do they dress?
- What do they study?
- How do they manage their time?
- Who do they associate with?
- How do they meet and greet people?
- How do you and others view them?
- What income brackets are they in?
- What is their personal life like?
- What is their home life like?
- What is their home like?
- What kind of automobile do they drive?
- Are they a service-oriented person?

Are they recognized in their industry?

Make up some more questions of your own and apply them. When you've done that, and you have your fantasy built, paint with words the vision you see. Make a detailed, written description of your fantasy. Begin, "This is my fantasy, I am so happy now that I am: ....." Let me repeat. On the top line, begin by writing, "I am so happy now that I am: ..." We're writing our fantasy in present tense.

Now we're going to be testing your fantasy. If you are not well read in the area of mind dynamics or the creative process, these various exercises could appear to be ridiculous. Nevertheless they do work and they will work for you. You are building a winner's image, which will enable you to live the life you have only been dreaming about.



## **THE THEORY PHASE**

To turn your fantasy into a theory, which is the next step, requires a shift in your attitude. You must begin giving serious conscious thought to your fantasy. This is not a game, it is your life you are working with.

A German engineer by the name of Karl Benz had a fantasy and literally turned his fantasy into a fact. In January of 1886 Karl Benz was issued a patent for the Benz motor carriage. And the age of the automobile had dawned.

Long before Benz ever turned his fantasy into a theory, even long before he turned it into a fact, he had to ask himself a couple of questions that you and I and every other dreamer will have to go through. He had to ask himself: am I able to do this? He seemed to have that innate awareness of this higher self, this image of perfection within him, and he saw himself as a person that was actually able to take the fantasy and turn it into a fact.

He must have been a pretty courageous guy because there were no horseless carriages in those days. But then he had to ask himself: am I willing? You see, he had to ask himself, am I willing to accept the ridicule that I'm bound to get? Am I willing to accept the failures? He said, yes, I am willing. He was willing to pay the ultimate price to turn his fantasy into a fact. And ridicule he got. His own partner thought he had gone mad. And he had to find a more congenial colleague to work with. He would take the carriage out in the evening, at night, so no one would see him, to escape some of the ridicule. And time after time, he couldn't get it going – he had to push it back. But it never dawned on him that he would not ultimately realize his dream. When his magnificent machine completed its first long journey with Benz at the wheel, every beat of the engine found an

answering echo in the heart of the driver – as every turn of the wheels brought him closer to his goal. To the realization of what was once a fantasy.

Now in order for you to turn your fantasies into a fact, you have to go through exactly the same process as Karl Benz. And if you do go through the same process, you'll meet with exactly the same success, regardless of the opposition you might come up against. You have to ask, am I able to turn this fantasy of mine into a fact. Can I actually realize it? Can I turn my dreams into reality?

## **AM I ABLE?**

**Am I able?** That is a good question. Are you able to live your life in the manner which your fantasy suggests? Well, are you? Answer yes or no.

This is the point in life where every winner has separated themselves from the masses. The facts or circumstances clearly indicated they could not win; we're referring to the present results in their lives, the results that were controlled by their old self-image. However the winners have ignored the facts and turned all of their conscious attention to their fantasy. The fantasy became real in their mind ... it turned into a theory. The vision was so stimulating they could only think of how they could live their dream. There was no room in their mind for thoughts of why they couldn't and they became willing to do whatever was required to turn their theory into a new set of facts in their life.

You are able, definitely able. There is no one alive who can even guess with any accuracy at the magnitude of your potential. You are a spiritual being. For you, all things are possible. Now, you might not believe that. If you haven't studied this in depth, take my word for it. You've got nothing to lose.

Our objective is to figure out how, not whether we're able to or not. Obstacles are only illusions, but the obstacles cause us to have doubts in our minds. Are we really capable of doing this? If you just form the attitude that every obstacle is an illusion, you will be able to figure out how to get around them, over them, or how to get where you want to go. You're able to do anything. So get the idea of whether you're able or not right out of your mind. You're quite capable of doing anything that you want to do. You can turn your fantasies to fact, just the same as Edison or Karl Benz did.

## **AM I WILLING?**

The question you now want to ask yourself is: **Am I willing?** Am I willing to do whatever is required to realize my dream? When you can instantly answer yes to that question you've built a theory in your mind and you're well on your way.

That question is truly the only question you need ask yourself about attaining a winner's image. Am I willing?

This is the only question of any real importance, which requires an answer. To make your fantasy into a theory, are you willing to make sizable investments in yourself? Now I can personally admit that I've flown all over the world, I've attended countless seminars, I have thousands of dollars invested in books and programs of this nature, and every one of them have paid me great dividends. Losers are not willing to do that. Again, are you willing to make sizable investments in yourself? Now, this isn't only an investment of money, it's going to be an investment of time. Are you willing to invest the time in the exercises in this book?

Are you willing to go where you have to go? I have found it necessary to move to a couple different continents and a number of different cities to turn my images into realities. Some people don't want to move. Are you willing to go where you have to go? Are you willing to do what you have to do? Remember, you have to do what is required.

Are you willing to change what you have to change? You may have to change your personal appearance. You may have to change the mood swings that you experience. You may have to change the way you approach people and the way you treat some of your peers.

Are you willing to let go of what has to go? Remember, nature abhors a vacuum. If you're going to get something new, you have to create a space for it. You have to let go of that old image before there is any room for the new image. Are you willing to move where you have to move?

Are you willing to study what must be studied? Are you willing to take direction when it is required? A person could never be an effective leader if they're not an effective follower. If a person cannot follow directions they're never going to be professional at giving directions.

Are you willing to continue in the face of failures? Stop and think of Sir Edmund Hillary. He went to Mt. Everest in Nepal, in 1951. It took a lot of preparation, a lot of money, and a lot of resources for that. And he failed miserably; he did not get up the mountain. Did he quit? Not on your life. He went back again in 1952. And he failed again. But he never let his failures affect him as a person. He didn't see himself as a failure. He just realized a way that he couldn't get up the mountain. He went back again in 1953. And as far as we know, in 1953 Sir Edmund Hillary and Tenzing Norgay were the first two to ever get to the top of the mountain and back down alive. Are you willing to experience failures like that?

Are you willing to commit yourself one hundred percent to living the way you choose to live? If I want to be free, I've got to be me. Not the 'me' I think my wife thinks I should be, not the 'me' that I think you think I should be. Not the 'me' I think my children think I should be. If I want to be really free, I've got to be ME.

Are you willing to possibly even accept ridicule, humiliation, and rejection as a part of the price to win? Every winner will tell you that they've received ridicule, they've been humiliated, and they've been rejected. But they were willing to accept that – as a price of winning.

If your answer is yes to these questions – a resounding, “Yes, I am willing!” you’re ready and you’re on your way to being a winner.

The material changes must by law, follow. You’re going to be tested many times every day. Becoming a winner in life is not easy. It’s simple, but it’s definitely not easy. It requires rigorous honesty and an abundance of courage. The moment you answered the question about your willingness, your fantasy became a theory.

You are now ready to turn your theory, which is really a dream, into a whole new set of positive facts in your life. Congratulations. Let’s keep going.

## A QUICK REVIEW

Now we'll focus on firmly implanting the Winner's Image system in your mind. And we'll start by reviewing what we have done:

1. You have created in detail a fantasy composite of your new self-image.
2. You affirmed that you are capable of living your life in the manner that your fantasy suggests.
3. You have confirmed your willingness to work at transforming your fantasy into your new self-image.

Your objective now is to deeply plant and root the vision of your winner's image in your sub-conscious mind, and keep nourishing it through positive input until your new winner's image wrestles control of your life away from your old self-image.

This winner's image system has a daily program to assist you in achieving your winner's image.

Take a look at the drawing at the top of page thirty-one in the workbook. There is a graphic illustration of what we just covered. You've built a winner's image. Now your old self-image is still in control of your sub-conscious mind. But the system we're laying out for you will change that.

Here is a beautiful quote by Leland Val Van De Wall, whom I consider my teacher. It is a quote I think we should focus on as we move on to our five-point program:

“Doing at once what needs to be done will ensure the possibility of success.”

## **FIVE POINT PROGRAM**

Here is the daily 5-point program for materializing a winner's image.

1. **RELAX!** Allocate 20 minutes three times every morning, noon, and evening. Let yourself totally relax. Clear your mind and visualize yourself living your dream.
2. **CHANGE!** Completely review how you have been living and decide what changes must be made to become the person you have visualized yourself being in your new image. Then change them.
3. **READ!** Read the first 30 pages of this book once a day for ninety days.
4. **REVIEW!** Review your commitments to your new self image at least weekly
5. **COMMUNICATE!** Make a list of 15 winners you respect and would like to socialize with. Phone one every day to say hello and ask if there is any way you can help them. You will be speaking to every one of them twice a month.

As Van De Wall said: "You only have to do something you don't want to do until you want to ... then you don't have to anymore."

I'm aware that this daily program requires a fair amount of time invested everyday and I'm also aware that most of the people who will read this are "time-broke." But if you're already starting to wiggle on your commitment, if your old image is telling yourself that there's just no way you can do this daily program, then **STOP**. Don't read another word beyond this point until you go back and re-read page 29. And



might I suggest that you not leave page 29 until you can HONESTLY answer those questions with a COMMITTED YES.

Now we're going to make a detailed description of you as a winner. This may appear to you as if it's the same exercise you completed previously. It is similar, but it is definitely not the same. You made a written description of your fantasy. Remember, we've had a change in attitude. We've shifted our way of thinking and we took a fantasy and turned it into a theory. Now it's a dream and we're at the point where we want it to move into results.

This written description of you must be in the present tense. Everything begins on a mental level before it manifests in physical results. As you make this written description, you are impregnating your winner's image into cells in your brain.

Rewrite this image weekly. You will find it will keep improving every time you write it. Begin by writing: I am so happy now that I am:

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Okay, now I'm trusting that you've completed making a written description of your dream, of your theory, and as you write that you let it soak into every cell of your being. Each time you write it, you live it.

Now we will discuss each one of these 5 points in a little greater depth, so that you will have a better understanding of why I am suggesting what I'm suggesting for each one of these steps.

1. RELAX

This exercise is vitally important.

Real winners are highly results-oriented individuals, and always have a number of projects going at the same time. They accomplish more in a week than most people would accomplish in a month or possibly even in a year. They carry out their duties in a very calm, confident, relaxed manner.

Relaxation is not something winners try to do, it is the way they are. Their sub-conscious mind is programmed to keep them in a relaxed state. Creative energy flows freely through the mind and body that is relaxed. Dynamic, creative, results-oriented ideas are built with creative energy.

When you have let yourself move into a totally relaxed state ... mentally throw the electrical switch in your brain that permits the winner's image to move onto the screen of your mind. This is the image you chose to create and that you described earlier. See you winning in every way ... make it real – make it in the present tense. When that winner's image dominates your mind you are that person. The more often you practice this exercise the more it will take root. Eventually it will dominate your mind all of the time. You are then the winner - intellectually - spiritually - and physically.

Habits are formed by repeatedly getting emotionally involved with specific ideas.

To let yourself relax, I am going to suggest that you find a particular place in your home where you're very comfortable. Let your body sink into the chair, or if you're lying down, let your body sink into the floor. Mentally visualize a beautiful energy flowing in through the crown of your head and circulating through your body. Now, you do not try to relax, you let yourself relax. And let all of the tension leave your body. For you to successfully form the habit of living a relaxed creative life, you must properly complete this exercise three times a day, every day, for 90 days. And as you do this, you are going to find that as you get into the habit of being

relaxed regardless of the circumstance. Winners are relaxed beings. Remember, tension tires, relaxation renews.

## 2. CHANGE

“You cannot get new results with old habits. Change is essential for growth.”

This is the one point that will require more effort than all of the others combined. Clearly understand however that the other points are of no value whatsoever if you do not systematically complete this exercise. Experience has taught winners they would not have properly completed this exercise had they not done the others. All pieces are necessary to complete the puzzle.

Here are 10 areas of your life you must review. You can and probably should add to this list. As you review them individually on paper, clearly indicate the changes you will make and when you will initiate the change.

1. Personal Appearance
2. Personal Life
3. Social Life
4. Personal Development Program
5. Health
6. Working Habits
7. Attitude
8. Time Management
9. Business Associates
10. Leadership Abilities

Here's an example for number one, your personal appearance:

Completion date:

Within 7 days.

Changes I will make:

I will visit an image consultant who has established a professional reputation.

I will explain what I intend to accomplish and ask for professional assistance.

I want to be recognized by my peers as one of the best-dressed people they know.

An image consultant is going to ask you what you do, what your work is. It's very important that you dress in a manner that is conventionally acceptable. It would be highly improper for a very successful farmer to be wandering around in a three-piece silk suit. It's very important that we dress in a manner that's conventionally acceptable in the area that we work. You never get a second chance to make a first impression. Take a look in the mirror and ask yourself, "If I were a stranger looking at me, do I look like a successful person, do I dress like a successful person, how important do I feel my physical appearance is? I happen to believe it is a very important part of our life, just as the other nine areas are. But you're an intelligent being. Take each one of these and really think about it. Remember we said it requires rigorous honesty. This requires a little introspection. And you're going to find that as you keep going through these changes you're going to want to complete these exercises every 30 or 60 days.

Now take your time, and begin to go through the ten areas. Be sure to write down a completion date and a list of changes you'll make in each category. Take your time and do them effectively.

You may find as you complete those exercises that there are areas that you would like to add to the list. Go ahead and add them. If you think they are important, then they are.

### 3. READ

Read the first 30 pages of this book at least once every day for 90 days, being aware of how much more you retain the message every time you read it.

Make certain your mind is clear of any cares or concerns as you begin to read Winner's Image. The messages being reinforced on your mind imparts the important images you want deposited in your emotional mind.

The repetition of reading the same ideas day after day plays an important role in dissolving your old, limiting self-image, and at the same time nourishing your winner's image in its place. You may be inclined to pack the book away after reading it daily for a week or two because of your familiarity with what you are about to read. That would be a grave error.

Your old self-image was placed in your sub-conscious mind over a long period of time through the repetition of false ideas. Turning that old image around will take a short time by comparison.

Commit to make it a daily ritual of reading the chapters for a full ninety days.

The ideas you are reading are going to sink deep into your mind and you're going to relate to some of the great individuals that we've referred to because you want to realize that you're every bit as great as they are. The only difference in your life and theirs is in results.

#### 4. REVIEW

Review all of your commitments to your new self-image. You have written several statements and entries in your notes and or your workbook. Read them over as often as possible to remind yourself of the new direction your life is taking.

Repetition ... repetition ... repetition... it is the first law of learning.

You're actually going to see the change take place in you long before anyone does.

#### 5. COMMUNICATE

Now we're ready for the last point, the fifth point, and one of the most important. We want to suggest that you begin to communicate with other winners.

Make a list of 15 winners you respect and would like to socialize with. Have you ever noticed that birds of a feather do flock together? Winners love to mix with winners. Phone one every day to say hello and ask if there is any way you can help them. You will be speaking to every one of them twice a month.

Making contact and staying in touch with other winners is a deeply rooted habit all winners have firmly established. You don't have to be concerned with what they will do for you

... just think of how you can help them. The good way to have a friend is to be a friend. Like someone said, "If you want to be loved, be lovable." People with a winner's image operate within a network; they are continually helping one another.

Send them a good book or tape every now and then with a friendly note, not to bribe them but to help them. If you can steer business their way do it. Consciously and deliberately build yourself an excellent network of highly successful people. Get in the habit of helping every one you can, every way you can. Just make it an automatic part of your personality.

Make your list of 15 successful people, put the list by your telephone and stay in touch with them on a regular basis. It won't be long before you are on their list to call.

## **TO YOUR SUCCESS**

The process of developing a winner's image is simple but it is not easy. It requires self-discipline. Remember that the mark of a real winner is the person who can give himself a command and then follow it.

It will not be long before the feelings you acquire from your studies of the winner's image system will begin to create winning results. Don't force ... calmly imagine; the more you work upon your new winner's image the sooner you will develop a diamond-hard self-esteem that will be both unshaken by adversity and triumphant in success.

With study, your winner's image, which began as a fantasy and grew into a theory, will suddenly, magically become a fact. Your winner's image will affect and enhance your life significantly. Please share your newfound mental and physical wealth with those around you.

And remember, when you are out there winning and succeeding with your new winner's image, it will be you who is becoming the role model, the example of a true winner, for future generations.

Pass this word along to everyone you meet. Tell them to decide what they want. Decide what they're prepared to give up to get it. Decide to set their mind to it and get on with the work.



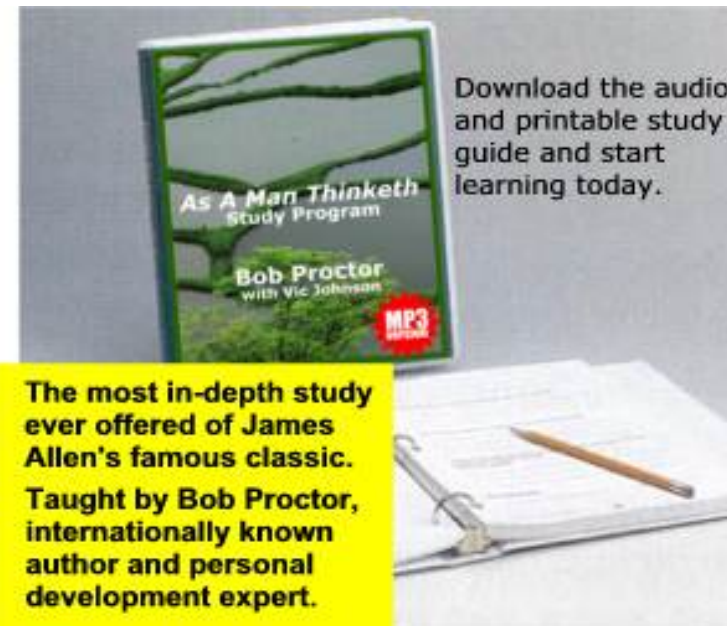
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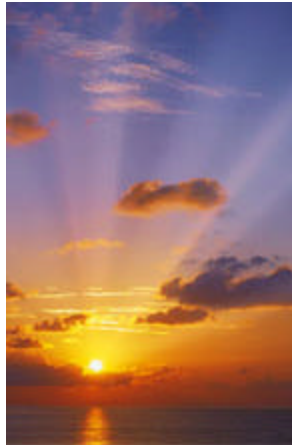
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