

*A book proposal for*

# Book Title

*Subtitle*

*Submitted by*

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Date

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A few words describing what's covered in the chapter

*Chapter 6 - Chapter Title* 38

A few words describing what's covered in the chapter

**Note for authors:** The page numbers here are completely made up, so you'll need to finalize your own Contents section with accurate page numbers when your proposal is complete.

# BOOK PROPOSAL OVERVIEW

## I. THE CONTENT

### A. The Premise:

Include two paragraphs here.

### B. The Unique Selling Proposition:

After purchasing this book, readers will be able to:

- Bullet point
- Bullet point
- Bullet point
- Bullet point
- Bullet point
- Bullet point

Because this book will:

- Bullet point
- Bullet point
- Bullet point
- Bullet point
- Bullet point
- Bullet point

### C. The Overview:

The manuscript will be divided into X parts (or X chapters):

PART I: Title

- Bullet point
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PART II: Title

- Bullet point
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PART III: Title

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## D. The Manuscript

1. Manuscript Status: The manuscript is currently 00,000 words, with X chapters completed and X chapters outlined.
2. Special Features: Here include personal stories, book recommendations, key messages, famous quotes, quizzes, or any other supplementary information included in the book
3. Anticipated Length: The final manuscript will be approximately 00,000 words (000 pages).
4. Anticipated Completion Date: The final manuscript will be delivered approximately X months after contract completion.
5. Input from the publisher is welcome.

## II. THE MARKET

### A. Characteristics:

Include 1 paragraph here.

### B. Motivations:

C. Include 1 paragraph here.

### D. Affinity Groups:

1. Bullet Point

2. Bullet Point
3. Bullet Point
4. Bullet Point
5. Bullet Point
6. Bullet Point
7. Bullet Point

E. Competition:

This book competes in very popular categories: (examples could include: self-development, personal transformation, psychology, motivation, meditation and happiness.)

***Book Title, Author Name, Publisher Publishing Date. Format (Hardcover for example), Price (\$19.99 for example)***

Like *This Book Title, My Book Title* contains XYZ. It also includes XYZ.

***Book Title, Author Name, Publisher Publishing Date. Format (Hardcover for example), Price (\$19.99 for example)***

Like *This Book Title, My Book Title* contains XYZ. It also includes XYZ.

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***Book Title*, Author Name, Publisher Publishing Date. Format (Hardcover for example), Price (\$19.99 for example)**

Like *This Book Title*, *My Book Title* contains XYZ. It also includes XYZ.

### **III. THE AUTHOR: Author Name**

Include a 2-3 paragraph biography.

### **IV. PROMOTION**

1. I will fully support the publisher in marketing this book. My goal is to sell 10,000 books in the first year. The A.M.B.E.R. Mindsets can also be applied more specifically to help people become better parents and help those who wish to improve their financial lives. Because *Stretch Marks* is an emotional, visual and

psychological concept meant to represent growth, expansion and pushing past one's limits, the term *Stretch Marks* could very well become a brand in the mold of *You're A Badass*, *Rich Dad Poor Dad* and *The Seven Habits of Highly Successful People*.

2. I will offer new content weekly on [www.thetruebloodzone.com](http://www.thetruebloodzone.com) and my Instagram, Twitter, and Facebook accounts.
  
3. I will submit workshops and presentations for the following regional conferences:
  - California Women's Conference (Long Beach, CA)
  - Pennsylvania Conference for Women (Philadelphia, PA)
  - Women Entrepreneurs Festival (New York, NY)
  - Dent The Future (Napa Valley, CA)
  - Daring Women Conference (Seattle, WA)
  - Forbes Women's Summit (New York, NY)
  - Twin Cities Expo (Minneapolis, MN)
  - Women in the World Summit (New York, NY)
  - Emerging Women (Denver, CO)
  - The Texas Conference for Women (Austin, TX)
  - The Grow Conference (Montreal, CAN)
  
4. I will approach Independent Book Sellers and Retail Shops regarding the following with a personally-funded budget of \$3,000:



- Co-op display space (one month in front window)
- Advertisements in newsletters and retailers websites
- Theme table and end cap placement
- Pop-up kiosks and placement in seasonal catalogs

5. I will solicit endorsements from the following authors, speakers and coaches:

- Shonda Rhimes
- Adele Faber
- Gabrielle Bernstein
- Dan Harris
- Nell Scovell
- Roxanne Gay
- Arianna Huffington
- Marcia Wieder
- Jen Sincero
- Esther Hicks
- Amanda Enayati
- Mary Spio
- Joe Dispensa
- Jamie Wheal

6. I will email the top 100 bloggers in Personal Development and Mommy Bloggers (Alexa Rankings) to offer content and tips for their audiences.

7. I will create community by asking readers to share their stories. This will encourage evangelical selling as readers tell their friends to buy the book.
  
8. I will interview and personally hire an independent publicist, with a budget of \$4,000.

## V. CHAPTER-BY-CHAPTER SYNOPSIS

### STRETCH MARKS

*How to live freely using the A.M.B.E.R. mindsets*

Amber Trueblood

#### Chapter 1. I Might Be Drowning

*“Busy is a decision...If we say we are too busy,  
it is shorthand for ‘not important enough.’”*

- Debbie Millman

#### Key Topics:

- Balancing Reason with Intuition
- Identifying Your Seeds of Frustration
- Eradicating the Shoulds and Distractions
- Being Too Busy

**Excerpt:** The crap truly hit the fan when my youngest started walking. I woke up to the glaring fact that I now had four sons and a husband, no career, two worthless master’s degrees, a perpetual extra 10 pounds (and then guilt about being so vain), and an intense feeling that I had no individual identity. Major first world problem, I get it. I had been through a divorce in my early 20s, bankruptcy, a brief eating disorder... but none of that hit me like this hit me.

**Personal Stories:** Ghosts and Hip Hop and The Dreaded Staircase

**Book Recommendation:** *10% Happier* by Dan Miller

## **Chapter 2. Sorry To Be Gross**

*“The best ideas are when you take two older ideas that have nothing to do with each other, make them have sex... and then build a business around the bastard, ugly child that results. Look at Facebook: combine the Internet with stalking. Amazing! - James Altucher*

### **Key Topics:**

- Embrace Your Flaws
- Focusing Forward
- The Double-Down Principle
- The Five A.M.B.E.R. Mindsets

**Excerpt:** I have this stretch mark that’s really long and weird-looking and awesome. I’m serious. It’s very cool because when I lay on my back, it looks like an earthworm crawled up and died on my stomach. You know exactly what I mean right? No? Well, it’s a stamp of honor for me. Between all four of my pregnancies, I gained a total of 178 lbs. I put this body through a lot in the last ten years and that stretch mark is my little badge of honor. And I’m grateful for it.

I'm not trying to gross you out. We all have our weird little "flaws" and we can spend a ton of time focusing on them and complaining. Or, we can just notice them, celebrate them even, and then move on to the good stuff.

**Personal Stories:** Stretch Mark Badge of Honor and High Heels on Sawdust

**Book Recommendation:** *How To Win Friends And Influence People* by Dale Carnegie

**Quick Quiz:** Your Five Most Important Feelings

### Chapter 3. I Really Want To Dance (The 1st Mindset: Ask)

*"Our only limit to our realization of tomorrow will be our doubts of today."*

*- Franklin D. Roosevelt*

#### Key Topics:

- Brainwashing Yourself
- Identifying How You Want To Feel
- 1st Mindset: Three Basic Beliefs That May Be Stopping You
  - a. I have no idea what I want (micro goals and micro actions)
  - b. I know what I want, but it's impossible (research and proof)
  - c. I could want more, but it's greedy and obnoxious (excuses and gratitude)

**Excerpt:** The next time you find yourself saying "Damn, I'm always misplacing my keys!" notice it. Then think or say "delete that please." I highly recommend you say it like a robot or in a British accent. Then think or say aloud "I'm so grateful I always know

where everything is whenever I need it.” Yes, this is a mind game. It works because it literally rewires your brain.

**Personal Stories:** Millionaire Realtors

**Book Recommendation:** *Making Your Dreams Come True* by Marcia Wieder

**Quick Quiz:** The Googleplex Money Challenge

#### **Chapter 4. But I’m Just So Busy (The 2nd Mindset: Move)**

*“Knowing is not enough; we must apply. Being willing is not enough; we must do.”*

- Leonardo de Vinci

#### **Key Topics:**

- The **MotherFKR** Steps
  - a. **M**ake time to gather new information
  - b. **F**ind new tools and tricks
  - c. **K**eeP it up until it becomes a habit
  - d. **R**emember to be grateful
  
- Specific Tools
  - a. Gamify it
  - b. WOW Goals
  - c. 80/20 Rule
  - d. 100th Birthday Speech

e. The Morning Habit

**Excerpt:** Make a list of the top five things you do everyday that waste a bunch of your time. Come on, you already know them.... stuff like Facebook, Instagram, Netflix, etc. Most of the time, these are also the things that bring resentment, anger, anxiety or frustration into your life as well. If watching a sitcom on Netflix for 30 minutes before bed is your happy time, then definitely keep it.

However, if you're spending hours spiraling down the toilet drain of political news, celebrity scandal or stalking old friends on FB, then admit you have a problem and test your addiction by trying to abstain for three days. No, vacations or work conventions don't count! Do it when your schedule is as typical as can be.

**Book Recommendation:** *The 4-Hour Workweek* by Tim Ferriss

**Quick Quiz:** Personality Test - What Works Best For Me?

**Chapter 5. I Don't Deserve A Pony (The 3rd Mindset: Believe)**

*"I am an old man and I have known a great many troubles,  
but most of them never happened."*

- Mark Twain

**Key Topics:**

- Why Is This Not Working Yet?

- Uncovering Childhood Beliefs
- Tools to Stop the Self-Sabotage

**Personal Stories:** Skinny Women Are Starving

**Book Recommendation:** *The Code of the Extraordinary Mind* by Vishen Lakhiani

**Quick Quiz:** Your First Money Memory

## Chapter 6. Be A Visionary (The 4th Mindset: Elevate)

*“The Universe doesn’t care who’s going to change the world.*

*It just wants someone who’ll seize the idea and run with it.”*

- Vishen Lakhiani

### Key Topics:

- Allowing
- Forgiving
- DIY Mantras
- Visualizing
  - a. Purpose Pockets
  - b. The 333 Method
  - c. G.O.O.D.I.E. Visualizing

**Personal Stories:** Kaftans in Hawaii and Napoleon Hill in Cleveland

**Book Recommendation:** *Stealing Fire* by Steven Kotler and Jamie Wheal



**Homework:** Pick a Visualization Practice and use it every day for 10 days.

## **Chapter 7. Give Baby Give (The 5th Mindset: Radiate)**

*“The world is changed by your example, not by your opinion.”*

- Paulo Coelho

### **Key Topics:**

- Don't Teach Or Preach. Be a Model
- How Do I Give Back?
- Detached Compassion

**Book Recommendation:** Seven Spiritual Laws of Success by Deepak Chopra

**Homework:** Write three ideas that match your talents, interests and resources to solve a “greater good” problem.

## **Chapter 8. Judging, Tolerating and Other Taboos**

*“The more you know what you really want, and where you're really going,*

*the more what everybody else is doing starts to diminish.”*

- Tim Ferriss

### **Key Topics:**

- The Neuroscience of Judgement
- Tolerating vs Allowing

- Doing Life Your Way

**Book Recommendation:** The Law of Attraction by Esther and Jerry Hicks

## **Chapter 9. Faults, Failures and Future Generations**

*“Success consists of going from failure to failure without loss of enthusiasm.”*

- Winston Churchill

### **Key Topics:**

- The Benefits of Faults
- The Importance of Failing
- What We Can Learn From Millennials
- The Self-Made Masochist

**Book Recommendation:** *It's Not Rocket Science* by Mary Spio

## **Chapter 10. Money, Money, Money**

*“I believe money just makes you more of who you already were....*

*I see it as a magnifier.”*

- Sara Blakely

### **Key Topics:**

- My Money Mentality

- Most Common Money Blocks
- What Good Can You Do With Lots and Lots and Lots of Money?

**Excerpt:** Money has so many hidden meanings for people. Okay sometimes not so hidden. Money can mean power, safety, self-worth, security, survival, independence, and freedom. Whatever you've experienced in your childhood concerning money, you almost always carry into your adult life. It starts so damn early and happens so subtly, that you often don't even realize it. Some of you believe if you become really wealthy, it means you're greedy and care more about money than people. Let me ask you this: If everyone who wanted to help others purposely prevented themselves from obtaining financial success, what would happen?

Only those who don't give a shit about other humans are left to make millions and millions? Wait, that just doesn't sound right. That's not a world I want to live in. How about this... what if those very people who are the most compassionate and caring - what if those people were the millionaires and billionaires of this world? Imagine the good they could do.

**Book Recommendation:** *Think and Grow Rich* by Napoleon Hill

## Chapter 11. Lessons From My Doula

*“Expect challenges and keep moving...when we plant a seed,  
don't keep uprooting it to see if it's growing.”*

**Key Topics:**

- Be in the Moment
- Keep Breathing
- The Worthlessness of Worrying
- Focus on What's Most Important

**Book Recommendation:** *Head Strong* by Dave Asprey

**Chapter 12. It's Not About *You***

*"No idea is so big that you cannot take the first step."*

- James Altucher

**Key Topics:**

- Meditating
  - a. Guided meditations
  - b. Breathing meditations
  - c. Working meditations
- Community
- Contribution

**Book Recommendations:**

Finding Your Passion - *The Element* by Ken Robinson, PhD

Spirituality - *Autobiography of a Yogi* by Paramahansa Yogananda

Parenting - *Siblings Without Rivalry* by Adele Faber and Elaine Mazlish

Relationships - *Beyond Mars and Venus* by John Gray

Business and Entrepreneurship - *Delivering Happiness* by Tony Hsieh

Inspiration for Life, Career and Health - *Tools of Titans* by Tim Ferriss

## VI. SAMPLE CHAPTERS

### Chapter Two

#### SORRY TO BE GROSS

*“The best ideas are when you take two older ideas that have nothing to do with each other, make them have sex... and then build a business around the bastard, ugly child that results. Look at Facebook: combine the Internet with stalking. Amazing!”*

- James Altucher

#### **Embrace Your Flaws**

I have this stretch mark that’s really long and weird-looking and awesome. I’m serious. It’s very cool because when I lay on my back, it looks like an earthworm crawled up and died on my stomach. You know exactly what I mean right? No? Well, it’s a stamp of honor for me. Between all four of my pregnancies, I gained a total of 178 lbs. I put this body through a lot in the last ten years and that stretch mark is my little badge of honor. And I’m grateful for it.

I’m not trying to gross you out. We all have our weird little “flaws” and we can spend a ton of time focusing on them and complaining. Or, we can just notice them, celebrate them even, and then move on to the good stuff.

Political commentator Dan Carlin takes this concept to the genius level. He says, “just copyright your faults man.” This means you **own** your faults. Actually, don’t just own your faults but actually flaunt them. Wave them high up in the air for all to see. Jump around. Share them confidently. This tactic is magical. You have a meeting and you’re feeling disorganized and flustered? Walk in and say right away *“Wow I’m a total wreck this morning and feel like my brain hasn’t even switched on, I’m so sorry! If you’ll give me a minute, I’ll pull myself together and we can get started.”* Make it obvious you don’t think you’re fooling anyone, including yourself. It is an incredibly powerful tool.

Copyright your faults.

Very successful entrepreneurs and salespeople use this tactic brilliantly. Many folks think it’s their job to point out where you are lacking or lying or just plain wrong. Pointing out your faults at the get go both puts your audience at ease and allows them to really listen.

I have a friend, let’s call her Blaura. She takes this ability to the next level. When Blaura shares her faults with others, they immediately let down all their defenses and expose the most intimate details of their lives. I’ve seen it in action and it’s almost scary to see how disarming it is. The key is this: She does it with an air of confidence, normalcy and non-judgement. *Oh my gosh my kids drove me so crazy this morning and I almost hopped on a flight to Tahiti!*

Copyright your faults. I think you'll find it SUPER freeing and you'll become immediately more likable. Being honest and open about your faults breaks down the insecurity-based defensiveness we often carry around with us. *Oh you're not perfect? Great! Me neither!*

By the way, this is not permission to go on and on about how you're always late or can never remember people's names. No. Just call yourself out on your flaw, then move on to the good stuff. Spend most of your energy focusing on what you enjoy doing.

### **Focus Forward**

*What happens if you focus on your flaws?* Well, it's like going through life facing backward. *Why did I do that? I'm such an idiot! What is wrong with me?* We are completely focused on the past. Meanwhile, the planet is moving forward. It's progressing. Surprise, this is not an episode of Black Mirror or The Twilight Zone! Everyone else is *not* suspended in space, indefinitely waiting for you to get your shit together. What if you acknowledge your weaknesses? Briefly. Go ahead and touch on them for a moment then move on.

If time is moving forward and you're still looking backward, you're completely missing out on the present AND not giving yourself the opportunity to direct your future. Even if the planet COULD pause for you go ahead to beat yourself up, how long would you need? A few hours? A couple of weeks? Months? Instead, be like George Burns who said, "I look to the future because that's where I'm going to spend the rest of my life."



*Life Note:*

***Be honest with yourself about your weaknesses but don't linger on them.***

Instead, focus on what you enjoy; what you are good at. If you don't know what that is, it's likely because you've been spending way too long focusing on your weaknesses or past screw-ups.

*All of my wins have come from leveraging strengths instead of fixing weaknesses.*

- *Tim Ferriss*

What would you do if you were guaranteed success? If you had zero money concerns? If you had all the time in the world?

In 2014, comedian Jim Carrey gave a commencement address and asked the new graduates, "How will you serve the world? What do they need that your talent can provide?... So many of us choose our path based on fear disguised as practicality."

I love his message. What would the world be without our Jim Carreys? We don't need a bunch of mediocre people who are just OK at everything. Do I care if the scientist who cures multiple sclerosis is a good tennis player? Do horticulturists need to understand the U.S. tax code? Is there a U.S. tax code? Does anyone understand it? Sorry, I got carried away there.

*Productivity is for robots.*

*What humans are going to be good at is asking questions, being creative and experiences.*

- Kevin Kelly

### **The Double-Down Principle**

What if you're not Jim Carrey-level in any area of your life? No problem. What are you pretty good at? Pick two of your interests or abilities and focus a majority of your time, resources and energy in *that* direction. Don't worry about the *how* quite yet. Just focus on the *what*.

Scott Adams is the creator of *Dilbert* and a best-selling author. He used this strategy with fabulous results.

*In my case, I can draw better than most people, but I'm hardly an artist.*

*And I'm not any funnier than the average stand-up comedian who never makes it big, but I'm funnier than most people. The magic is that few people can draw well and write jokes. It's the combination of the two that makes what I do so rare.*

- Scott Adams

Scott is now a millionaire 75 times over.

My parents met in a psych class at Cal State Long Beach in 1969. They were both psychology majors. As far back as I can remember, I wanted to be a psychologist with a PhD and help people feel better about their lives. Because of a screwed up money belief and some major confidence problems, I decided I wasn't smart enough to get the full-scholarship I'd need to attend graduate school. I didn't even bother applying.

Instead, I found a job as an assistant making \$10 an hour at a manufacturing plant in Ontario, California and started night school for an M.B.A. To this day I'm not quite sure why I decided to do it. I had zero interest in business. Before I could start the 12 courses required for the program, I had to take 13 courses of prerequisites. Thirteen. I spent five and a half years everyday after work studying and going to night school.

I remember sitting in an accounting class graphically envisioning sticking a sharpened pencil into my eyeball. Finance was a bit different. I totally thought I understood it. I'd walk out of an exam thinking, NAILED IT! - only to return the following week to see my paper covered in red marks. I didn't even *get* that I didn't get it. I had to drop the class and start again the next semester with a tutor helping me every step of the way.

The manufacturing plant was even more glamorous. I was 21, wearing nylons and high heels in a sawmill and trying to manage a bunch of men twice my age. I had no idea what I was doing. My first week left me in tears on the office's bathroom floor after my boss berated me over the phone.

Having a rather sheltered childhood with a calm and patient single-mom, no one had ever spoken to me like that. I completely shut down. I saw it happening to everyone there; *management via yelling and screaming*. Hell no. That was a major turning point for me. I pulled myself off the floor, blew my nose, and made a decision.

The next morning I walked into my boss' office with a long note I'd written. I logically and confidently presented the facts and requested that if he'd like me to do something differently, merely mentioning it will give him the results he'd like. However, in response to screaming and cursing, he'd only have a weepy girl hiding in a bathroom, unable to do anything. It worked. He treated me with total respect for the next three years that I worked there. During those years, I learned how to communicate with almost anybody. I also learned more about business than I did in all 25 of my MBA courses combined.

*Life Note:*

*Advanced degrees seldom represent more than tenacity and perseverance. Don't ever assume those with more degrees are any smarter, more experienced or more prepared than YOU.*

**The A.M.B.E.R. Mindsets**

Many books tell inspiring personal stories and give suggestions about living a happy and fulfilling life. But, when I read them, I often feel frustrated and discouraged. Either the author's mind-blowing epiphany is not at all applicable to what I want, or they don't explain HOW to make it happen. Or, their personality and lifestyle are so completely different from mine, I couldn't possible use the same tools they used to fix their life.

*You're on your own and you know what you know.*

*And you are the one who'll decide where to go.*

- Dr. Seuss

The A.M.B.E.R. Mindsets are a roadmap (for normal people, not Super Moms) to get you from *here* to your ultimate destination. It's an original framework that will help you to figure out what is stopping you from being super happy and satisfied in your relationships, career, health, finances and other areas of life that are important to you. Then, you'll find the specific tools and tactics you can actually use to get what you want, in a way that works for you. Not only will you be happier, but I guarantee those around you will benefit from it too.

***Life Note:***

***You cannot get what you want unless you know what you want,  
think it is possible, and believe you deserve it.***

**Mindset “A” is for ASK**

Ask yourself, *What Do I Want?* This is the critical first step because no amount of skills, information, time or resource will help, if you do not know *what* you want. Sometimes, it's not simple to figure it out. When you've spent a decade of your life focused on children and managing a household, it's so easy to either forget what you enjoy doing, think it's too late, or guilt yourself out of pursuing it.

You know you're stuck in Mindset A if:

- a) You have no idea what you want
- b) You think what you want is impossible
- c) You believe it's selfish to want it

*Oh, you're 36 years old and always wanted to study architecture? You'd have to go back to school and it would require a major time and financial commitment? I wonder what your 60-year-old self would say to you? In the next chapter, you get the inside scoop on how to challenge and break through the first mindset level.*

### **Mindset “M” is for Move**

If you already know what you want, (not for the REST of your life! Just right now, at this point) then it's time to get moving and make it happen. But HOW? The second mindset level focuses on providing you the tools to make time, learn skills, identify resources, and implement new habits. Moving also requires you're honest with yourself about what types of tools and tactics you'll REALLY use, based on your unique personality and values.

#### ***Life Question:***

***What if it's easier than you think to get everything you've ever wanted?***

### **Mindset “B” is for Believe**

Once you know what you want and are using the tools and skills to access it, you'll dig into a better understand of what you really believe is possible for yourself. Maybe you have a sneaky unconscious belief that's stopping or slowing you down? This mindset incorporates the tools to help you uncover and then challenge any unhelpful beliefs left floating around.

You know you're in this mindset when you know what you want and you are investing the time and effort, yet nothing seems to be happening. Or you make some progress then suddenly stop for no apparent reason. I'll offer some very cool techniques to uncover the unconscious blocks that may be sabotaging you despite your best efforts. This one is tough but seriously so rewarding once things start clicking together. Find out what's stopping you.

### **Mindset “E” is for Elevate**

It's time to elevate yourself. Make things easier. Dare I say, *become enlightened*. In this Mindset, I introduce the tools and tactics employed by top scientists, artists and entrepreneurs to create both inner contentment and outer achievement. Concepts like allowing, forgiving, intending and visualization will help you use less time and effort to get the results you want.

### **Mindset “R” is for Radiate**

This ultimate Mindset enters a more philosophical realm. How do you maintain or grow all you've built while simultaneously no longer needing or wanting it? Meditation, mantras and gratitude practices will help you to appreciate more of the good stuff in your life and allow you to become less reactive to the crappy experiences life hurls your way. You may find that your focus pivots from yourself to others. Think of how many stories we hear about athletes and musicians who make it to the top of their fields but find themselves unhappy and empty. Often these incredibly wealthy and widely-adored stars are shocked to find that their riches, power and influence did not result in happiness. Many thought leaders and enlightened billionaires report that their happiness and contentment come from having a larger purpose.

*Life Note:*

*Use your talents, energy and resources to solve a problem near and dear to your heart.*

*That's you'll find your ultimate happy place.*

**Book Recommendation**

*How To Win Friends And Influence People* by Dale Carnegie

This book is a must-read for all humans who seek to interact with other humans at any point in their life. In fact, we could all benefit from an annual read of this book, starting from age 15 and continuing until we're 90. It was originally published in 1936. If it was published in this century, the title should read something like *How to Communicate with Humans: The Fundamentals*.



## Quick Quiz:

### Your Five Most Important Feelings

From the list below, circle the first five feelings or actions that appeal to you most. Don't think about it too much or too long. Just circle. As you move through the concepts and ideas in this book, you can come back to this page to check and see if you're being honest with yourself about what is most important to you.

#### Feelings

<b>Peaceful</b>	<b>Calm</b>	<b>Energized</b>	<b>Loved</b>	<b>Understood</b>
<b>Happy</b>	<b>Proud</b>	<b>Challenged</b>	<b>Generous</b>	<b>Prosperous</b>
<b>Excited</b>	<b>Joyful</b>	<b>Creative</b>	<b>Supported</b>	<b>Inspired</b>

#### Actions

<b>Learning</b>	<b>Giving</b>	<b>Inspiring</b>	<b>Helping</b>	<b>Creating</b>
<b>Inventing</b>	<b>Serving</b>	<b>Problem-Solving</b>	<b>Fixing</b>	<b>Teaching</b>

Chapter Six

## BE A VISIONARY

*“The Universe doesn’t care who’s going to change the world. It just wants someone who’ll seize the idea and run with it.”*

- Vishen Lakhiani

### Allowing

Believe it or not, you’re not on Earth to get everyone to believe the same as you, think the same as you, or act the same as you. Oh, and it’s also not your job to *save* anyone from themselves.

Conformity and sameness might make you *feel* more comfortable. But, whose ideals and values should we all conform to? Whoever has the biggest guns? The most money? The most influential celebrities? The most *followers*? Even people from the same culture and religion cannot agree on the best way to live, act or treat one another.

And what if we *did* all think and act and believe the same? It would certainly stifle our innovation, our creativity and our basic human spirit. Humans would not stand for it. We are too stubborn, too different, too independent, too damn incredible for that!

So why then have humans tried to control one another for thousands of years? *It’s obviously working so well for us* and only a few million have died in the process, right?

Here’s an alternative to spending all our efforts attempting to control others: *Allowing*.

## **The Steps to Allowing**

- a. Let go of your judgements towards those with different beliefs
- b. Let go of trying to force and control others
- c. Let go of feeling offended by the beliefs, thoughts and actions of others
- d. Let go of the judgements you carry toward yourself

*So simple, right?* According to Esther and Jerry Hicks, *allowing* is fundamentally “accepting that everyone has the right to be and do and have whatever they want.” When you are clear about what *you* want and feel grateful for what *you* already have, what others do and say becomes less infuriating. I understand this is far easier said than done, but I promise it’s worth it.

### ***Life Note:***

***When you truly allow others to be themselves,  
the negative emotions you feel toward them get deleted.***

## **The Benefits of Allowing**

- Less time and energy wasted (trying to change people who will not change just because you want them to do so)
- Less angst and frustration
- Fewer gray hairs

## **Start Here**

Each night before bed, or first thing in the morning, or when you brush your teeth, or shave or take a shower, say to yourself: **“Every day I’m getting better at allowing others to be exactly as they are with acceptance, love and gratitude.”**

## **Forgiving**

*Forgiveness is not an occasional act; it is a permanent attitude.*

- Dr. Martin Luther King, Jr.

### **Who Do I Forgive?**

- a. People you’ve been angry with for so long, it’s become a comfortable habit
- b. People you’re angry with out of principle (because they deserve it!)
- c. People you think you’ve forgiven, but not so much
- d. Yourself

Forgiveness and Allowing are intertwined; two sides of the same coin. Once you truly allow, you forgive and to forgive, you must allow. Forgiving someone is like allowing, but you’re using a time machine. If you were truly allowing and accepting at the time of whatever incident started the negative emotional reaction, you would not have had any resentment, jealousy or pain to carry with you into the future. So, to forgive is like going back in time to allow that person to be and do, without judgment. Once you realize you’re only responsible for your own reactions and your own behavior, then you can really accept the experience as it happened, and move on with the rest of your life, unscathed.

*Resentment is like drinking poison and then hoping it will kill your enemies.*

- Nelson Mandela

### **DIY Mantras**

Your thoughts impact the world around you. The more you think about something, the more it is drawn to you. Mantras may seem like magical hippie-dippie crap, but that's just because we don't yet fully understand how they work. Consider this: Many phenomena that seemed mystical to our ancestors are now understood scientifically and widely accepted as fact. For instance, humans believed the Earth was the center of the universe. When Galileo attempted to prove that the sun was at its center instead, he was investigated by the Roman Inquisition, found guilty of heresy and spent the rest of his life under house arrest.

Guglielmo Marconi was almost institutionalized when he shared his dream of sending invisible data across miles and miles of thin air. He is now known as the inventor of radio. Something only remains mystical until we understand how it works. I started another mantra a few months ago that goes like this "I'm so grateful I have a calm and peaceful life." Did I mention I have four sons, ages 10 and under? That we homeschool? That my husband works from home? That I write from home? How could I possibly believe my life could ever be "calm and peaceful"?! But I said it anyway, not knowing how in the heck that could *ever* become a reality.

The first week I started the mantra, my husband suddenly remembered he wanted to take the boys to a comic convention in San Diego and they all left for the entire weekend. They had a blast and I had a very, very calm and peaceful weekend. It was like magic. I'm typically not a fan of magic. But if it results in a quiet weekend staycation, then I'm all for it!

### **How It Works**

- 1) It allows you to make conscious choices throughout your day that are more likely to align with what is truly important to you.
- 2) The repetition reprograms your subconscious and helps you to focus on what you *do* want rather than what you *do not* want in your life.

Dilbert creator, Scott Adams used the mantra "I, Scott Adams will be a famous cartoonist." He wrote this out on paper 15 times every day. He describes in his book the big difference between deciding and wishing. Scott *decided* to become a famous cartoonist. According to him, people who wish, just keep on wishing and rarely ever "do."

### **Keep It Positive**

Mantras only work in the positive. You say "I easily arrive on time wherever I go." instead of "I'm not going to be late anymore!" A mantra that says what you DON'T want to do, doesn't work. Your brain notices nouns and verbs much more than adverbs. So "never," "not," and "don't" get cancelled out and your subconscious brain only absorbs the nouns and verbs. It's actually more effective to tell yourself "I'm not smart, kind or fun" (because your subconscious only hears SMART, KIND, FUN) than to say (I'm not dumb, mean or boring).

In 2011, I read the 1937 book *Think and Grow Rich* by Napoleon Hill. It inspired me to create a daily mantra with some very specific goals. “I’m so grateful we are earning \$50,000 per month. I am so grateful I weigh 124 pounds. And I am so grateful my kids are happy and healthy.” My husband is a photographer and at that point, our annual income was about \$150,000. I said it four times a day for three months.

Then, the phone rang. A very large fragrance company wanted to license one of his photos. They asked him to please invoice them for \$50,000. THEN, they said that they also wanted to use the picture on a special holiday line of perfumes, and to please send a second invoice for \$50,000. THEN, said they’d used his photo for the previous holiday perfume campaign, but never paid him, so please send a THIRD invoice for \$50,000.

Three months of mantras.

Three payments of \$50,000.

Could the universe have been any more obvious? I was shocked. So shocked and grateful in fact, that I immediately stopped saying the mantras. Silly, right? Over the last several years I’ve learned to focus my mantras on my REAL, deep down goals. My latest is this: “I’m so grateful I have love in my heart, health in my body, inspiration in my soul and feel connected to the universe.” If those four things are true, I’m a happy camper no matter where I am in the world or what I’m doing.

**Here's a little test: What's best to say?**

- A. I need to stop running late all the time!
- B. Tomorrow I'm going to be on time everywhere I go!

If you say, "I need to stop overeating, watching so much Netflix, staying up so late on my phone, and reading depressing stories on the internet." What did your SubBrain just hear?

OVEREATING! NETFLIX! STAYING UP LATE!

**Brainwashing Yourself Steps:**

1. Catch yourself by asking... what did my SubBrain just hear?
2. Replace it with what you really want to be doing instead.

Example: "I want to eat healthy and moderately, go to sleep early, read something uplifting before bed, etc." Now what did your SubBrain hear? EAT HEALTHY! SLEEP EARLY! UPLIFTING!

**General Mantra: Ho'oponopono**

If you find yourself so distracted that you're finding excuses not to do it at all, try repeating a mantra. Entrepreneur and author, Joe Vitale describes a very simple mantra technique he learned from a psychologist in Hawaii named Ihaleakala Hew Len, PhD. This method, called Ho'oponopono, is very simple. It's a "clearing" technique where you repeat these four simple phrases: "I love you. I'm sorry. Please forgive me. Thank you." I found this to help me a lot when I just couldn't calm down and focus. You can say it to yourself, to whatever higher power you believe in, or to your cat. It's all good.



## Visualizing

Derek Amato slammed his head into the shallow end of a concrete pool while trying to catch a football. The severe concussion resulted in headaches, some hearing loss and a sudden profound gift for playing the piano. He had never played the piano before the accident.

Franco Magnani suffered from seizures due to a high fever one day. Upon recovery, he began creating stunningly photorealistic paintings of his hometown in Italy completely from memory.

Furniture salesman Jason Padgett was brutally mugged and beaten. He woke with PTSD, social fears and the ability to visualize complex mathematical shapes. His work has advanced the field of physics with his newfound intuitive understanding of fractals.

These three men experienced something called acquired savant syndrome. There are about about 50 documented cases in which damage to the left frontotemporal cortex from injury, stroke or seizure resulted in a new and profound ability.

*The skills do not emerge as a result of newly acquired brain power;  
they emerge because for the first time,  
the areas of the right brain associated with creativity can operate unchecked.*

*- Popular Science*

Now obviously not everyone with a sports injury or a stroke finds themselves suddenly able to play flawless Beethoven on the piano. But, perhaps at least some degree of creativity is hiding in all of us? Maybe if we could manage to purposely quiet our left brain (without the aid of a car accident hopefully), we could more easily access some of the creativity and intuitiveness already in our minds.

Have I mentioned my Type-A personality? Well, I wasn't always like this. Most of my elementary school report cards say some variation of the following: "Amber is a smart child, if only she could have a little more self control." By the time I got to college, I had taken that advice to heart. I planned out each day into 15-minute slots.

*Everything* I did was scheduled, organized and checked off the appropriate list. I had successfully smothered my right brain...which, according to Wikipedia, "is associated with cognitive skills, such as creativity, emotion and intuitiveness." Unfortunately, it took me another 20 years before I'd lift the stranglehold I had on my right brain abilities.

Meditation and visualization practices do just that; quiet the chatter and to-do lists of the left brain. In the world of professional athletics, trainers regularly use "imagery" practices with their athletes. When imagining yourself in a race or shooting a basketball, your brain and nervous system actually believe you are doing it for real. Respiration, neuronal firing, muscle control, heart rate all respond to your mind. Just like the very basic Pavlovian response we have of salivating when we think of biting into something sour and delicious.

When we remember a frightening or traumatic event from our past, our heart might start racing, we might start sweating or quicken our breathing. *What* we think about affects our hormone secretions, our electrical activity in our brains and even our digestion. When we think of something scary, our bodies react as if we are in real danger. This is one of the problems with prolonged levels of stress. Fear and stress cause our brains release additional cortisol and adrenaline, slow down our digestion, and increase blood flow to our extremities. This all facilitates our ability to either fight or run away from danger.

Visualization is the practice of using positive thoughts and emotions to elicit chemical states and brain wave patterns that increase our focus, creativity, problem-solving skills. Athletes today regularly envision themselves making the shot, clearing the hurdles, or completing the perfect dive, because they've learned it significantly increases their odds of doing it for real when the time comes. Al Oerter, a four-time Olympic discus champion and tennis phenomenon Billie Jean King were two of the first to use it back in the 1960s.

### **Purpose Pockets**

Perhaps the simplest way to test this out is to try some "Purpose Pockets." Jerry and Esther Hicks call this practice "Segment Intending." As you go through your day, pause before each "pocket." A pocket could be a meeting at work, soccer practice with the kids, or dinner out with your spouse. Right before each pocket, take just a few seconds and decide what you want. For example: *Tonight I want to have a delicious dinner with my family and get reconnected, with no*

*devices and lots of smiles and laughing.* It's simple and shouldn't take a lot of thought or preparation. Go with *your gut* on this one.

### **Benefits of Purpose Pockets**

- Gives you active control over your life
- Allows you to focus in on the present
- Allows you to remember whatever is most important

### **How To Do It:**

1. Choose 2-3 things you want to do, on *purpose*, during the next *pocket* of your day.
  - You can keep a little notebook and jot it
  - You can say it or just think it
  - You could sing it in your car

### *Life Note:*

***YOU know what works best for YOU.***

***YOU know what you're most likely to actually DO.***

Maybe it would help you to have a partner to do it with you?

Maybe you could set a timer on your phone?

Maybe tape a reminder note on the bathroom mirror?

Once you begin to see how quickly the positive results start rolling in, it's easy to make it a habit.

### **Shower Brain**

What if your thoughts were magnetic? What if whatever you think about gets pulled into your surroundings? What do you think about in the shower? Do you replay that fight with your girlfriend? Worry about your son being bullied at school? Stress about your mother-in-law's upcoming visit?

The worry, fear, anger, frustration, sadness, guilt, shame -- all of these emotions are both strong **and** negative. *That* is what you're attending to and so that is what you will get more of tomorrow, and the next day and the next. The cool thing is you can totally turn this around. The not-so-cool thing is that it takes effort and practice pulling yourself out of a negative thought spiral.

The more good, positive things, people and events you focus on, the more of *that* you will pull into your life. Either direction you go, it will build momentum. It becomes easier and easier to pull positive (or negative) into your life, and harder and harder to turn it around. So, it's your choice, focus on the positive? Or the negative?

The best part of this concept is that you don't have to spend any money, risk negative side-effects, or attend a 10-day silent meditation retreat in the Himalayas. Worst case scenario, you

continue getting from life exactly what you have always gotten. Best case, you discover you have more control over your life than you ever thought possible.

### **The 333 Method**

In this practice, I recommend you do the following 3 steps, 3 days a week, for 3 minutes:

1. Sit down, close your eyes, and breathe slowly
2. Repeat the following 3 times “I deserve to have financial freedom”
3. Imagine yourself doing what you could only do if you had unlimited funds. Use as many senses in your imaginary situation as possible. What do you see? Smell? What can you feel? What sounds do you hear? What do you taste?

*Career Example: I deserve to have a job that is interesting, exciting, lucrative, and work with great people every day.*

*Relationship Example: I deserve to be in a relationship full of love, support, kindness, respect and fun.*

As you become more adept at mantras and purpose pockets, you may want to try something even more powerful. Visualization practices can take many different forms. Finding the one that works best for you is like finding an exercise regimen. You hate running, but love yoga? You would never do an online video at home before bed, but love group exercise classes before work?

Just like exercise, there are lots of different ways to visualize. The important thing to remember is that all of the best methods have a few critical similarities. I use the anagram GOODIE to help me remember: **G**ratitude, **O**utcome, **O**thers, **D**etails, **I**ntention and **E**motions.

## **Gratitude**

Practice saying, thinking and even feeling grateful for whatever you envisioned, **AS IF it has already happened**. *Wow this has happened and I am SO thankful for it.* Don't just say it, try to *feel* the gratitude. The second part of gratitude is feeling grateful for whatever you currently have in your life. If your envisioning comes from a place of desperation or lack, it's far less effective. Focus on anything in your life already that you feel grateful for, and remind yourself of that often. Your vision or goal cannot come from desperation or neediness. You first must be content and grateful for whatever you currently have in your life. I think of it as a universal law. If you're unsatisfied or ungrateful for what you already have, it's unlikely you'll get more. This is so critical a point, that I must repeat it. You cannot get anything MORE or BETTER in your life, if you are ungrateful or unsatisfied with what you already have.

## **Outcome**

Envision the **outcome** or the **end goal** that you want. For instance, instead of "I envision being VP of Sales in my company" ask yourself what becoming VP would *mean* to you.

*Well, if I'm VP then I will get a raise and have flexible hours. And, if I get a raise and have more flexible hours, then I can have more free time and money to do what I want. And If I have more time and money, then I want to travel to South America and learn to speak Spanish.*

The key here is that often, what you *think* is your goal, may not actually bring you what you really want. Maybe you get that VP position and find that you must work more hours and your days are filled meeting with people who are angry, anxious and petty. Understanding what you *really* want is probably the most important thing. If you figure out one thing for yourself as you read this book, let it be this. What's your end goal? What's most important to you?

If you cannot answer this question, try the 100th Birthday Speech recommended by author and speaker Marcia Wieder. Sit down and write the speech you'll make at your 100th Birthday Party. What were the highlights of your life? What are you most grateful for? Who are the people most important to you?

### **Others**

Include anyone else who will benefit from your vision become a reality. Who else might benefit? The more people this will have, the more good it will do the planet, the more effective you'll be.

*If you want joy, give joy to others.*

*If you want money, help others to earn money.*

*If you want compliments, give them away freely.*

- Deepak Chopra

### **Details**



If you really want to maximize the benefits of visualization, you use ALL the senses. You gotta really sink into it. Pile on all the specifics you can muster. Get lost. Make it as real as possible. This is the practice of fooling your brain. You're connecting neurons and firing up pathways.

*Life favors the specific ask and punishes the vague wish.*

*- Tim Ferriss*

Last year I decided I really wanted to be on a tropical island, maybe even move there. I was fed up with Los Angeles: the people, the traffic, and the hectic life I'd created for myself. So, I began envisioning myself sitting on a rock, looking out at a beautiful ocean, my kids playing down on the beach below. I imagined the wind in my hair. I felt the sun on my cheeks. I heard the ocean waves hitting the sand, then slurping back out to sea.

I also followed the recommendation of Marcia Wieder and started buying and wearing clothes I wear if I were on an tropical island. Long flowing skirts and dresses became my new wardrobe.

Two weeks later the phone rang. "Are you available for a job on Oahu this summer?" At first the timing for the trip was a bit off. My husband would have to leave before the kids were out of school, then we'd all follow about ten days later. Miraculously we got a call they'd "pushed" the shoot and now we could all fly together and enjoy the entire five weeks on the island of Oahu. It was an incredible adventure!

## **Intention**

You cannot force or control how something will come into your life. However, you can listen, pay attention and meditate. And when the inspiration pops up, you must jump on it as quickly as you can and take action. Even if it is a seemingly small action. Do not wait until you *have time to do it right*.

Author Mike Dooley tells a story about a mama duck and her four baby chicks trying to cross a country road. If you watch her, you'll see the mama duck doesn't wait around until all of her ducklings are lined up perfectly behind her. Nope. She just turns away from them and starts waddling across the road as quickly as her little legs will carry her. What happens next? The little ducklings immediately line up and follow her across the road. This is what happens in life, once you make a decision and start moving. The details fall right into place behind you.

When you feel a hint of inspiration, do something. Now. Stop what you're doing, pull the car over, get out of line at the grocery store and send that email or make the phone call. This is not a *just write it down* type of thing. You actually have to make a ripple in the water. Move in a forward direction. Now.

Michael Jackson was the king of inspired action. When an idea hit him, he acted on it immediately. Often, much to the chagrin of his manager and agent.

Apparently, he once called his manager in the middle of the night to tell him to write down "fireflies." The manager responded by saying it was the middle of the night and they could discuss it in the morning. But, Michael said "No! If we don't do it, Prince will."

Both Prince and MJ were musical geniuses and acutely trusting of their instincts. They understood deeply that to take immediate action on their intuitive impulses made all the difference. In fact, this obsession is what separates us from the creative geniuses and thought leaders of the world.

*Hesitation only enlarges, magnifies the fear. Take action promptly. Be decisive.*

- David J Schwartz, Ph.D.

## **Emotions**

Including your emotions really amps up the effectiveness and speed of your visualization practice. How does this all make you *feel*? Happy, excited, sexy, calm, relaxed, energized?

### ***Life Note:***

***Don't worry about what other people think.***

Your parents, your boss, your girlfriend. It's very likely that what you really want will make zero sense to many people around you. Just remember this, they don't have to move to South America and learn Spanish. Everyone's dreams are different, thank goodness.

### ***Life Note:***

***Don't worry about how you're going to get there.***

This is super duper important. Maybe THE most important point in this entire chapter. Don't try to control how it happens. Why not? Because we mess ourselves up in the details, think we know everything, and try to control it down to the last drop. *Or maybe that's just me.*

Whenever you GET what you've visualized, you are almost always surprised at HOW exactly the universe responded to your request and that it came in a way that you could not have imagined or planned.

### **Some Tips:**

- 1) Visualize regularly. As with anything, the more you practice, the better.
- 2) Don't Change Your Order

Meditation expert Emily Fletcher tells a great story about ordering dinner. If you order steak and potatoes, then ten minutes later decide instead you'll take the salmon and broccoli, then ten minutes later decide you'll just have apple pie and some coffee, you cannot be upset when you still have no food after 30 minutes. Meanwhile, the cook has been frantically making each of your orders. But before she can serve them to you, you've changed your mind. Visualization does not happen instantaneously. **Be patient, confident, and give the cook some time to make what you've ordered.**

This is all easier said than done. It's a process. Be gentle and kind with yourself. It's a technique, a practice. It takes *practice*.

### **Warning: Visualization Side Effects**

- You may discover your days run smoother.
- You may find you get exactly what you've been thinking about.
- You may feel suddenly more in control of your life.

The very cool part about visualization is that you don't have to believe it at all for it to start working. Six weeks after I wrote the story, "My Tesla's on Autopilot" I had a Tesla in my driveway. I always thought Tesla's were awesome cars but I never really considered it a possibility that I would ever own one.

Here's what happened. First, a block I had held for a long time was lifted. We sold our old house, and used the proceeds to pay off our personal home. We had officially zero debt. No mortgages or car payments or loans or anything. I know this is not necessarily anyone else's financial goal, but for me it was a big step and carried a lot of deep meaning. I'd always been raised to believe that debt was bad. We met with our financial advisor and he added up our net worth. I was shocked.

Right in my face, this fact broke the belief of scarcity I had carried with me for decades. Just before that meeting, I'd starting thinking about a new car. I'd been driving a 15-year-old Chevy Tahoe. It was a beautiful shade of blah, a funky smell and perpetually full of crumbs and little socks. So, I began envisioning driving around town in a nicer, smaller, newer car.

Two weeks later someone emailed my husband with a deal to purchase his used Tesla for about half the price of a new one. We jumped. Forty-eight hours later we owned it and I found myself at the super charging station trying to figure out how to charge it up!

### **Homework**

Pick a mantra, The 333 Method or a GOODIE Visualization practice. Start tomorrow morning and give it a shot. Be honest with yourself. Chose one you will actually do.

#### **More T-T-Tips:**

**Terminate:** Think of something you'd like to stop doing. Maybe it's reading work emails late at night? Watching too much news before bed? Gossiping? Eating chips and ice cream when you're not even hungry? Tomorrow, instead of doing it, try a visualization instead.

**Time:** Pick a timeframe that is achievable and realistic for *you*. For example, if five minutes feels like too big of a commitment, try two minutes.

**Type:** Write exactly what you're going to do.

**Team:** Share with someone that you're going to try this and then let them know how it goes.

#### **Further Recommendations:**

*Stealing Fire* by Steven Kotler and Jamie Wheal

*Law of Attraction* by Esther and Jerry Hicks

Online video - Vishen Lakhiani's *6 Phase Meditation*

Online meditation - Joe Dispenza's *Breaking the Habit of Being Yourself*

Audiobook/CD - Jose Silva's *Mind Control Method of Mental Dynamics*

## **A Note About This Book Proposal Template**

This book proposal template was created as a collaboration between Amber Trueblood, Dan Janal, and the team at TCK Publishing.

You can learn more about Amber at [www.thetruebloodzone.com](http://www.thetruebloodzone.com)

You can connect with Dan Janal at [www.janal.com](http://www.janal.com)

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