

# 4 Unique Tools to Boost Your Potential

More than 30 years' corporate observation, combined with 3 years' intensive research in several major countries, have shown that the non-application of 4 unique tools has caused trillions of dollars of yearly financial losses in companies worldwide and untold sufferings to billions of people.

Install **weeweenoo**,  
a 360° psychological firewall  
against all negative attacks



**WARNING:**

If not installed, your subconscious mind is exposed 24/7 to psychological attacks.

**DAN LOW**

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**Dan Low – WORLD EDUCATION**

**French / English web site: <https://www.maximizeyourpotential.info>**

**📞 (33) 1 48 26 29 64 ✉ [info@yourpotential.info](mailto:info@yourpotential.info)**

# **What 4 unique, simple and powerful conceptual tools can do for employees, managers, and others going through life:**

## **1. Dancing with Bob (Ultimate Reality)**

- **Stop negative thoughts instantly – with the snap of your fingers**
- **Trigger feelings and emotions that make you feel good at will**
- **Save time and energy by changing psychological states and focus**

## **2. Don't Take the Finger for the Moon**

- **Know your real objective in life by heading in the right direction**
- **Save yourself pain, pressure, stress, and disappointment**
- **Feel good with close-ones, friends, and strangers**

## **3. Mastering Your Passive & Active Illusions**

- **Update perceptions by creating and testing active illusions**
- **Control all difficult situations by mastering passive illusions**
- **Be the producer, director, and actor of our own life**

## **4. Installing a Psychological Firewall in Your Brain**

- **Banish all fears of rejection, failures, uneasiness or negativity**
- **Feel innerly confident with everyone you meet**
- **Be stable and solid as a mountain**

**And increase spectacularly your chances to reach your objectives.**

**Due to popular demand, more than 5 major business school associations led by the prestigious ESCP Europe Alumni, plus 2 networking organizations of senior top executives have shared the 4 unique tools with their members.**

**WORLD EDUCATION**



## **Session 1**

# **Dancing with Bob or Ultimate Reality!**



**Now, you will discover who Bob really is and how to avoid getting whacked by him and lose your time and energy.**

**Bob is not what you would like it to be. Not what you would hope it to be. Or what you think it should be, but what is – the manifestation of a reality before your eyes right now!**

**Here are some examples: Bob can be simple things or more complex issues. A banana skin lying on the pavement is Bob. So is a car crashing into another vehicle. Or a mosquito buzzing above your head that prevents you from sleeping. They are realities manifesting themselves before you.**

**Your client not turning up for the meeting is also Bob. The stocks took a sudden plunge, or you spilling coffee on your white shirt before leaving for work. Receiving negative news or an accident. It is what is. And since most people are unaware, they fall victim by reacting to these realities.**

**Every object or thing that is happening around you is real. It's not**

imagined. If a man is standing before you this man is a reality and hence he is Bob.

A snail on the ground is Bob. If a woman accidentally steps on the snail and falls, this incident or accident is Bob because what she is experiencing is a reality.

To the woman the snail is Bob. To the snail the woman is Bob. She is a reality with feet that crush. Bob is simply what is – an involuntary or voluntary act, or material objects before us.

A wall is Bob. If you try walking through it you will meet with resistance. Yet many of us knock our heads against the wall when we are unable to get what we want. If you wanted someone to answer your email but the person is not doing so, that's a reality, like a wall is a reality. And if you feel disappointed, angry or frustrated you've been beaten by Bob. Do you get the picture?

Before we talk about how to handle Bob can you take a few minutes and recall how you reacted to Bob the last 24 hours – or last week?



**Examples  
of Bob ...**



- **Your client not turning up**
- **Your kids failing in school**
- **Stocks plunging suddenly**
- **Spilling coffee on yourself**
- **Your computer crashing**
- **A mosquito buzzing in bed**
- **Receiving negative news**

**Here are some of the questions we get asked: Is Bob just a Big Bad Bully?**

**No, he's not. He's a Schizophrenic and can be the most loving and supportive «being» ever to walk this Earth. That's the good side of Bob that we will be covering soon: BigGoodBob!**

**Someone asked: How can I escape BigBadBob? Well, no one can. It's something that's happening that is independent from us.**



**Nobody is safe as BigBadBob can surprise you at any moment! He follows you 24 hours a day, 7 days a week. And for the rest of your life here on Earth! That's what reality is about.**

**You are not even safe in your own home because Bob is not alone, his Gang of Bullies have already infiltrated your mind or psychological territory. These Bullies are deadly thoughts hidden in the darker alleys**

of your brain.

Have you ever worried about *What are they going to think? Or You're going to lose!* Well, they are two of BBB's Bullies occupying your subconscious mind.

How can I stop Bob from whacking me?

**SCRAM! Get out of your subconscious into the conscious here and now – just snap your fingers and TURN YOUR HEAD to the right!**

Then focus on an object, or wall, and look at it intently like you're seeing it for the very first time in your life! Keep focusing on the chosen object, a chair, mug, book or pen lying around for 30 seconds.

When you do this you instantly stop Bob's Bullies from whacking you in the head. In martial arts, this conscious state is called «empty-mind». When two adversaries are facing each other they have to be in this state to eliminate all fear.

When in this state Bob's Bullies get thrown out too and you stop yourself from getting innerly whacked.

As long as you stay in this state you will experience total calm and no negative feelings or emotions.

**Now, trillions of dollars are lost each year by companies worldwide because BBB keeps harassing and robbing their employees' time and energy.**

A multinational did a financial audit and was horrified to discover that 90% of their employees got whacked by BBB, thus losing invaluable time and energy that affected their productivity as well as their well-being – and the bottom line!

Check this out yourself and start sharing the concept with others.

**You can teach your kids too. Get them to bip-bop with Bob or turn their heads to the right to meet BigGoodBob whenever they are angry, frustrated, depressed or upset with something.**

**By turning the head it immediately triggers a psychological change of state as witness many of our students.**

**On the other end, who is BigGoodBob?**



**Well, BigGoodBob is the other side of reality ... Look at what you have. Just look at what you have and what you can do with what you have right now!**

**You realize you still have time and energy! You can transform these assets into opportunities and new experiences. When you have time and energy you are rich!**

**Good Bob is a reality we often fail to see when we get whacked by Bad Bob.**

**How and where do we meet Good Bob?**

**GB is right here next to U!! We meet him every single moment of the day if we take our dark glasses off! We won't see clearly if we are blinded or in the dark.**

**Now, your friends and loved ones are GB. Your computer is GB. So is the food you eat. They are part of YOUR reality when you experience them!**

**You have the ability to hear and learn. That's GB. Some people don't have this ability. You are sitting in front of a screen millions of others don't have.**

**If you have work, that's also GB. The list can be a mile long! But if you are stuck with BB you won't see a thing, or realize all the things you have. Just take out a sheet of paper and note all the things you have access to – and you'll feel good immediately!**

**Wanna bet a million bucks? If you have 2 legs – what if you lost a leg? See what I mean?**

**We feel bad because we look at what we don't have or missed, instead of focusing on what we have – which is also a reality.**

**When we focus on what we have – and what we can do with what we have, it instantly puts us back on the right track, filling us up with energy and motivation again – even when things did not go the way we wanted.**

**Hence the importance of TURNING OUR HEADS TO THE RIGHT and emptying our mind, then looking at GB - before taking action if need be.**

**Of course, we need to practice to build our reflex. To do so, schedule your smartphone to ring 3 times a day. When it rings, turn your head to the right and focus on the here and now – intently – for 30 seconds,**

**just like you landed on Earth for the first time!**



**Then think of what you have and what you can do with what you have. That is focusing the torch on BigGoodBob.**

**This exercise will help you get out of your subconscious fast when BBB strikes.**



**The faster you get out the more time and energy you will gain. Time and energy will permit you to be productive. We made a Quiz for you, with some Questions and Answers below.**

## ***GAIN TIME & ENERGY Quiz, Q & A.***

**Check your responses** 

1. **Are you in a subconscious or conscious state when you are angry, frustrated or upset with Bob?**
  - Subconscious**
  - Conscious**
  - No idea :(**
  
2. **When someone aggressively criticizes you in front of others, how should you react or perceive the person?**
  - I immediately feel vulnerable, threatened and would go on the offensive and hit back twice as hard.**
  - I see the person as Bob manifesting itself. This person is a reality made of flesh, blood, bones, skins, stomach and a mouth that churns out words!**
  - I decide I don't want Bad Bob to steal my time and energy again and will just listen with a smile :)**
  - I don't know!**
  
3. **You're criticized publicly. Which of the below thoughts would rob your time and energy if you got whacked by Bob's Gang of Bullies?**
  - You don't like him/her (for criticizing you in public).**
  - He/she is an asshole attacking you!**
  - What are those present going to think?**
  - You're going to lose the esteem of others!**
  - Who's he/she anyway?**
  - You want to be liked/respected (by everyone).**
  - Not the faintest idea.**

4. If you reacted negatively to people or situations and were not fast enough to change psychological states to be in the here and now, what could be the cause?
- Don't have a clue :(
  - I simply forgot to train my reflex and schedule my smartphone to ring 3 times a day.
  - No bad reason. I love getting whacked by Bob. No pain, no gain! I don't get any attention if I don't complain. Playing victim is my game!
5. What if a friend got whacked by Bob and felt really bad because of your decision? You didn't invite him to your party and he's now sulking and avoiding you.
- I tell him I'm the one who decides and he'd better understand what Bob means, or he's gonna get whacked again next time he crosses my path.
  - Let him sulk. I would not worry too much about his losses.
  - I would apologize first, then explain why he wasn't invited. Then share this million-dollar tool (Dancing with Bob) with him – and allow me to be his hero.
6. What if you were whacked by Bob yourself and got pounded to the ground by his Gang?
- I won't. I'll have my smartphone scheduled to ring 6 instead of 3 times a day! This would flush out Bob's Bullies and let me walk in peace all day.
  - I'm getting to know the Gang pretty well. Just need to snap my fingers, turn my head to the right and pull the carpet off their feet.
  - Got to practice more to avoid getting Gang-banged.
7. Is Bob a Cool Dude, a Skid-zo or a Tantalizing Devil that could get you in trouble?
- Cool Dude.
  - Skid-zo.
  - Tantalizing Devil (got me corrupted by sin and greed).
  - Just REALITY.

8. Are you rocking and rolling with Big Good Bob? Tell us what happened.

- Yeah, just enrolled in a dance course with Bob :)
- I appreciate my Mum more than ever. God bless her.
- Wow! Looking forward to the next 24 hours!
- Rolling ... after being whacked by Big Bad Bob but recovering fast in the here and now.

9. If you manage to gain lots of time and energy does this mean you're rich?

- Sure, having more time and energy allows me to create more options and opportunities, and spending more time with my family and friends :).
- Hell no, I'll be bored with too much time on my hands. I wouldn't know what to do. Twiddle my thumbs?
- Time and energy are our company's most important assets controlled by our employees. Without these resources, we would be eaten alive by our competitors. It's vital we don't waste them!

10. Is Bob a friend or foe to you?

- Foe. Look at all the whackings and bruises I suffered. And I'm not alone. Millions get whacked for no reason – earthquakes, hurricanes, wars ...
- Best friend I ever had. Look at all the things I have and can do with what I have :). I'm given a brain that's worth trillions. If it conked out I could not go into a store to buy another one even if I had trillions in the bank. That's Bob!

**Bob !!!**



**Hey, did you see my buddy  
Mozzy the Crawly?**

**No, Dude ... looks like he'd been  
kidnapped by the two UFOs  
above our heads!**

## Ultra Rapid Transformation Process



***Strength - Agility - Beauty***

Keep in mind that this is an ultra-rapid transformation process that requires only 3 minutes of practice per day. Building inner strength, increasing our agility and transforming negativity into beauty.

# 3

***minutes per day***

***0.2% !***



In the beginning, we would need to pass through these 3 stages:



Realizing that we can succeed in getting from point A to B, or reach our objectives – whatever they are – will not move us an inch forward.

Even making a solid decision to get there will not help us progress from point A to B as decisions are NOT actions.

Hence, it is indispensable we put our realizations or decisions into action – and walk the way we talk!

Furthermore, you need high motivation to reach your objectives, so do not limit yourself. Your motivation level should be 8, 9 or 10. But your stress and pressure level should be reduced to 2, 1 or 0. You can achieve this by understanding the 3 worlds or psychological states we all have access to.

But let's just take a look at the chart below and determine your levels:



**Objective  
Motivation**

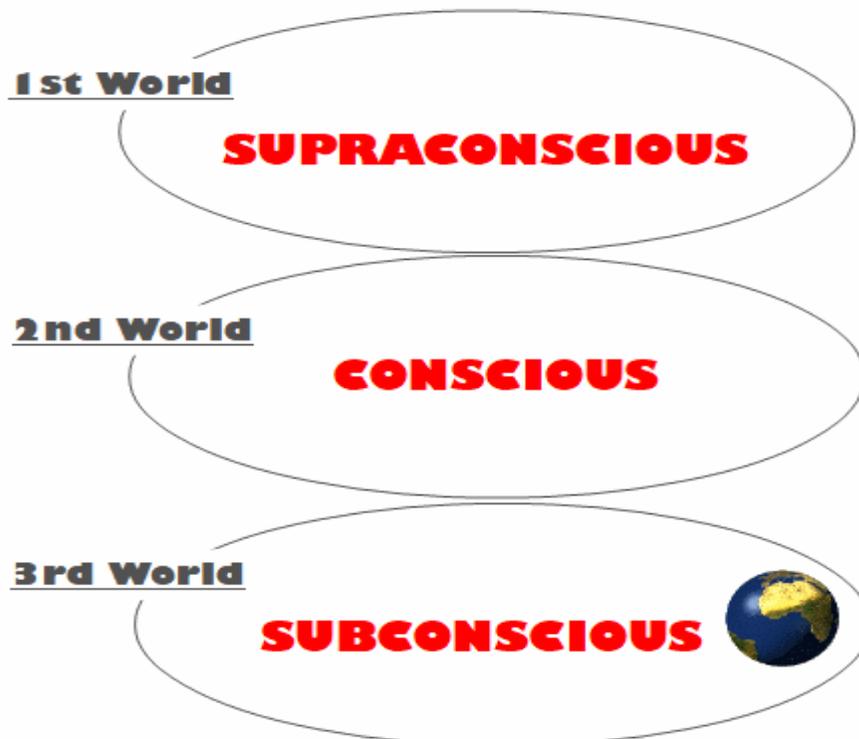


**Pressure  
Stress**

10  
9  
8  
7  
6  
5  
4  
3  
2  
1  
0



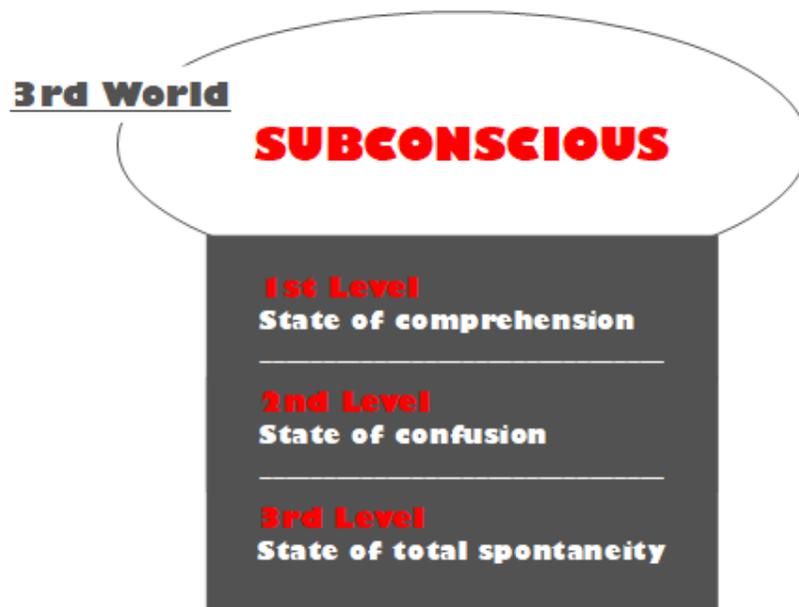
## The **3** Worlds or Psychological States



**The 1st world is the supraconscious, a state of total harmony and detachment.**

**The 2nd World is the conscious state. An empty mind martial artists find themselves in when they confront an opponent. No judgment, no fear nor discrimination, no words. Just a highly focused state of observation.**

**Let's start with the 3rd World, the Subconscious state. It comprises of 3 levels:**



**The 3rd World is the subconscious. It is the world of words. The world of thoughts, data, and information. There are 3 distinct levels in the Subconscious.**

**The 1st level is a state of comprehension.** You are in this state right now. No strong emotions, just trying to understand. When you make a decision and weigh the pros and cons, you are in this state. When you think coolly, you are in this state. A pretty good state to be in.

**The 2nd level is a state of confusion.** We can be momentarily in a state of confusion when we do not know what to choose or do about a

situation; if we are late and trying to catch a train, not knowing on which platform the train leaves. People can also be in this state for a longer period of time. When they do not have a goal, have no enthusiasm in life, don't know where they are going. Also when they have conflictual data in their mind.

**The 3rd level of the Subconscious is a state of total spontaneity, of emotions and feelings – good or bad. It's a state where we react involuntarily to outside stimuli or situations. You can be happy, sad, frustrated, joyful, discouraged or depressed at this level – INVOLUNTARILY! You have zero control – like in the 2nd level of the 3rd world. You are at the mercy of situations and your environment.**

The only level where you control things (and your emotions) is the first level of the 3rd World. And of course the 1st and 2nd World (Supraconscious and Conscious).

**Fortunately, something can be done to gain control at the 3rd level of the Subconscious.**

Here's an example of an angry, violent boy shifting psychological states ...

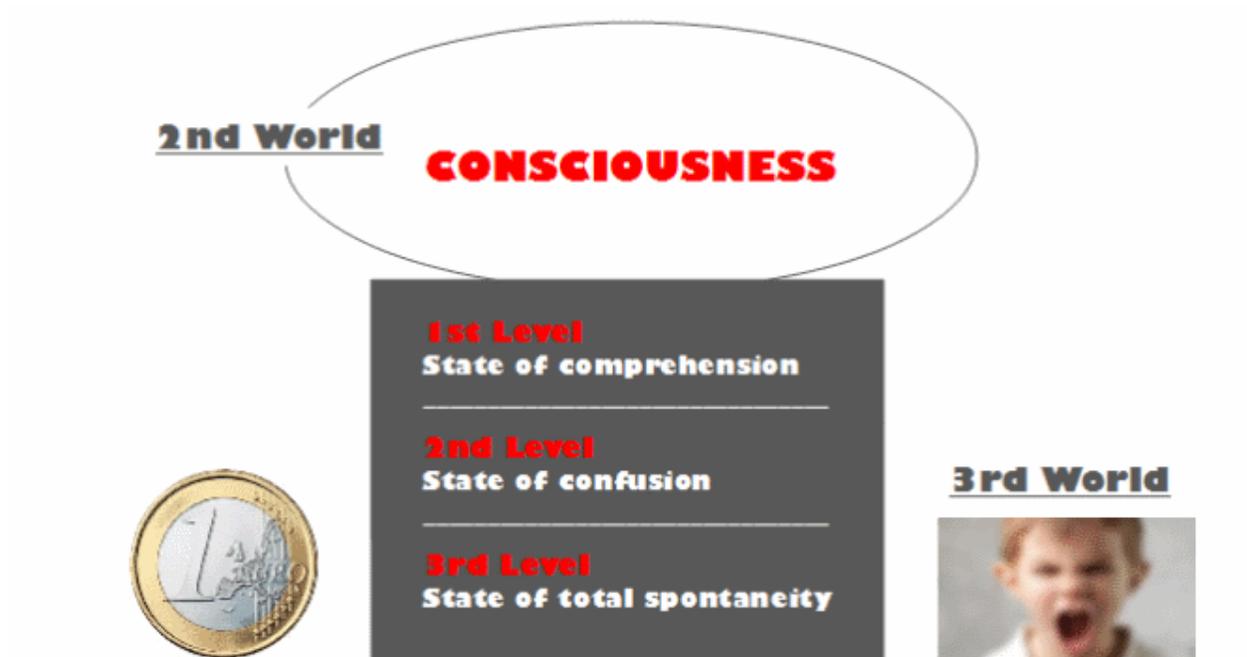


One day we saw a boy crying and screaming hysterically on a supermarket floor. It was apparent he was very upset with his Mum for refusing to buy him something he wanted.

It went on for some time and I decided to intervene as the boy was becoming highly aggressive in his behavior kicking at anyone close to him.

I took out a one euro coin and began tossing it in the air in front of him. I kept throwing the coin up and catching it with either my right or left hand.

This caught the boy's attention and he was instantly propelled to the 2nd World. He immediately stopped shouting and stared at me and the coin being tossed.



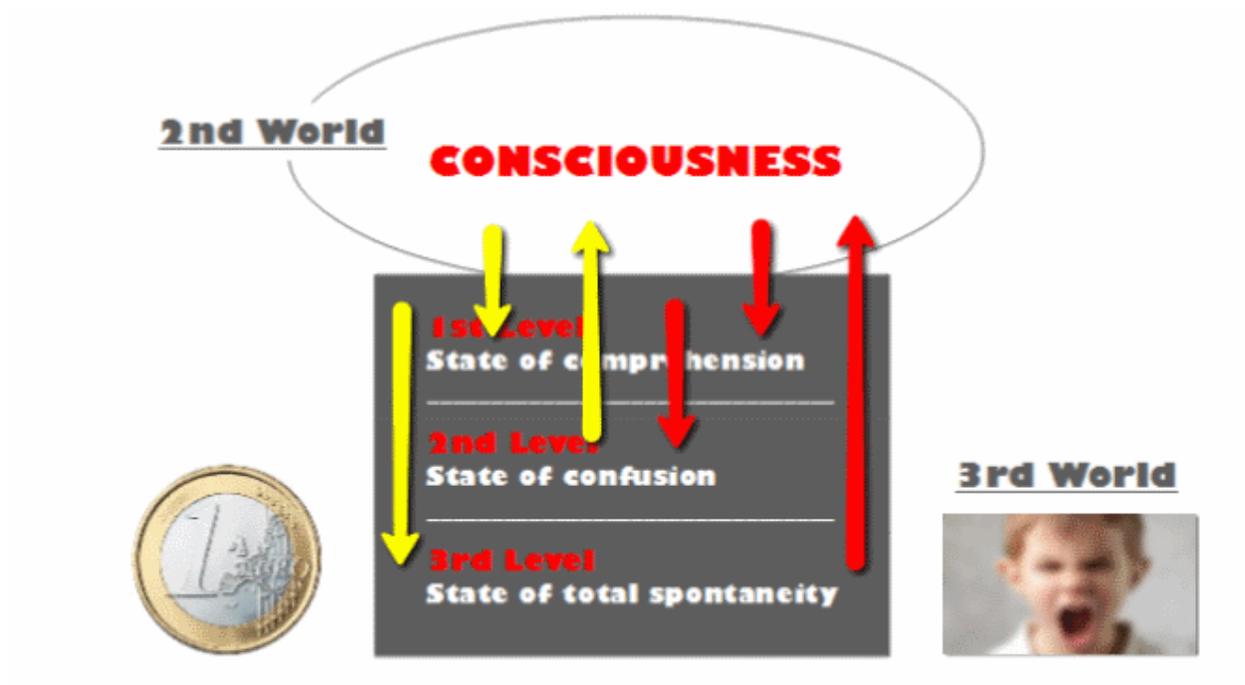
After catching it in one of my hands I asked him where was the coin. In my right or left hand? To decide he found himself shifting from the Conscious World to the 1st Level of the 3rd World – the state of comprehension.

When he saw me squirming my right hand he immediately pointed to it and said that the coin was there.

I then opened my right hand – and it was empty. This threw him in confusion and onto the 2nd Level of the 3rd World. The state of confusion - as the coin was in my left hand.

**I then threw the coin up in the air again and he shot back to the Conscious state – the 2nd World.**

I caught the coin with my left hand but slightly moved my right hand. This time he decided in the 1st Level in his state of comprehension that he didn't want to be tricked again and quickly pointed to my left hand, declaring the coin was there.



He was right this time and plunged joyfully into the 3rd Level – a state of total spontaneity.

**This example shows how psychological states are shifted from one level to another in record time.**

The boy was first brought to the conscious state with the toss of the coin. Prior to that, he was reacting spontaneously to what he perceived was a rejection by his mum's refusal to buy him the candies he craved.

**This erroneous perception involuntarily triggered anger and violence in him at the 3rd level of his subconscious state.**

**In no way was he dancing with Bob and got beaten by Bob's nasty Gang of Thoughts. Namely, *You want/You can't* and *She should* (buy him those candies).**

**The red arrow shows him controlled by his inner perception of his mum saying no to his desires and getting whacked by Bob on the floor.**



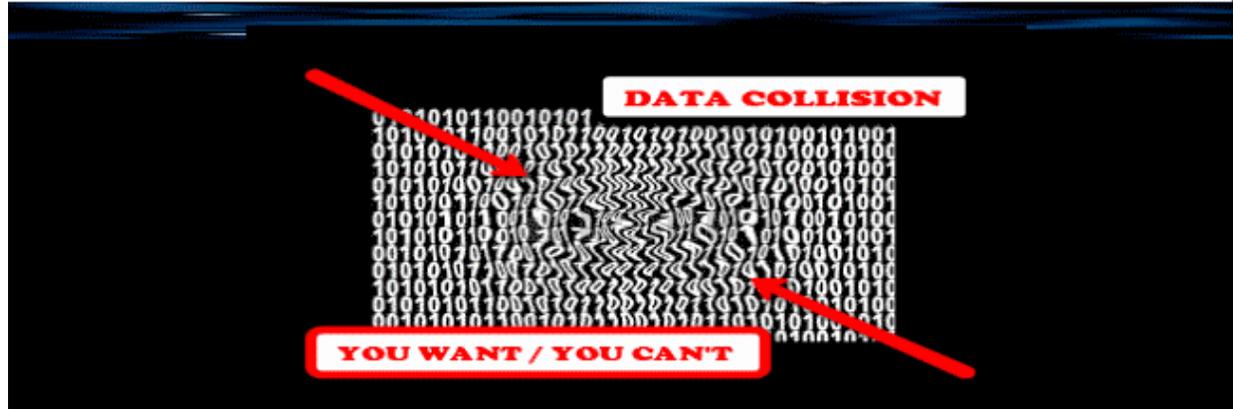
**We can learn how to change psychological states ourselves by turning our heads to the right and focusing on BigGoodBob each time we feel negative or disappointed, or in conflict with our feelings and emotions.**

**One way to stop internal harassment or data collision from happening is to identify the dozen negative hit-and-run thoughts roaming our subconscious mind. They are the heavyweight thoughts or «Gorillas» such as *What's going to happen? / You're going to lose / What are they going to think? / You're not good enough / You want / You can't / He (she, they) should ...* which can be triggered by Bob without warning.**

# Stop Internal Harassment



**What are they going to think?** 01010111 01101000 01100001 01110100 00100000 01100001  
01110010 01100101 00100000 01110100 01101000 01100101 01111001 00100000 01100111 01101111 01101001  
01101110 01100111 00100000 01110100 01101111 00100000 01110100 01101000 01101001 01101110 01101011  
00111111 **You're not good enough** 01011001 01101111 01110101 00100111 01110010 01100101  
00100000 01101110 01101111 01110100 00100000 01100111 01101111 01101111 01100100 00100000 01100101|  
01101110 01101111 01110101 01100111 01101000 **They won't be pleased** 01010100 01101000  
01100101 01111001 00100000 01110111 01101 11 01110100 00100000 01100010 01100101  
00100000 01110000 01101100 01100101 01100 01 011001 **You want. You can't**  
01011001 01101111 01110101 00100000 01110 10 01110100 00101110 00100000 01011001  
01101111 01110101 00100000 01100011 01100 11 01110100 00101110 **What's going**  
**to happen?** 01010111 01101000 01100 11 01110011 00100000 01100111 01101111  
01101001 01101110 01100111 00100000 01110 00 01101000 01100001 01110000 01110000  
01100101 01101110 00111111 **You're going to lose!** 01011001 01101111 01110101 00100111  
01110010 01100101 00100000 01100111 01101111 01101001 01101110 01100111 00100000 01110100 01101111  
00100000 01101100 01101111 01110011 01100101 00100001 **Say something, do something**  
01010011 01100001 01111001 00100000 01110011 01101111 01101101 01100101 01110100 01101000 01101001  
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**Baby Bob  
on the prowl ...**



**Bob is not:**

- **what you'd like it to be**
- **what you'd hope it to be**
- **what it should be ...**

**But what is - the manifestation of a reality  
happening before your very eyes *right now* !**



**BREAKING**  
NEWS

**Baby Bob** slams 200 lb man  
to the ground in **1 second** !!



... still too slow?

**Session 2**

**Don't take the Finger  
for the Moon!**



**What is YOUR  
real objective in life?  
Success, money, power,  
fame, recognition?**



# **Don't take the finger for the moon!**

**This session is about attaining your objectives and not taking the finger for the moon! Firstly, let me ask you a few questions: what are you running after each day? Why are you doing what you're doing? What is your real objective or motivation in life?**

**When I was asked these questions in my early days my answers were swift and crystal clear. Of course, I know my objective! I want to be rich and famous. I want to make millions. I want recognition, and I want to be admired.**

**Boy, was I wrong!!! I was too damn ignorant to know what my real objective was at the time. I'd taken the finger for the moon.**

**It wasn't until many years later that this big error began dawning on me and made me realize how wrong I was. How could I have chosen money, fame, power, and recognition to be my life objective?**

**These were simply vehicles that could make me feel very good – or bad. Yes, having millions can make you feel bad. Real bad if you're always suspicious of others' intention in befriending you. Are they really interested in you, or your money? You may even worry that your loved ones get kidnapped and be held for ransom. Or dreading the stocks taking a free fall in a financial collapse.**

**So, this vehicle called money can actually derail and land you in deep shit. It can also cause one to be greedy or lead to corruption.**

**Money, fame, power, and recognition are just fingers pointing to the moon but they are not the moon or the heavens above. If you focus so strongly on them they could even lead you down the swamp!**

**OK, you're now at the crossroads. On your right, there's a sign pointing to a magnificent beach and clear blue sky. On your left, a narrow path that leads to the swamp – full of crocodiles, anacondas, and leeches.**

**You have only 3 choices. Which of the 2 paths would you take? Or would you rather freeze and stay where you are in a confused state?**

**I'm advising you not to take the finger for the moon and realize that your real objective in life is simply to feel good. Not even to be happy. Of course, if you are happy you're also feeling good. But your objective could simply be to feel good each day. Whether you're helping others, working hard or simply lying around doing nothing and enjoying the moment.**

**And it's not that difficult an objective for anyone to attain!**

**Look, when I realized that my ultimate goal was to feel good I immediately created a «feel good» company. I am now the head of one of the largest conglomerates in the world. I'm not kidding!**

**My main business is helping me feel good. My side business is helping others feel good. And I get a great ROI for this ;-). As most companies need to generate profits, I generate moments of peace and happiness. In fact, my «profits» are simply states of feeling good.**

**This company: “*ME & Co.*” was created years ago with little capital: just a mind and a body – and it has grown into a huge organization! Bigger than Virgin, Apple, Google and the major companies combined! And I'm not kidding again.**

**Why am I sharing my strategies with you? To churn out more profits, of course ;). You can share these strategies with others and generate even greater profits, er... I mean good feelings, for yourself!**

**It is simple. But let me again emphasize that feeling good does not necessarily mean feeling happy, although when one is happy, one is obviously feeling good. Hence, feeling good can simply mean being in a peaceful or Zen state with zero worries. No pressure, no stress!**

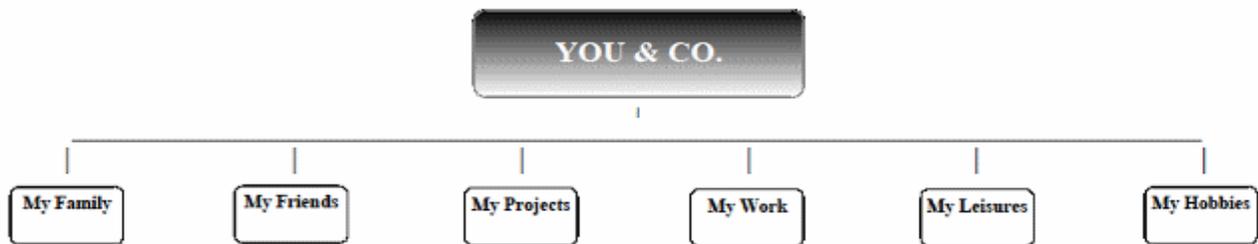
**I noticed that to feel good you need a vehicle. The vehicle could be an**

ice-cream cone on a hot summer day, a job promotion, an exotic vacation, a quiet candlelight dinner, or simply taking a walk in the country ... or chatting with a friend.

There are thousands of vehicles. So I decided to invest in the companies that manufacture them by creating a holding with just a mind and a body as my main tangible assets.

Of course, I also had some intangible assets, the ability to learn and appreciate, my childlike curiosity being the greatest of these intangible assets.

This was the beginning of ME & Co. On the organization chart are shown the profits that were generated from these subsidiaries: Family, Friends, Projects, Work and Leisure, Hobbies ... My subsidiaries are countless.



TANGIBLE ASSETS	INTANGIBLE ASSETS	CRITERIA FOR A TOP CEO

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Each time I walk into a restaurant in Paris, London, or Luxembourg, I

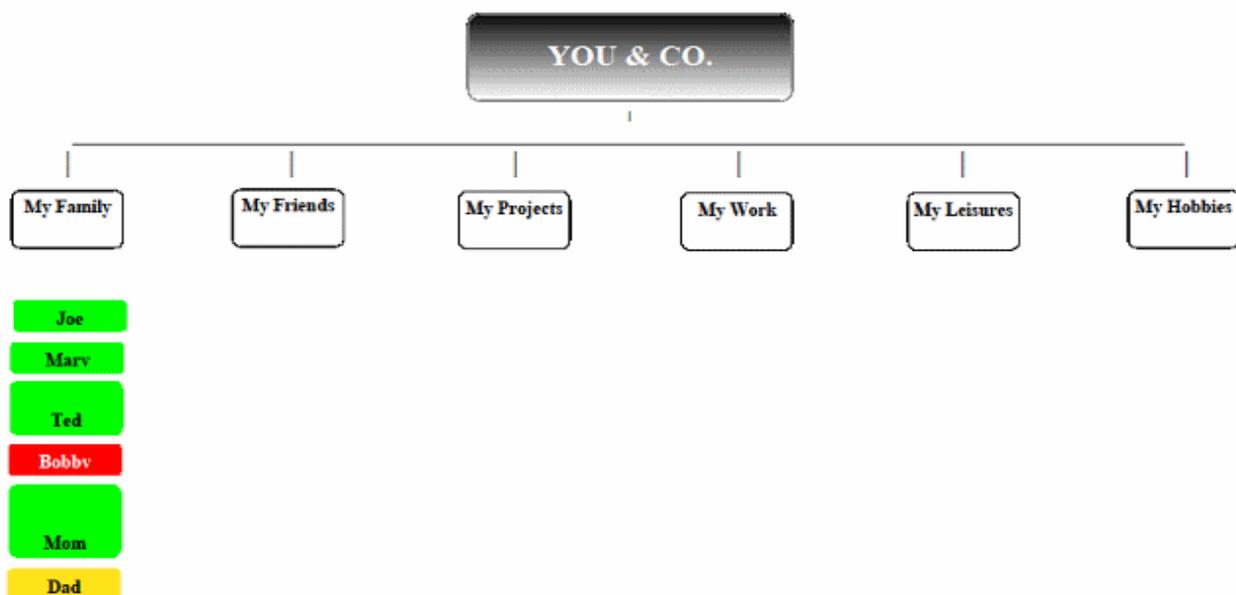
am visiting one of MY subsidiaries, which is providing me a wonderful moment to feel good with the meal I am about to appreciate.

Now, think about that! How many restaurants are there in this world? They're all my subsidiaries! This goes for the movies I watch in MY cinemas! Yes, MY cinemas!

The pleasure I derive from work, the fun I have with my cat, and the laughter I enjoy with friends – all furnish me with great opportunities to feel good. You do not need many assets to churn excellent profits. Here is an illustration: A couple living in a magnificent hilltop villa but on the verge of a divorce is not producing the same profits generated by a woman in love – and living in a tiny studio!

A millionaire can suffer great psychological and emotional losses, feeling bad instead of good. But a poor student can reap big profits, experiencing great pleasure upon receiving his or her first diploma.

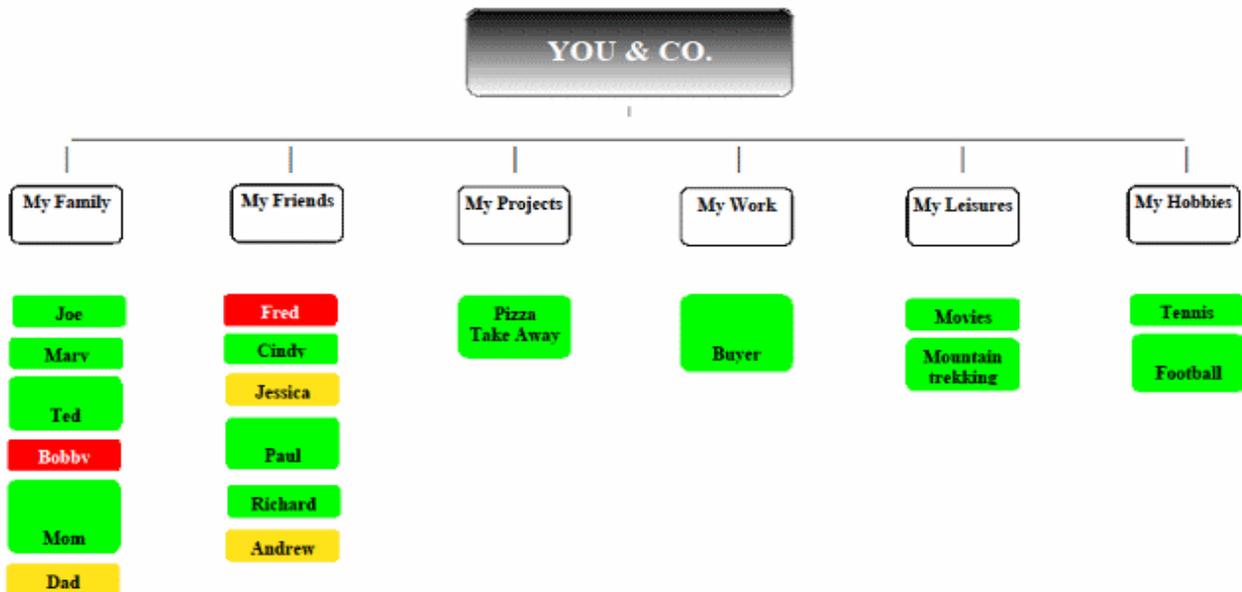
So, create your organization chart with you as the head of YOU & Co. And draw up a list of your subsidiaries: *Family / Friends / Projects / Work / Leisure / Hobbies ...*



In the first column, list members of your family you feel really good with in green. Those you don't feel good with in red. Those you feel so-so with in amber. Do the same with your list of friends.

We'll show you how you can change those in red to green in the next session on mastering Illusion.

List your projects, work, hobbies in green, red or amber accordingly.



Next, make a list of your tangible assets: time and energy, car, Google, home, computer, pets, past experiences ... Affection is a tangible asset. You can give tons of affection to your kids!

You then list your intangible assets: like confidence, curiosity, patience, sense of humor, etc. And you give them a score from 1 to 10. You can always work on your intangibles by reinforcing them. If you lack discipline, for instance, you may want to work on that. Example:

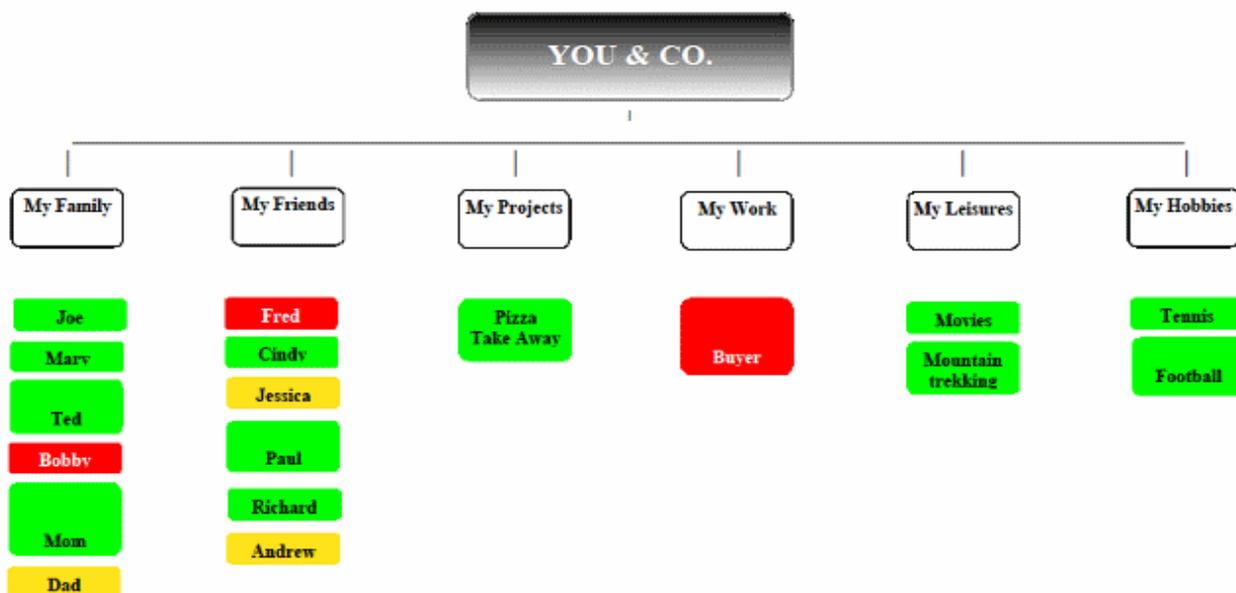
TANGIBLE ASSETS	INTANGIBLE ASSETS	CRITERIA FOR A TOP CEO
-----------------	-------------------	------------------------

Time & Energy	Confidence	7
Affection	Curiosity	9
Car	Patience	5
Google / Yahoo !	Sense of humor	8
Home	Openness	8
Computer	Perseverance	7
Past experiences	Discipline	4
Stocks & Shares	Motivation	7
Legs, Arms & Body		
Children ?		

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If one of your subsidiaries is performing poorly, do not worry about it as you are reaping good feelings from the others. However, if it continues to flounder, you may suspend or eliminate this subsidiary.



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If your job is not satisfactory, you may decide to put it in liquidation. Those who run poor Me & Co. companies are those who are generating losses in terms of bad feelings.

Then, establish a short list of criteria necessary to be a top CEO. What qualities should an excellent CEO have according to you?

You then check to see if you have the qualities or attributes you have chosen are also listed in your intangible assets. If not add them to the list. Then give them a score, from 1 to 10. If it's low, it means you will have to work on the asset.

TANGIBLE ASSETS	INTANGIBLE ASSETS		CRITERIA FOR A TOP CEO
Time & Energy	Confidence	7	Ability to make tough decisions
Affection	Curiosity	9	Capacity to listen
Car	Patience	5	Fairness
Google / Yahoo !	Sense of humor	8	Integrity
Home	Openness	8	Sense of humor
Computer	Perseverance	7	Courage
Past experiences	Discipline	4	Capacity for endurance
Stocks & Shares	Motivation	7	Vision
Legs, Arms & Body			
Children ?			

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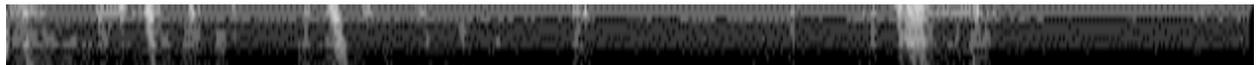
From observations, successful CEOs have the following psychological mindset, they are:

- confident and positive
- open and ready to learn
- focused and action-oriented
- healthy in their attitude towards people
- comfortable with failures – believe one can learn through errors.

Top CEOs possess two key intangible assets: **reliability** and **credibility**. These two assets are crucial since the people who provide the «profits» need to believe in you – and trust you. By being able to feel good with you people become satisfied, and in turn, you can depend on them to keep YOU & Co. flourishing.

Once you have been running a successful YOU & Co., it is time to share it with others, thus generating more profits, er, that is ... good feelings!

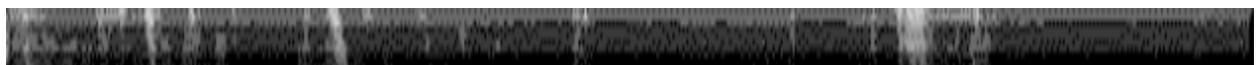
In the next session, you'll learn the power of mastering illusion to make things happen. And don't forget to continue turning your head to the right and focusing on Big Good Bob !!!

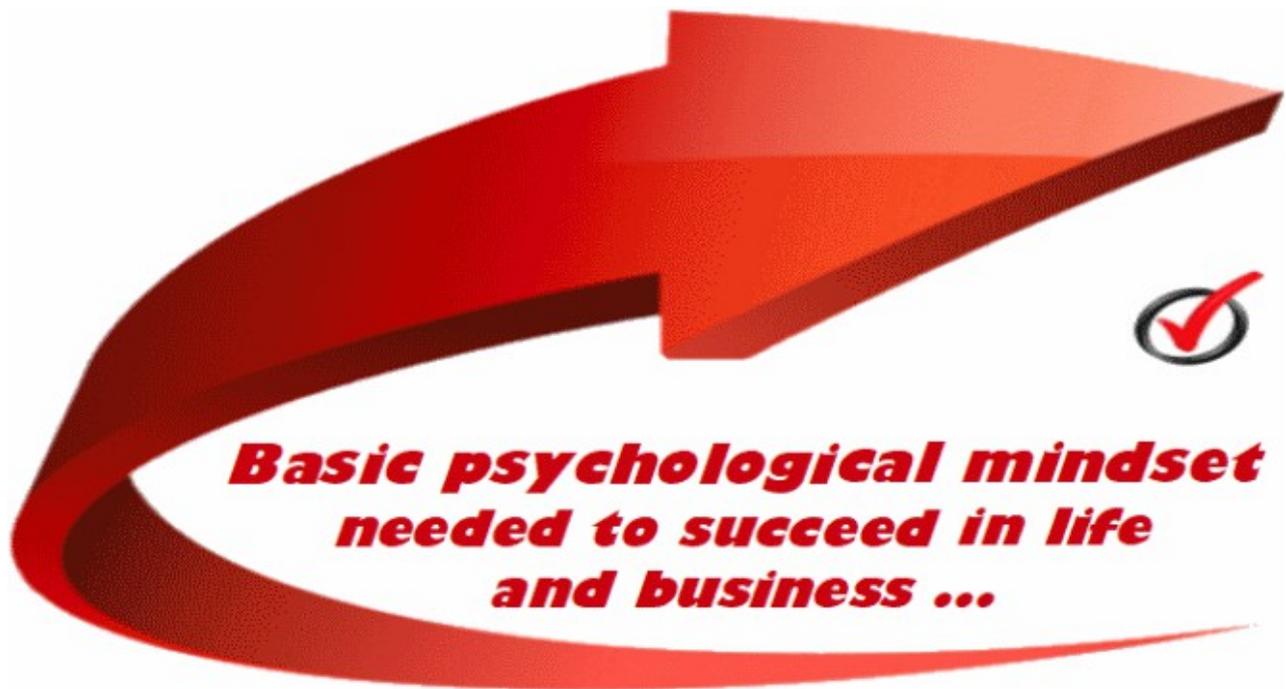


**Statistics from Harvard/MIT and other sources show that companies with happy employees outperform the competition by 20%! Happy salespeople produce 37% greater sales!**

**People with a best friend at work are 7X more likely to be fully engaged in their work! Happy personnel take 10X fewer sick leave than unhappy ones.**

**Happiness increases productivity by 31% and accuracy on tasks by 19%, as well as a myriad of health and quality of life improvements.**





**W**hen I was asked to write this article, my immediate thoughts were to draw from my more than 30 years of experience as an international consultant and corporate trainer. By doing so, I intended to illustrate what the basic mindset needed to succeed in life and business would look like based on close observations of successful clients. Simply put, their actions were highly revealing with regard to their basic psychological mindset. They were:

- confident and positive
- open and ready to learn
- focused and action-oriented
- healthy in their attitude towards people
- comfortable with failures, as they believed that one can learn through errors

### **They believe in themselves**

Do you believe in yourself? The majority of us do not. We lack the

confidence to take action for fear of failure or what others would think. A healthy mindset incorporates risk-taking. It is not influenced by what others would think. Otherwise, it would be contaminated with fear, prejudice, and enough negativity to pollute the environment.

These successful people possess a healthy mindset and know what they truly want. They are also focused and action-oriented. They do not suffer from paralysis through analysis. They just do it.

### **They are proactive**

They do, test, and learn through trial and error.

### **They are open**

They are eager to learn and to sharpen their tools. Have you ever heard of the tale of two lumberjacks in a contest to fell trees? The weaker, older man won! He felled more trees than his much younger and stronger competitor because he took time to sharpen his ax.

My successful clients routinely sharpen their axes by acquiring powerful tips and tricks. They put their egos aside to become eternal students. They are ready to learn from the young and from the old.

They learn the most from those who fail! Richard Branson, who wrote *Business Stripped Bare: Adventures of a Global Entrepreneur*, is a strong believer in learning from those who failed in order to succeed.



– Sir Richard Branson

There is no reason why you should not be happy when you fail! You are sharing invaluable information that others can use to progress. Think of yourself as a pioneer, an adventurer, a decision maker that others can admire through your own actions. Failure and success are nothing but results of ACTION! Individuals learn through action, thus leading to future success.

## **They are focused and persistent**

*Nothing in the world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent. Genius will not: Unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent.*

– Calvin Coolidge, 30<sup>th</sup> President of the United States



## **They are extremely positive in their attitudes toward people**

They treat each person as a VIP! This does not mean kowtowing or being obsequious. What if you were sincerely treated as a VIP by someone? How would you feel? Would this person not have an impact on you? Would you not value that person as much as he or she valued you?

These are some of the behavioral traits that illustrate the basic mindset of individuals I know who succeed in life and in business. They are fighters, rather than passive onlookers. They are disciplined and focused.

## **So here is the profile for success:**

- believing in oneself
- accepting failure as a learning process
- being proactive
- being open
- being focused and persistent
- being positive towards people



Finally, we need to define what success means. Winston Churchill had this to say: *Success is the ability to go from failure to failure without losing your enthusiasm.* So, if you share this perception, all you need in life and in business is



an abundance of **enthusiasm** to become successful in



In this session, we will cover the topic of mastering Illusion – an important key concept.

When you think you can or cannot do something you're in an illusion because in reality, they are just thoughts or imagination and not reality.

Your reality could be the 4 walls surrounding your bed while you're lying there just thinking and not acting.

Unless you get out of bed and start acting on your thoughts or illusions you will never know if you can or cannot make it a reality. Hence they are passive illusions if not sustained by actions.

There's a famous saying: action speaks louder than words and this is mostly true. Unless we do we will not see any results from wishful thinking.

**There are active and passive illusions as well as positive and negative illusions.**

**Your illusion may be highly positive. But it is still a passive illusion if not backed by action. You may think your team or company will hit record sales this year but unless you're daily acting towards that goal it will not turn out to be a reality.**

**Mastering illusion can be seen as an intelligent application of data. Thoughts are just data and unless we apply them they remain useless.**

**Several years ago, during lunch, I asked a salesperson if he is Salesman of the Year. He said he was not. I then asked him if this was a passive illusion to which he replied yes.**

**I then asked him to create an active illusion that he was Salesman of the Year. He also decided on the criteria necessary to be Salesman of the Year.**

**The very next day he started applying those criteria or attributes to his work. He had two photos of himself displayed inside his front door. One looking highly cheerful and enthusiastic and the other with a normal expression.**

**Each morning before leaving his apartment he had to trigger his active illusion as Salesman of the Year. He did this for 3 months and started seeing incredible results. My associate and I were brought in to train the entire sales division where he worked. Needless to say, they turned a simple active illusion into an awesome reality by breaking all sales records.**

**Action speaks louder than words and you need to fake it till you make it! This is only one example of the many applications of *Mastering Illusion*.**

**The goal of the tools exposed in this ebook is to help you attain your objectives, and Mastering Illusion is one of the key tools to being the producer, director, and actor of your life.**

It is an ultra-rapid transformation process. It builds inner strength, increases agility and creates beautiful situations in our life.

Keeping in mind that illusion is the way we see things – just like a stationary ball can make us believe by an optical effect that it is moving up or down through a revolving spiral.



One more time ... passive and active illusions: Passive Illusions can be negative or positive past experiences recorded in our brain or subconscious mind. Active Illusions are new perceptions or ideas backed up by actions.

**Here's another example: The two salesmen knocking on 100 doors.**

There was BigGoodBob with 3 big clients waiting for them on the 51<sup>st</sup>, 72<sup>nd</sup> and 83<sup>rd</sup> door. Good Bob could have appeared on the 5<sup>th</sup>, 42<sup>nd</sup> and 73<sup>rd</sup> door. But since the salemen were dealing with the Boss of bosses they had no choice but to dance the best they could till they reached the 51<sup>st</sup> door.

The first salesman got 10 doors slammed on him and began looking

disappointed. Then after 20, 30, 40 and 50 refusals he lost half his confidence and doubted his ability to continue. Imagine him reaching his first real potential buyer on the 51<sup>st</sup> door looking discouraged and lacking confidence after being whacked by **BigBadBob**. Would he still be able to make his pitch?



What about the second salesperson? Well, after each refusal he continued with his *World's Most Persistent Person* active illusion and got more and more enthusiastic till he reached the 51<sup>st</sup> door.



**Both salesmen had the same encounters with Bob but with different illusions. One was on passive, the other on active illusion. That's the success strategy.**

**And this is the same strategy you want to apply to your life as of today. YOU master illusion by producing, directing, and acting in YOUR Life!**

**You start by first creating your profile. How would you look, walk and talk. You're the star, the CEO of You & Co. and a VIP! You'll get your VIP status in the next session if you haven't yet.**

**The objective is to behave a certain way – and see how you feel and how people react, and what happens when you behave according to this *Active Illusion*. If it's good, you can repeat it at will, till it becomes a *Passive Illusion* – but one you decided and acted on.**

**Now, go decide on a personal *Active Illusion* on a blank page and test it today – with an imaginary camera – your 3<sup>rd</sup> eye or Higher Self!**



## Session 4

# Installing a Psychological Firewall in Your Brain!

*I ♥ weeweenoo-ing!*

I hope you're looking forward to this session. I certainly am! And I'll be sharing with you one of the most powerful tools ever.

Some say this tool itself is worth a million bucks but you are worth a zillion dollars yourself so a million dollars is no big deal to you.

Let's get started with a silly question: Do you have a firewall activated on your computer right now?

Of course, you do! But what if I ask you to deactivate your firewall and anti-virus. Would you do it? Of course not!

**Do you know you have another computer worth a zillion dollars? It's right there sitting between your ears, and you are carrying it around 24/7. It's your brain! You have a firewall installed there to protect it?**

I recently asked this question to a CEO running a company with a 100,000 strong personnel: Are those 100,000 "brain" computers protected by a psychological firewall?

And you know what? He almost fell off his seat after being hit by that

question. He'd just realize he was unable to answer that question and appear deeply concerned.

Now imagine you have a bank of computers and none of them had a firewall. What kind of issues would you be encountering?

Do these corporate terms sound familiar to you? Stress, burnout, boredom, disengagement, just to name a few.

When a corporation or an individual is affected by these issues it means their human computers were attacked by psychological viruses and have no firewall protection.

And this is causing trillions of dollars in losses for companies worldwide. And can have devastating consequences for individuals!

So let's go ahead and install one right away in the event you too would love to have your brains protected 24/7.

***This psychological firewall is called *weeweenoo*. And it has proven to be extremely effective in blocking out psychological viruses like *What are they going to think? You're not good enough. What's going to happen? You're going to lose!****

Remember **BigBadBob's Bullies**? When BBB appears his hidden gang in your subconscious would just whack you.

And if you're not protected you would suffer negative emotions or feelings that cause your brain to malfunction. It can slow down or even crash. I'm not kidding.

So, what is weeweenoo? In fact, it is the French pronunciation of "OuiOuiNon" and it means Yes, Yes and No.

The first "Yes" is that you're important. No matter who you are or what you do, you are and will always be an important person. You don't even need to be useful to be important.

**The fact is: you are important to your loved ones, friends, colleagues, your dog or cat if you have one, and even strangers. You've always been important without realizing it. And always will be!**

**But in our society, we measure importance by playing a silly numbers game. Imagine you are a wealthy person who has finally been accepted into a millionaires' club, only to discover a few weeks later that you've joined a club of losers! Now how does that feel?**

**There are a hundred millionaires in that club. You came in with a lousy million and are now feeling that you are not good enough because the guy next to you is worth 10 million. And when you share the dinner table with the richest member who has a hundred million you wish you had an extra few millions and feel like an absolute nobody compared to that hundred-million man.**

**You may be lost in your misery and not even aware that the richest man with whom you are sharing the table feels exactly the same as you. Why?**

**He had to sneak into the club situated on the ground floor! He would have preferred to be seen riding the elevator to the top floor where all the billionaires hang out. Right, he would have preferred to be in the billionaires' club.**

**Let's get the facts straight: strangers are passing you in the streets every day. What happens if one of them fell to the ground and needed urgent help? What if you see smoke coming out from the apartment window?**

**What if you saw a little boy dangling from the 4<sup>th</sup> floor of a building and about to fall to his death? Mamoudou Gassama, an undocumented immigrant from Mali and a total stranger to the boy immediately climbed the building to save the 4-year-old boy. Here's the link to the famous scene captured on video for the world to see and understand that we are all important:**



<https://www.facebook.com/akbreliban2000/videos/2104921749743821/>

**Now, how many times have you supported shopkeepers? Bought their food, shoes, clothes and many other things from them throughout the year?**

**How many times have you helped strangers in the streets find their way? And how many times have you supported your country by paying taxes?**

**Are you not important? Yet our society considers people are important if they have the most money, success, power, and titles. Why?**

**Why should people having more money or success be considered more important than you are? What if these people lost their money and became broke. Would that mean they are no longer important?**

**Now you need a clear understanding before you can be deeply convinced that: Yes, you are important – despite the circumstances, whether you're rich or poor your intrinsic value as a person does not change.**

**Look at it this way, you're a rough diamond. You do not need to be cut and polished to prove your real value.**

**So, you have to understand we are all equal. No one on this Earth is more important than you. I mean no one!**

**And let me repeat it again: No one on this Earth is more important than you.**

**When you realize how important you are you stop playing that numbers game. You gain instant confidence and self-esteem with the snap of your fingers once you've made a decision on that first “Yes, you are important”.**

**The second yes is: Yes, others are important. Each time you feel good many people are directly or indirectly contributing to your state of good feelings.**

**All the things you possess that make you feel good were created by others. Before falling asleep each night I myself have the immense pleasure of listening to the music played by jazz musicians, who contribute and are important to my life even though many of them have left this Earth.**

**Now, if I ever have a car accident I can count on an ambulance driver I've never met to take me to the hospital. And have nurses and doctors take care of me. They are very important people to me.**

**If I'm hungry I can walk into any restaurant and have the chef prepare a delicious meal for me. I can think of a million ways how others have contributed to my life. They were all are important: taxi drivers, train drivers, publishers, students and strangers in the streets.**

**So, yes, you are important and yes, others are important!**

**Now, to get your full VIP Status and psychological firewall working you need to make this decision: “No, you don't want to be liked”.**

**“You want to be liked” and “No, you don't want to be liked” are just data but choosing one or the other would have strong repercussions in your life. However, for your psychological firewall to work you need to apply these three decisions:**

**Yes, you are important / Yes, others are important / And no, you don't want to be liked.**

**Not wanting to be liked does not prevent you from liking people, accepting compliments from others, or accepting people liking you. Since others are VIPs, you treat them with respect and care. You treat them with the same attention you would like to be treated.**

**A "No, you don't want to be liked" decision liberates you from what others would think of you. It gives you freedom of expression. It instills confidence and respect from others as you no longer submit to situations where you seek approbation.**

**It frees you from a ton of preoccupations. You are less fearful of failure and of making a fool of yourself as you have decided you do not want to be liked. This enables you to be more creative, to maximize your potential and attain your objective.**

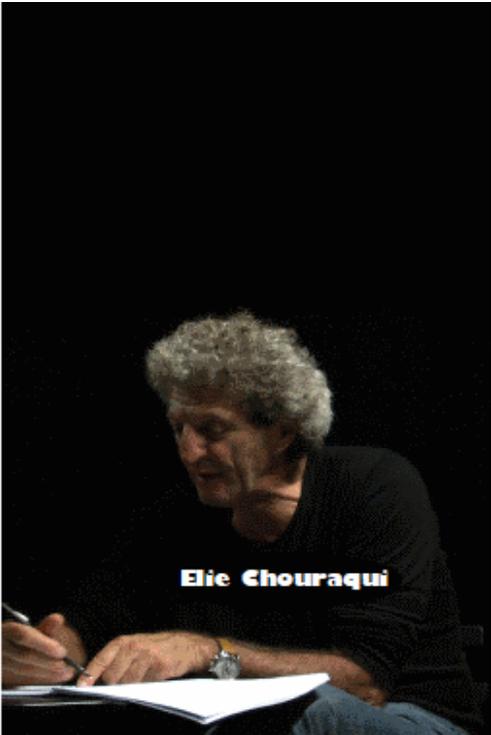
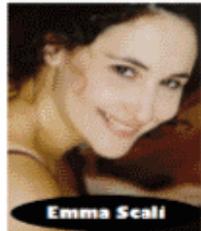
**You have 360° protection no matter who you are and what you do for a living. We have countless examples of how this firewall works. Here's one from a client a few years ago. Her name: Emma Scali. She is an attractive, intelligent and talented young actress.**

**She wanted Eli Chouraqui, a famous French film director to direct and produce a film for her. By activating her weeweenoo she was able to persistently knock on his door till he agreed to receive her and then accept to work on the film project together.**

**No fear, pressure or stress, just persistence and a *weeweenoo* firewall.**

**BE HAPPY !**

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**BE HAPPY !**

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**We hope you benefited from the concepts. Should you be interested in our in-depth sessions, please click on the image below.**



**During the in-depth sessions, you will discover unique, powerful, multi-faceted, thought-provoking and pragmatic tools which deal with all aspects of our lives – whether personal or professional. Objective: maximize your potential – with no stress – and increase tenfold your quality of life! Tools that Dan Low has been teaching with great success to participants for more than 30 years.**

***< What is important is not what others have made of me – but what I make of myself, out of what others have made of me. >***

**– Jean Paul Sartre**

