

T R A N S C R I P T

Don't take the finger for the moon!

This lecture 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 – where crocodiles, anacondas and leeches are awaiting you.

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 kickback 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.

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 first explain 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.

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 ...

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.

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 out 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 heavy psychological and emotional losses, feeling really bad instead of good. But a penniless student can reap immense 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 are not sure 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 lecture on mastering Illusion.

Then 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 example, you may want to work on that.

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

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.

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, as they believe that 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 lecture, you'll learn the power of mastering illusion to make things happen. Talk to you then ... take care. And don't forget to continue turning your head to the right and focusing on Big Good Bob !!!

Big Good Bob

