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*Master Keys of Life*

# Master Keys of Life

Unlock Your Purpose  
Live Your Destiny!

Dr. Bill Greenman

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# MASTER KEYS OF LIFE

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By Dr. Bill Greenman

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# Dedication

This book is dedicated to every courageous man, woman, and child who has ever embraced a dream in their heart and searched for the keys to make it a reality. Thank you for believing you could. Thank you for refusing to quit. Thank you for inspiring us all to greater accomplishments. We need you, we need your purpose, we need your destiny. Well done!

# Acknowledgments

Every completed worthwhile journey is the product of many dedicated hearts and hands. The gifts of these came from many wonderful folks to produce this book. The following friends deserve special acknowledgment and thanks. They are the members of my Master Mind group and together they helped me define this book and many other educational items we have and will bring to market.

Melanie Riekema

Kirk & Deby Dearman

Mark & Brynn Gershmil

You are all such precious friends and wonderful comrades. Thank you so much for every ounce of encouragement, love, and direction you shared with me so selflessly.

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# Introduction

For several years, I was aware of a fairly universal need among people everywhere I traveled. I heard it echoed again and again by the hundreds of people I taught, consulted, and counseled across this continent and several others. Each had a need to find the reason he or she is alive on planet earth: Who am I? What's my purpose? How do I find it and how do I fulfill it?

## Three Big Questions

This prompted me to begin my own investigation as to just how wide-spread this heart-cry was. Since 1980, I've asked people of all ages, races, both sexes and most socio-economic levels the same three questions. Virtually from every large audience and individual I've heard the same and unfortunate responses.

My questions are:

- 1) Can you explain to me your specific purpose in life – why you are on the earth - in two or three sentences?
- 2) Do you have a long-term written plan to assure you that you will live out that purpose?
- 3) Do you believe it's possible to live in the utmost confidence and productivity if you can't answers "yes" to questions 1 and 2?

Consistently the results showed that less than 10% of the people I surveyed know their purpose and less than 10 percent of those who do know it have any written plan to bring it to pass! That means that about 99% of the people on this planet are not

living the confident and productive lives they could be if they did know their purpose and had a plan to follow.

I feel fairly sure that you wouldn't be reading this book if you weren't serious about finding and fulfilling the destiny you are meant live. I'm just as confident you'll enjoy this journey we're about to take together in this book. It's the most important journey any human being can begin. Everyone wants to get started, yet most never do. Why? Because they don't have a map, a path to follow. But you have not only found the map - you're already on the journey...the journey to your personal purpose and destiny.

# Special Instructions

There are a couple of special items I want to point out to you concerning this book.

- **First**, utilize every strategy, form, and action *you* feel is pertinent to the achievement of *your* destiny. Don't feel you have to employ every bit of information. Use what fits and feel free to leave the rest for a later time when it may be more appropriate, or never use it at all if you don't want to. I don't want to bind you up with lots of unneeded activities.
- **Second**, if you think that this book is about a “get-rich-quick” formula or an easy path to success and prestige, go get your money back right now! This is about *work*! You'll find no shortcuts to wealth, fame, or recognition here. But you will find easy-to-implement principles of life that will help make you successful in just about every area of your life if you apply them.

# The Master Keys Theory

My premise with this theory is that there aren't 1000's of things to be done to become good or even great at anything, just a few – and that includes your personal purpose and destiny. Only about half a dozen things or so are needed to achieve success. I call these the *Master Keys*. Find them, learn them, and apply them and your life will change for the better, probably quickly. I'm going to share with you the ones I've found over the last 50+ years. Some of the benefits are:

- 1. Doors open to you.**
- 2. Relationships improve.**
- 3. You achieve more success faster.**
- 4. Your mind and body get healthier.**
- 5. Wealth in many areas begins and grows.**
- 6. You realize it's not mystical or magical or even hard.**
- 7. You realize it's not a Secret – but it is special knowledge.**

It's just about taking a Master Key and turning the lock on what has you shut out from what you want. Now, it takes real discipline to utilize the Master Keys, and plenty of it. When it comes to getting anything you really want you won't get there instantly or without effort – but anyone can do it if he or she *decides* to do so. Hopefully that includes you. It took me a while, but once I saw I only needed to find and use a few Master Keys for anything I really wanted I jumped in with both feet. I've searched for and found those Keys of health, fitness, financial increase, influence, business success, relationships, marriage, and personal growth and put them on what I call my Key Ring of Life.

# My Master Keys Experience

## Opening Doors

I've been blessed to accomplish just about everything I've ever desired over the last 50 years. I've travelled the world, taught thousands of students, and written books and curriculums to help people with their daily lives and to live their dreams. I've surfed in the Atlantic and Pacific oceans – (what a blast!), earned a 2nd degree black belt in martial arts, spent 17 years as a trapeze artist, owned my own circus for 12 years, been interviewed about my accomplishments more times than I can count and spoken to crowds of 10,000 people live and millions on TV. I married the woman I loved and have stayed with her for over 40 years while we raised 3 awesome children - now we're working on 6 just as awesome grandkids. I have friends on 5 continents and many nations, had successful international businesses, and many successful failures (more on that in a moment.)

None of that - I repeat - *none* of that would have happened if I didn't find and use the Master Keys needed to gain success in each area. *None* of that was by chance. And I've still got a lot of items on my "life list" to accomplish before I leave the planet. Those who know me personally will agree that I'm not bragging here – I'm trying to share a principle of life that if you can grasp it will make you an unstoppable achievement machine!

Again, anyone who knows me will tell you I'm nothing special. I didn't have an amazing family life as a kid, though it wasn't terrible either – probably middle class average vanilla. My dad only taught me to avoid the back of his hand, though I did "catch" some great character items from him by watching the way he worked, accomplished things, and the way he treated my mother. I never had a male role model who expressed care, concern, or encouraged me until I was in college. I was a drunk,

insecure, young idiot headed for nowhere and getting there on time at the ripe old age of 18. But at that point in my short life, my faith helped to turn me around and I discovered how to live life with focused direction. I found the Master Keys, applied them vigorously – and they’ve never stopped working for me no matter where or to what I applied them!

## **What Will You Choose**

But you know what else I’ve found? Very few people ever embrace the Master Keys. Why? They don’t want the disciplines the Master Keys require for success. Why? “It takes too long.” “It’s too hard.” “I want to do the spectacular stuff NOW!” I realized that few folks get to the “top” because few are willing to do what it takes. They don’t understand that those very things they shun *are* the very Master Keys to everything they want! Incredible. Sad. Don’t let that be you!

When my life turned around as a freshman at Florida State University in 1971, I began to get *back* to the Master Keys. Yes I said back. Slowly. I wasn’t a rocket. I was a snail! But I was finally moving in the right direction. I had to go *back* to the beginning. You see I already had been introduced to the Master Keys very early in my life - I just didn’t know it.

I’d like to ask you this question: *Are you willing to embrace the discipline - to do what it takes - to get what you want?* Just a question.

## **First Keys**

I first learned some of the Master Keys at the YMCA as a kid. My dad took me to the Y to learn how to swim when I was 5 (only thing I remember we ever did together - but he only stayed with me the first day, I think). It was there that I first heard about these amazing Master Keys – what most folks call “the fundamentals,” though I believe the idea of a Master Key denotes a higher realm of focus and learning. Swimming is

about:

- **Floating**
- **Breathing** at the right time so you don't inhale the pool
- **Moving** your arms and legs correctly so you go in the right direction
- **Diving** "along the water" not down to the bottom
- **Obeying** the whistle
- **Flip turns** as opposed to "head bangers"
- **Not drowning** – the #1 rule of swimming!

Just a few simple things. A few Master Keys. How many could a 5 year old grasp anyway? But I still needed a coach to point them out, explain them, teach them, and help me establish them in my mind and body. (Remember that– it's a Master Key in itself – but I'm way ahead of myself on that so back to the story.)

Those were the Master Keys of swimming. I went after them with a vengeance – not actually knowing I was doing so, because it was just so much fun to me. I became the fish of the family. And I was good. I worked those Keys. I began to compete in swim contests and won a lot of them. In fact I won too many.

I was in a town that had few swimmers in my age group and when I moved to a town that had a lot it was not pretty. My very first meet, instead of the usual first place I came in last place. I swam well – these guys were just better. I was devastated. You see I was never given the Master Key to that situation – what to do when you are defeated, when it doesn't go your way – how to "successfully fail".

I don't remember a coach consoling me or encouraging me, though they may have. I walked away from competitive swimming at the age of 12. I was "locked out" of what I loved because I didn't have the Master Key to get "back in". That Key was self-confidence. It's what helps us "fail successfully" - get back in the pool after a defeat.

If someone had just told me that I could have confidence in my proven ability, that I could grow and get better, I'd have done it. But I thought if I couldn't win every time I shouldn't and wouldn't compete. I never went back to a competitive pool situation again. Sad. Ignorant. But I was only 12 and I would bounce back with other team and individual sports, even if only as average for the most part.

But I did learn the truth that the fundamentals could become the Master Keys of achieving my dreams – I simply concluded swimming wasn't supposed to be one of those dreams. What about you - what's your story of failing successfully? And if you don't have any – why not? If you failed unsuccessfully, what went wrong and how can you change it the next time? We'll talk about that later in this book.

## **Team Keys**

My next foray into sports was football. I wanted to play flag football as it was the only football offered to my age at the time. I tried out and made the team. To make the team you had to do just a few things:

- **Run hard**
- **Catch a football**
- **Learn a few plays**
- **Yell hard**
- **Grab the flag** off the other team's guy who was holding the ball.

But I wanted to be the quarterback – so I had to learn a couple more items, like:

- **Holding on to the ball** when hiked to me
- **Handing the ball off** to another guy
- **Throwing the ball** in the general direction of one of my teammates in the



hopes he might actually turn his head and try to catch it (a rare occurrence!).

- **Yelling hard enough** so my entire team could hear the right signal on which to start the play – without ejecting my larynx onto the playing field.

So I did my best. I worked on those Master Keys. I got better. I don't remember anything about any of that flag football season – but I do remember it was my introduction to team sports in a new way. I realized my teammates – if we were going to win – had to do the basics too, and then turn them into the Master Keys. That proved to be true in everything I've done since. I haven't always stood on the platform of victory, but I've been on some great teams – in life, sports, and business.

## The Point

What I'm trying to get across to you here is that the “rings” that hold the Master Keys are not very big in any area you wish to excel because you won't be putting a lot on them. Just a few. The task is knowing where to *find* those keys and getting them on the key ring of your life. You will have one “ring of life” with many “sub rings”, but whatever it is you want to do or be – it will only take a few Master Keys on any given ring.

So, hereafter I'll focus on the Master Keys in specific areas in which I've found and applied and succeeded with them. It'll be real life stuff – not theory. It will cover a lot of territory, but not a lot of Keys in any one of them. I hope that together we can unlock some areas of your life along the way. That would be a thrill for me. What are some areas of your life that need unlocking?







# UNLOCK YOUR PURPOSE

**This section will focus on finding out about *you*. Your *self*.**

**What makes you *YOU*!**

The fact is you are much more than you think. You are your personality. You are your experiences. You are your physical body. You are a product of your home, family, friends, and culture. You're a very unique person.

**The goal of this book is to convince you of that fact and to give you the tools you need to find, fund, and fulfill your specific purpose. I want to help you discover exactly what you were born to do and how to do it.**

Finding yourself entails delving into all of the above and more. We'll do our best to cover as many of the Master Keys for finding *you* as we can in this short book to help you get started right.

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# Chapter 1

## Why Am I Here?

**“Man’s search for meaning is the primary motivation in his life.”**

Victor Frankl

### What Happened?

Let me begin by comparing two five year periods of my life. The contrast is startling. The first five years, from 1971-1976, showed little notable fruit...ok, *no* notable fruit. I attended Florida State University and managed to graduate with an A average after spending 4 of those 5 years climbing out of a 2.0 grade point average pit. I joined that university’s student circus (more on that later). After much searching I discovered a life of faith, though you couldn’t tell it by my actions during this time. I drank way too much beer, along with other unproductive actions I will not go into. Basically I was average by every sense of the word.... well maybe not every sense...there was the circus.

Anyway, the next five years of my life, 1977-1982, were remarkably different. During that time I spoke to thousands of people en masse, wrote a book that was sold globally, became a professional trapeze artist and acrobatic performer across North America and Canada, owned and directed my own circus, and trained ordinary people from all walks of life to be professional quality performers. I was ordained as a minister, interviewed by radio, television, and newspapers, and helped other people get started in their callings. I acted much more like a person of committed faith, and was anything but average – all of which I assure you is not a boast in my personal abilities.

What was it that made such a profound difference in my life in such a short period of time? What changed? Did I get some big break? Was it fate? The simple answer is that I *discovered* my purpose, my unique destiny that was only mine, and I made the *decision* to fulfill it! That decision led to my gaining the *knowledge* I needed to accomplish the ideas and *plans* of that destiny. It was hard work. It was often lonely. But it was the most wonderful time of my life because I finally knew I was doing what I was created to do. I still know that! I want *you* to know it for yourself as well! I want *you* to find *your* destiny.

**“Every human being is created for a unique and profoundly important personal purpose. Their destinies matter. The task of life is to find that purpose and fulfill it without apology or regret.”**

Bill Greenman

## **Some Serious Questions**

Were you born in this century by chance? Were you born into your family by a whim of nature? Your country, your race — is it all an accident? If you are a person

who never knew your mother or father, or if you were born to parents who were not married, or if you are the offspring of a woman who was raped — does that make you less valuable? Can anyone decide when and where and to whom he wants to be born?

**The answer to all these questions is “no”. No! You are *not* an accident or a product of chance. You were *supposed* to be born in your generation. You are totally *unique*! You were born for an *important* destiny that no one but you can achieve!**

The goal of this book is to convince you of that fact and to give you the tools you need to find, fund, and fulfill your specific purpose. I want to help you discover exactly what you were born to do and how to do it. If I ever meet you I want to hear how you became more than you ever thought possible and accomplished more than you ever dreamed you could. If you will be diligent to study and apply the principles and techniques found in the following pages, I promise you that your life will be exemplary, productive, and profound!

Through my daily life and much study I came to know and formulate the information in these pages into powerful strategies for living an amazingly fun and bountiful life. This information was the road to finding my life’s purpose. It has changed me from a seemingly directionless man into a productive, influential, on-target member of the human race. I want for you to know that same change (I want it for you more than you can imagine!).

These same principles will work for *you*. Why? Because they have been proven over and over again in the lives of countless others. These are not hyper-intellectual or psychological rituals. They are just simple truths meant for all of us to understand and walk in. They demand work on our part, to be sure, but we all possess



more than enough courage, energy, and desire to carry out the tasks if we really want to. *You* can do it! *You* can reap these same rewards! They are *yours* for the taking.

**Great minds have purposes, others have wishes.**

Washington Irving

## **Why a Purpose?**

Before we begin to discover how to find your personal purpose in life, let's take a moment to establish the truth of why you need a purpose in the first place. The questions most frequently asked of me in my consulting and mentoring sessions are, “*Why am I here?*”; “*What is my purpose in life?*”; and “*How am I going to get it done?*” Those questions usually flowed from hurting hearts that simply didn't know the answers. They felt a deep-seated need to know, but didn't know where to start.

A wise king once stated, “*Where there is no vision, the people are unrestrained....*” The word vision here means “*mental sight,*” such as a picture in your imagination. The word unrestrained denotes “*the absence of clear guidance or definite direction.*” A restraint is like a bit in the mouth of a horse. The restraint is not used to shut down the horse, but to allow the rider to direct the animal's immense power. In other words, if you don't have an image in your mind of the purpose and destiny meant for your life—you will lack true direction. You'll be unrestrained in many ways.

- Your mind will not know its possibilities.
- Your body will not perform at it's peak.
- Your emotions will lack proper control.
- Your relationships will be hindered.

- Your finances may never reach their potential.

On the other hand, if you ***do*** have a vision for your life – a mental picture of who you are to be and how to get there, you will be restrained. You will be guided. You will have direction. You will have the ability to reach your full potential.

**More men fail through lack of purpose than through lack of talent.**

Billy Sunday

## **My Own Discovery**

I've always had a sense of destiny in my heart. Since I was a child I wanted to be a profesional entertainer of some kind. I eventually became a full-time professional circus performer. I thought that fulfilling my dream was success. I found out differently. I found out my real destiny was helping others discover their own life callings. Fortunately, I got to take my performing dream with me – and it turned out to be much more rewarding than doing it all just for me.

I also discovered the truth that because I had a vision of being a profesional performer in my heart from such an early age, that vision eventually led me to my purpose. I became totally directed by that vision. I was restrained and guided because of it. My total motivation stemmed from that vision. And after my circus career had been laid to rest, I simply entered the next phase of my destiny. This phase, though of a different *expression*, is in line with my dream of being in front of people, sharing life with them. My motivation has not diminished; it's just been redirected.

There is a vision—a purpose and plan—for your life. It's probably not to be a entertainer or minister like mine, but its something. You can find it. That purpose and destiny will restrain, lead, and guide you for the rest of your life. It will save you

from destruction. I guarantee you, there is no greater feeling of security in the entire world than knowing you are living out the destiny your life was meant to live. The day I made that decision to live mine was the day my life took off like a rocket! I believe yours will too. Find *your* purpose. Find *your* direction. Find the destiny made for *you*! It's there waiting for you right now. I'll help you discover it through the tools offered in this book.

**Purpose is the engine, the power that drives  
and directs our lives.**

John R. Noe

## **Final Thoughts**

Let me conclude with some insights from world renowned psychologist Abraham Maslow:

***“Even if all needs are satisfied, we may still often [if not always] expect that a discontent and restlessness will soon develop unless the individual is doing what he is fitted for. A musician must make music, an artist must paint, a poet must write if he is to be ultimately at peace with himself. What a man can be, he must be.”***

I have no recourse other than being in front of people helping them find themselves and become more than they presently are. I have no choice – it's my life's blood to teach. No matter where I am I'm ready and willing to share my knowledge with anyone who needs it. What I *can* be I *must* be. You are the same - and you *will* find it! My goal with this chapter has been to inspire you to believe that you are valuable and unique and that you and your destiny matter in this world.



# Chapter 2

## You & The 7 Realms

Beware of those who tell you *what* to think about,  
more than those who tell you *how* to think.

Anonymous

### Who are the Mind Molders?

The Mind Molders are a very small percentage of any society – good or bad – that heavily influences their society through their positions of leadership and communication. This gives the Mind Molders the ability to direct the course of thoughts and therefore actions of most everyone else in that society. They are the people with authority to present their agendas in the **7 Realms of Influence** listed below. Some people think there is a global conspiracy at work between these Mind Molders that has them all working together to shape nations one way or another – usually to the negative. Others don't think such a conspiracy exists. Regardless of which is right, Mind Molders do exist in all human societies and are usually highly

effective in presenting their particular views. In a moment we'll take a look at those 7 Realms of Influence, but first we'll discuss your part in them.

## **Influence**

It's all around you all the time. Each of us is bombarded with influential images from TV, radio, internet, magazines, billboards, newspapers, mail, product packaging, and just plain word of mouth from sales people, friends, and family. Everyone is exerting influence in some way – even you. Every Mind Molder in each of the *7 Realms of Influence* understands the need and power of influence. Some use it for good and some for bad – but they all use it.

The key to the proper handling of influence is to actually understand that it exists, know how it works, and then use it to your advantage. By advantage I mean that you can learn how to exercise your right and responsibility to implement it through your own personal purpose and destiny. It's a means of helping you accomplish your commission and also of helping you help others. As you enter your Realms of Influence you may need it to affect the Mind Molders you encounter, especially if you are to become one yourself. That is what this lesson is all about.

## **Influence Vs. Persuasion**

I don't want you to confuse influence with persuasion because they are not the same thing. It's very difficult to have one in your life without the other, but they are different. To some extent people of influence are also persuasive – be they trained in such or not. However, persuasion is a skill that can be learned and it will greatly enhance the person who has influence. In fact, persuasion is a skill everyone should learn and learn well. But a person of influence does not necessarily have to possess great persuasion skills. Sometimes just being who they are is more than enough.

Don't misunderstand me. I am *not* talking about the persuasive or influential kind of person who has no one's best interest in mind but his/her own. That person often ruins other people's lives. I am talking about the kind of persuasion/influence that allows you to convince people to do the *right* thing, the thing that will bless them, not hurt them. To get a good understanding of the differences between influence and persuasion let's look at exactly what these words mean. I have added a couple of other important words to the list which I found in the excellent best selling book, *Maximum Influence*, by Kurt W. Mortensen.

- **Persuasion** – The process of changing or reforming attitudes, beliefs, opinions, or behaviors toward a predetermined outcome through voluntary compliance...effective persuasion will actually convince the other party to abandon their previous position and embrace yours.
- **Influence** - This is who you are and how you, as a person, will impact the message you bring. This includes whether you are viewed as trustworthy and credible.
- **Power** - Increases your ability to persuade and influence. This power can be seen in people who possess knowledge, have authority, or use coercion during a persuasion process.
- **Motivation** – The ability to incite others to act in accordance with the suggestions and ideals you have posed. Motivation is your “call to action,” or what you want your audience to do.

As you can see by these definitions there is a need to be both persuasive and influential if you are to accomplish your calling. It is not about being loud, overbearing, or pushy. It's about letting integrity and goodness flow through you as you share your life with others. Some of the most influential and persuasive people

on this planet are soft-spoken and mild in their presentations and lives. It is about being you. But as we have will say several times in this course – skill is more valuable than gifting. Learning to be persuasive is a brilliant skill to acquire and one I strongly suggest you attain.

If you truly want to help people and you know how to do so, you need their permission to get started. Good *persuasion* skills coupled with a life of strong *influence* can accomplish this easily. You will need both in your life. They are yours for the taking. But you must take them – they will not just fall on you like ripe fruit from a tree.

### **Three Keys of Persuasion**

Again as Mortensen points out in his work, there are three main keys to persuading someone to act in some way. They are centuries old and come from the logic of the Greeks. Aristotle himself formulated this triad of persuasion as the following:

1. **Ethos** – this is the *personal character of the speaker*. If you are perceived as trustworthy and credible your message will have much more weight with the listener. This has been proven in multiple studies and if you think about it in your own life you will find it is just as true for you – *you accept the message more when you accept the messenger*.
2. **Pathos** – this is the *mental state of the person listening* to the one trying to persuade them. Everyone has 2 states of mind: the first being where they actually are and the second being where they wish they were. The persuader's job is to know the difference and *show the listener how they can get to where they want to be*.



3. **Logos** – this refers to *the actual message* itself that the persuader is sharing. Is it *logical* and does he have *proof*? Both of these points are of major importance for most people when making decisions and especially when someone is attempting to convince us to act. *We want to know that it makes sense and can be backed up.*

If you can understand and incorporate these 3 principles of human thinking into your life you will be on your way to being an excellent persuader. However, remember that persuasion does *not* equal influence and vice versa. Both must be cultivated separately in order to work together. You cannot fake the credibility needed for influence and you cannot fake the skills of persuasion. Remember that the goal is to get people to *voluntarily* comply – not be strong-armed into it. That takes skill, credibility, and a message they find logical and provable.

## **The Power of Relationships**

Ok, let's say you are gaining persuasion skills. They can be learned without an ounce of creditability in your being – as many con artists have proven over the centuries. Just how do we build the credibility and trustworthiness needed for true influence? The answer is simple yet profound - it comes from our relationships. Without relationships with others we have no credibility. It is impossible.

You have to get to know people and let them know you. Trust and credibility only come through time-tested relationships. You cannot proclaim them over yourself – you must earn them. That takes time.

You cannot have any more credibility than those who give it to you have themselves. One thief can have credibility with another, but they are both still thieves and cannot be trusted and will not be listened to by the average person. Their

credibility is marred by the very people who give them that credibility – their fellow thieves. No, you must choose your relationships well. Your life will be ordered more by this one fact than any other.

Everyone should have relationships with people who challenge them to be better people. You should seek to build strong, lasting relationships with quality people so you can bless them and they can bless you. **The majority of what you accomplish in this life will stem from the quality of relationships you build.** Ask anyone of consequence and he or she will affirm that principle.

So how do you go about finding and attain such relationships? First, start where you are – in your family, among your friends, classmates, and fellow workers,. Be absolutely committed to having the best possible relationship with everyone in your life. Treat them as you wish to be treated. Let your integrity and trustworthiness shine through in everything you do with them. Leave no question about your credibility. This is not rocket science – it is common sense.

Obviously not everyone will want to be your friend and you should avoid those who do not. Fill your life with people who are strong morally, and spiritually and have hearts of love and kindness. Seek out those who are where you want to be, and doing what you long to do. Just go with those who will best fit the purpose and dreams in your heart and avoid those who will not.

I have always told my children to judge their relationships by this question – are your friends giving you life or draining it from you every time they see you? If it's the latter you need to associate with those folks much less than those who always give you life. You do not avoid the drainers completely – they need you to lift their lives so they can stop being such a drag on everyone. But you spend more time with those who give you life so you have more life to give.

And if you're reading this and thinking something like, "but the people I want to hang around don't know me and I feel too inadequate to associate with them," then you need to gain confidence in yourself. How do you do that? Know who you are and why you're on this planet. That is where confidence is found. Because once you know your purpose and you are committedly focused on it you can see clearly who you need in your life and who needs you. When a confident person enters our lives we want to be around them because they lift us up and give us life. You will become that kind of person. And learning the skills of persuasion will give you even more confidence in the presence of those with whom you wish to build relationships.

## **Relationship Builders**

Here are three principles to live by when it comes to establishing and maintaining good relationships with others. This is not the complete list, but it is one that will give you plenty to work on for years to come. Master these and you will build lasting, important relationships with people of influence. And you will become one yourself.

1. **Have The Same Purpose** – People of like purpose find it easy to spend much time together. They add to each others ideas and give life to the visions within each other. Knowing your purpose makes it easy to find and relate to others of like passion. And of course you will need such people and they will need you. You can see this all around you in sports, business, academics, the arts – people are attracted naturally to others of like interest.
2. **Be in Agreement** – When your purpose and vision for your life are sure and well articulated it's very easy for those who desire the same things to join you, follow you, help lead you, support you, and introduce you to others who can help you.

This is *not* the same as #1 above. Agreement implies that not only do I have a similar purpose and passion, but I am committed to how you are walking yours out and I will help you do so.

3. **Enjoy Give & Take** – Filling the gaps in each others lives is an excellent relationship builder. When building a business or ministry organization I look for those people who can do things better than I can or possess skills I do not – such as vehicle maintenance, book keeping, computers - and I give them the authority and responsibility to do so. Then I perform the tasks and responsibilities that I am best at and we fill each other's gaps. Your relationships that do such things will be much stronger and probably last longer.

## **Influence Others With Persuasion**

Let's get to the heart of persuasion. I am going to give you 7 principles you can begin to hone into skills for good persuasion. There are many, many aspects to learn in persuasion, but these will get you started with a good foundation. Again, these skills are like fire – they can be used for good or evil. Be watchful so you never let yourself abuse them. Use them wisely and they will serve you well and bless your life with success.

1. **Be prepared** – Knowledge is peace and peace brings confidence. Know to whom you are going to be talking. Always know what you are going to say and why. Take the time to prepare yourself. Ask yourself good questions – ones that you think those you will be talking with may ask you and have your answers ready. I often incorporate the questions into my conversation that I am sure my listener is going to ask so I can address it for them without

them having to ask. This saves time and makes them more comfortable –two important aspects of persuasion.

2. **Make It Interactive** – Use different ways to get those you wish to persuade involved in what you are sharing with them. This can be done through telling good stories, asking leading questions in your conversation, making eye contact, and having them use more than their sense of hearing. In my Purpose seminars I often take people from the audience and have them do what I just taught them. Through demonstrations or having them write things on a white board and then explain it to the other students everyone is more engaged as they hear, see, and experiences the information again from a different perspective. The more participation, the more persuasion and therefore the more learning is taking place.
3. **Simple Words** – Use words familiar to the person you are addressing. Big words rarely persuade as well as simple ones. The reason is that most of us do not use big words in our everyday speech – so when big words are used by someone in a discussion it is more of a distraction than a good persuasion tool. And often such words sound disingenuous, unless you are given to such vocabulary in your normal speech, which few of us are. I am not saying you should abandon the thought of building a good and intelligent vocabulary – just know when to use it as dictated by your audience. Keep it simple and to the point and you will get farther in almost every persuasive conversation.
4. **Don't Appear Needy** – Confident people are good persuaders because they know if the person they are talking with says “no” to what they are presenting then someone else will show up who will say “yes.” If you appear needy, as if you will die if the person doesn't agree with you, they probably won't. We all like confident people and they simply never appear needy. It is one of the greatest of all persuasive tools. But you can't feign this. You actually have to trust that the right people will join you when the time is

right. You can't let it affect you when people do not agree, have your passion, or want to work with you. Your job is to stay confident in who you are. Your job is to be YOU! Then the right folks will come your way when you need them.

5. **Use Logical Thought** – As we spoke of earlier, logic and reason are hard to ignore. When you are attempting to influence someone with persuasive conversation use the most logical thought process possible to make your points. It is hard to disagree with  $2+2=4$ . And if you can present your case in such a precise and provable manner you will win the day most of the time. This requires you to think through the process and be completely prepared. You can't ignore facts or build your case on hearsay. Learn the truth and it will always outlast the false. Truth is a Master Key of life and everyone knows it when they hear it, whether they admit it or not. Be ready with truthful, logical, provable information and your persuasiveness will be vastly multiplied.
6. **Use Emotional Stories** – Logic is not always the right option though. Emotion is another Master Key in our lives. We do many things from an emotional standpoint, not logic. A good tear-jerking story can move mountains faster than the logic of how dynamite works on the same hill, metaphorically speaking. Using words that evoke emotional response is age old and proven. Be sure to learn the invaluable tool of story telling. Seek out someone who is excellent at it and learn all you can from them. Ask yourself what moves you emotionally and start there. What moves you will most likely move many other people as well.
7. **Give Praise** – Everyone likes to be genuinely complimented. No one likes false flattery. When you enter into a conversation with someone you are trying to persuade try to find something about them you can use as a compliment. This must be done with a real sense of appreciation when you

do – or it will backfire on you. You actually have to mean what you say, not try to con them. Compliment their clothes, hair, accomplishments, car, kids, house, speech – but make it personal to them. Do not overdo it. Let it come out naturally. Practice on your closest friends and family for a few days or weeks until it is a natural part of your conversation. This is a great way to get people listening to you and smiling, both of which are important keys to successful persuasion.

Persuasion and influence are beneficial workmates in the life of someone who knows their purpose. They do not have to be drummed up – they are simply a part of one's life. Influence is built upon the foundations of integrity and continual proof of trust. Persuasion is sharpened into a skill of simple and confident communication. Both are yours if you wish to build them. They are not hard to build – but they both take time. I urge you to grasp them both and not let go until they are a natural part of your everyday life. You will know when they are, because others will seek you out, listen to your words, and do what you say.

### **The 7 Realms Of Influence:**

- 1. Family** – The family unit is the very foundation of human society and every race and nation on earth. This is meant to be and usually is the most influential of all the realms in an individual's life.
- 2. Religion** – This refers to faith in God or something referred to as one's higher power. Many people around the world worship and/or follow the deity of their choice. For all involved in religion their faith is highly influential in all they do – good or bad.

3. **Government** – Governments are created by people as a means to protect and help them, but are only as good as those who run it. This is easily seen in the nations of the earth throughout history.
4. **Education** – Education is needed to increase the value of individuals and thereby strengthen a nation so that it keeps up with the progress of the world and possibly can lead that progress.
5. **Commerce** – Commerce is meant to create prosperity for anyone willing to work. It brings meaningful innovations, technology, health, and blessing – with the end point being helping others, not simply self.
6. **Arts & Entertainment** – This includes fine art, such as painting & sculpture, and performing arts like acting, singing, music, dance, and sports,. Entertainment is merely helping to take peoples minds off one thing and put them on another. It's meant to bring emotional and physical pleasure, joy, excitement, and often times deep emotions and thought. It should promote and exemplify moral strength to help people live morally strong.
7. **Media** – This refers to the many tools of communication such as film, TV, radio, the Internet, books, and magazines. Again, it should strengthen all other realms and therefore the people. It must work hard to be as unbiased and morally upright as possible to properly help the people be strong and moral themselves. This is one of the most powerful of all the 7 Realms due to its ability to reach so many so quickly and so consistently.

## **Influencing The 7 Realms Of Influence**

The 7 Realms of Influence teach us, inspire us, compel us, force us, and distract us in specific ways and directions. They don't necessarily tell us *how* to think, but they give us the *choices* to think about. Unfortunately history teaches us



that many times such Mind Molders are anything but good. In fact, the world has been continually damaged by despots who rule—mind mold—with evil intentions that bring severely negative results. Evil prevails in the absence of good – think Nazi Germany or the crushing rule of the old Soviet Union.

However, good cannot be stopped by evil if good men act upon their goodness—no matter how thick that evil may be. All despots die or fall eventually. Many times they are replaced by good people who change their societies for the better. And people of honesty and integrity can and should bring their goodness to the world! Therefore, in order to assure that evil does not control the 7 Realms of Influence, good people must find their places in the 7 Realms of Influence and let their “light” shine brightly.

## **A Strategy**

If we ever believe negative Mind Molders are in control of any aspect of our societies we must then engage them, not as complainers or revolutionaries in the streets – though sometimes that is all that works. Instead we should engage them first, at least, on their level, as fellow Mind Molders who believe and act in and for good. It’s not to be our focus to simply dump them out and take their place. It’s not about taking dominion over anyone by force, if that can be avoided. It’s not about domination at all—it’s about relationship. We are to do our best to work with and build bridges to those we disagree with. This is much easier said than done without a doubt, because people are often shackled to their beliefs. But we have to try.

## **Final Thoughts**

By discovering our purpose we can then figure out which of the 7 *Realms* our purpose will fit into. Then we can live out our destiny with the understanding that we are to positively affect those realms through persuasion, relationships, and the

influence both bring. It doesn't mean we become bullies, or compromise what we believe, but we are intentional. And we must be well educated. We simply live our purpose on purpose with the hope that our lives and the influence we can wield will change our societies and nations for the better. We should strive to become positive Mind Molders of the 7 Realms ourselves – at whatever level of our society in which we can take part.

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# Chapter 3

## That's In *My* Head?

**Thinking is the catalyst and energy of the creative process.**

Bill Greenman

**For as a man thinks, so is he.**

Ancient Proverb

### **As a Man Thinks**

You are today what you thought yesterday, and tomorrow you will become what you think today. If you are not satisfied with who you are and what you want, then change your thinking. Transformation is forever linked with our changed thinking. It's a law that always works, so why not put it to work for you? I have no doubt that if you have read through the previous chapters before reading this one, you have already begun to rethink your thinking.

Be careful what you think about. Be sure that you are always filling your thought-life with worthy subjects - subjects you wish to take part in and have become a part of you. Be careful whom you associate with, for their thinking may not be

what you desire. You must constantly ask yourself whether the people you are associating with are thinking in line with your purpose and destiny, and whether the thoughts you entertain while in their presence are in line as well.

Our *thinking* is a major *Master Key* to our purpose and destiny, and will drive our achievement. We must set a much higher standard than what is set by most of those around us. We must think in the realm of “infinite possibilities”. This is no small task, and it’s guaranteed that you will undergo vast change when you enlist it - positive, creative change. Embrace change! Seek it! Love it! It will always serve you for the better.

A man’s ways are dictated by how he thinks. Henry Ford’s immortal words ring true for every man, “*If a man thinks he can or thinks he can’t, he’s right.*” This is a paraphrase of an ancient declaration that as a man thinks so is he. There is no denying it! There is, however, a way to enjoy it. Allow yourself to go beyond the limits of your past and the limits by which others say you must be bound. Step into the realm of infinite possibilities!

**“Focus your thinking and learning on whatever your personal purpose demands that you know, and you will be transformed into another and more valuable person.”**

Bill Greenman

## **Focus Is Job One**

You must focus your thoughts on your purpose. Don’t be a floodlight in this respect - be a laser beam! Concentrate your thoughts along the singular line of your destiny until they burn right through it into its achievement! Take every thought captive to the “what and where” you want for your life. Don’t let your unrestrained thoughts distract you as you pursue your life’s mission. This is the secret of the great

people in every area I've ever researched. No matter the occupation or calling, every great leader and highly successful person has been keenly focused on his or her end result. I also have found it to be true for every goal to which I have applied it.

To truly excel in your purpose, to truly direct your achievements in maximum form and power, you must be totally focused upon your destination, your completed destiny. By keeping yourself locked in unshakable commitment you will be virtually unstoppable! You must become and stay focused.

## **Improve Your Skills**

You can't afford to be fragmented in your direction. You must develop skills primarily in the area of your purpose. It is the skilled person, the most masterful individual, who dominates an industry or accomplishes the unbelievable.

It is the skilled person who will stand before the kings of this world. It goes without saying that no king would summon a common, unlearned man into his chambers for counsel or service. So why be common when you can excel before kings! I plan to be one who fulfills that challenge by developing skills both appreciated and needed by leaders. Not in a prideful way, not for my exaltation, but in a way that will help the most people.

For me that means continued research in the areas affecting my purpose, destiny, and achievement. It means improving my speaking and writing techniques. It means more skill in consulting and management to help people and businesses develop their visions. It requires me to be trained in finances and health, so that I can continue to travel and produce more educational materials. I want my skills still growing in these areas when I reach my 90's!

**“More knowledge is little help to him who has yet  
to act on what he already knows.”**

Bill Greenman

## **Tapping the Power of Role Models**

Role Models are those people you wish to emulate or copy, but may never meet. You will probably not have a true relationship with them as you are simply trying to learn what they know. Relationship at a deep level is simply not required. They are more a teacher or an example than a trusted friend – yet they certainly can be all of these. In a later chapter I'll go into great detail about having mentors, who they are, and how they affect our lives. You will notice overlaps between what they do and how we learn from them and that of Role Models. You will also notice how different they are in their very foundations.

Once I decide who I want as a role model I find every book, audio, or video ever recorded by them. If you'll do this it will allow experts you may never meet to teach you everything they know – often for free! Do you have a library card? The knowledge of the world is waiting for you in your local library at "no charge" and yet the majority of people never even darkened the doors! Do you have a computer with internet access? If yes you have the knowledge of the world at your fingertips! It's sad how few people use that miracle of technology to their advantage in life. But you and I are not so foolish.

I've spent wonderful hours studying the works of those before me, who by writing their knowledge for me to read have let the sweat of their study and experience save mine. Books are literal storehouses of skill. Tap into the source of *any* skill you need and change your life. I dare you to drop into your neighborhood library - you'll feel smarter just walking around in it! Google is just as good!

But don't stop with books. Libraries and the web have many audio and video programs, internet access, periodicals and newspapers of the day and even micro-shrunk catalogues of the works of yester-years. Think of those 2 entities as free universities open six or seven days a week just for you! Become someone of consequence! Every person of great repute whom I have studied has proven the adage that "*leaders are readers.*" Whatever your Purpose, your Destiny should be filled with study time in the materials which pertain to it. Create your own library and begin to stock it with a legacy of insight and educational wonder your inheritors will love you for compiling.

Invest in your mind! Be sure that you don't spend more on movies, coffee, or video games than you do on books and teaching materials. "Pass" on going out for dinner; purchase a book and stay home! Enroll for seminars in your area of purpose either on line or live. Buy training courses that will enhance you. What you can't find in the library or online, buy in a bookstore. If you're frugal like me, find a half-price used bookstore near you or on line—the best stuff at the best prices! I have found some goldmines of information for mere pennies in those stores. Just believe the fact that you are worth the investment. I do not believe there is a better dollar for dollar purchase than a book or an e-course.

Be a reader! Be a perpetual learner! Be a student for life and of life! See your purpose and destiny as an ongoing college or graduate level course and never cease to seek more knowledge and wisdom for it. It's been said that if you want to be a local expert on something, read about 100 books on the subject. If you want to be a national expert, read about 700 books on the subject. I average about two books (in parts), 5 audios, and 6 or more website articles per week in the areas of my purpose. How about you?

## **Final Thoughts - The Expansion Process**

The expansion process is simply taking all the knowledge and skills you have accumulated and asking yourself what you can do to go beyond it all. I've continually asked, "What more is there beyond the books, the teachings, and the skills I see in my role models?" (I'm still working on those!) In marriage I asked, "How can I be a more effective husband and father?" (I'm really working on those!) For my circus wire act I created new tricks, some not done before or since to my knowledge. And I've spent most of my adult life seeking new ways to serve people and to teach what I've learned.

And on this message of purpose, destiny, and achievement, I asked myself, "How can I go beyond my first book?" When I asked that question a vision large enough to last my lifetime was created! The more I think this way and pursue those thoughts to fruition, the more I realize how small I actually think. How about you?



# Chapter 4

## My Personal Code

**Try not to become a man of success, but rather  
to become a man of value.**

Albert Einstein

### **What Makes It All Work**

Who are you? That's a question everyone must answer, for ourselves and for those going with us on our journey of personal purpose. That question must be answered in two distinct ways.

**First** you must be sure what you do is congruent with who you are by asking yourself, "What have I accomplished to date? What is my personal history to the extent it is relevant to my purpose and dreams?" Few of us take time to think on such questions, but they are paramount to our purpose for they reveal whether we have the ability to accomplish it. If someone has always worked as a plumber, but their purpose and gifting is to be a teacher - they need to know that, so they can change accordingly. You must know who you are.

**Second** you must know who you are philosophically. By that I mean what is it you believe? What do you stand for? What is the code you live by and will operate your purpose by? This is perhaps the more important of the two. Your philosophy, your code of ethics, will color everything you will think, say, and do - including the sum of your purpose and destiny. Right Character is what makes it all work.

## **Finding Your Own Code**

Your character, your philosophy of life, is the code you live by. It's the foundation from which your personality and character are developed and built upon. One example of such a foundational philosophy is the Ten Commandments found in the Bible. Those commands are a written agenda for the people who would follow them. They address every area of life - spirit, soul and body. They explain how we are to act toward our families and toward our fellow man. It is a master list of living for those who decide to live by them.

Religions in general have such laws, codes, commandments, and rules their followers are to adhere to daily. Entire civilizations have risen and fallen based upon their adherence to such commands. My nation, the United States of America, still has the 10 Commandments posted in government offices and judicial buildings. And because we have freedom of religion here, all other such beliefs, if they do not harm or force themselves on others, are welcome to be followed.

For several years I contemplated many such commandments. I found that most are in line with each other, regardless of their origin. But such long lists can be hard to remember when you are in daily life. So, I longed for a simple way to encompass all in one short phrase or word that I could easily remember. After many tries I finally found came up with one that fit my personal code. I call it the H.I.S. code. This is an acronym for three words that describe everything that my life, my

philosophy and character, are about. See if it these ring true for you. My hope is that they will at least set you thinking in their direction.

**•H = Humility.**

Humility is a not often taught as a character trait, but it should be a basic. Most people think of humiliation when they think of humility. They equate "doormat behavior" with humbling yourself. Nothing could be farther from the truth. Humility is about giving your life away for others. It is about looking at others lives and actually saying to yourself with true sincerity that their needs are more important than your own. I realize that goes against a lot of today's "me first" attitudes, but it's by far the best way to look at life. It takes the focus off you and what you want and by putting the emphasis on helping others you will get what you want anyway. It's a very powerful way to live!

The law by which everything lives, sowing and reaping, is applicable in the life of humility and we'll devote an entire chapter to that truth later in this book. The ancient saying which states it is more blessed to give than receive is also played out for the humble person. How? Because when you give your life to others by always being willing to help them you will see their faces shining with gratitude. I've found that to be far better than any material reward could ever be! I challenge you to make real humility a part of your character and lifestyle.

**•I = Integrity.**

**He who walks in integrity walks securely.**

**Anonymous**

Integrity is such a powerful force. As you can see by the quote above it entails more than just living an honest life - it has rewards. Integrity can be and should be the way we walk out our life. It is more than a singular event in our lives - it is to be our

lifestyle. It affects not only us but also those about us. It has to do with honesty, kindness, and keeping your word.

It's been said that a man of integrity will *never* stumble. Never stumble? I could enjoy that kind of life, couldn't you? Am I? Are you? For the most part I believe I am, but I want all of me to be that way. I want my integrity to be so obviously evident in my life everyday, everyplace, in every situation that there is never a question about it in anyone else's mind. But, that will require decisive work on my part, because integrity is a decision not a gift. You develop it, cultivate it, seek it out, and chisel it into the bedrock of your being.

As a child I became a pathological liar. That means it was like a disease within me. I didn't even think about telling the truth if I thought a lie would do me better. This lasted into my college years and I did not address it fully until I was in my 20's. Yes, I had stopped most of my lying by then. I was honest about most everything. But if I was telling a story and thought a good embellishment would get a better laugh or more sympathy - I added the lie. Sad isn't it?

After a session of story telling one night with friends, my wife asked me why I felt it was necessary to lie about such things. I denied it of course [another lie], and a heated argument ensued. After the smoke cleared I was convicted by her words and I apologized and then asked her for help. We decided that if she ever caught me lying, adding hamburger helper to a story, she had the right to stop me in mid sentence and correct me. I was desperate! Desperate to be a man of integrity for my wife, and everyone else in my life. It was unpleasant and embarrassing at times, but I can also tell you that together we were able to get rid of that unclean habit. There are times I catch myself telling someone a "little *white* lie," and stop myself and say, "that's not true, it was like this." It's so much easier to remember the truth than a lie.

My example may sound unnecessary to some, but honesty is paramount to a life well lived. A philosophy void of integrity will soon be void of influence and security. Keeping your word is a must to a life of integrity, even if some people disagree. I firmly believe that a good person will keep his or her word, even if it does personal harm. That is powerful in a world where signed contracts are not worth the paper they are written to many people. Can we ever be right if we do not keep our word? Will our excuses be counted worthy? Integrity must never be negotiable.

Give yourself this little test to see what your integrity quotient is.

- Do you embellish stories for effect?
- Do you intentionally and continually drive over the speed limit, even though you signed a driver's license vowing you would obey the speed laws?
- Do you read, watch, or listen to things you wouldn't if someone you respect was with you?
- Is your word all anyone will ever need in an agreement or commitment?
- Do you have any anger or unforgiveness toward anyone you say you have forgiven?
- Do you give poor excuses to cover yourself when you don't keep your word, instead of admitting the truth?

Tough questions. But if you are to be a person whose philosophy is the guiding force of his/her existence, then it must be based upon integrity. It must be stumble proof. The best question we can raise to judge our thoughts, words, and actions is this – “*What would Integrity do?*” Please don't walk away from this issue of integrity without being completely honest with yourself, and taking your every thought, word, and deed into the convicting light of truth and honesty. Your gain from nurturing integrity will be far greater than any you could possibly enjoy by neglecting it.

•S = Servant.

Becoming a servant allows you to be in control in every situation - in the right way. Think about the most serving person you know. Don't they seem to enjoy what they do for you and others? It's almost impossible for them not to serve people. My wife is my greatest example in this area. When we go to someone's home for a meal she will always, 100% of the time, begin to clear the table and usually will begin to help wash the dishes, unless the hostess aggressively insists she not! While I am sure we receive many more dinner offers due to her actions, it is simply a great example of someone whose heart is totally given to serving others.

I, of course, did not have this kind of heart when we met. Mine was content to *be* served. I would have strolled through life pleasantly allowing others to take care of me and rarely giving thought to serving them. But of course, that is why I married my wife. I needed to change and she was my example. After years of watching her live that life of serving I decided I wanted such a heart as well. It took a while, but eventually I made that change and I have no regrets about it.

I began to follow my wife's lead and began clearing plates and offering aide all over the neighborhood. One summer I became the main furniture mover for some dozen or so families in our church congregation who were moving to new homes. I often loaded truck and trailer into the night to get them on their way. I looked for every opportunity to serve someone else. It did not take long for my heart to enjoy this kind of life.

When we started our circus I began to teach our members to take on this servant's attitude. We usually stayed in the homes of people from the organizations who sponsored us. When we were on a tour with the circus I instructed our troupe to offer to wash the host's dishes, or help in any other way possible. It became a

great blessing to us all. And we were showered with accolades of what servants we were.

A servant's heart is one of wanting to bless others, looking for ways to help and care for them. That is what we became. It's our lifestyle now. It's who we are and who we want to be. I can't think of one time when we served someone else that we did not learn and grow better from the experience. I'm sure you will experience the same results.

## **Final Thoughts**

Your philosophy, whatever you choose it to be, is what your character and purpose will reflect throughout your life. Be sure to stand the goals and dreams of your purpose and destiny next to your philosophy and see if they compliment each other. If not, change the appropriate one. To be sure, no philosophy and no purpose will last long together that are in disharmony with each other. The only way to assure harmony is to assure your philosophy and purpose are filled with those aspects that help others with honesty, integrity, and the heart of a servant. If you do that you will never lack for success.





# Chapter 5

## What's In *My* Bag?

**We all have some gifts, but we don't have most.**

Steven K. Scott

### **A Mixed Bag**

So far I assume I've sparked some questions for you, such as, "how do I actually discover the purpose for my life?" First you need to understand that you have already been endowed with many incredible tools – the exact ones you'll need for that journey. Every one of us have a unique mix of special gifts within us. Each gift has a specific function and place in the overall picture of your purpose and destiny. These gifts are yours to assist you as you daily live out that destiny and purpose.

Another aspect of these gifts is that they help you serve others more effectively. By skillfully operating in your gifts you will enhance your relationships with your friends, family, community and possibly more. And if you can help others

find and use their special gifts you and everyone else they interact with will benefit even more. There's a wonderful give and take in our gifts.

My gifts will complement yours, and yours will complement mine. Although I am definitely not gifted in math, my wife is, and therefore she takes over the bookkeeping in my stead. Where she may lack understanding of the difference between e-books and social media, I take over that chore. In a community we can all function in a similar manner, with each person supplying what's needed at the moment, as fits his or her giftings. No person's gifts should be seen solely for self-gratification. We are to share our gifts as freely as we have received them.

**The measure of life is not its duration, but its donation.**

Peter Marshall

## **Make A List**

To the best of your ability before you read further in this chapter make a list of all the gifts you believe you have. This list will be crucial to your understanding and accomplishing your purpose in this life – they are a major part of your personal “tool box”. These gifts can be in any area of life, such as physical, financial, social, or mental. Feel free to ask those who know you well to add to your list. We often take our gifts for granted and think everyone can be, or do, or know as we do. Of course that is just not true. Below is a bit of a breakdown of possible gift categories you might be able to relate to.

## **Physical Gifts**

This category of gifts includes the physical attributes of a human being. Physical gifts include talents that display expertise or above normal control of one's

body. Such things as running, jumping, throwing, and swimming would be good examples. A gifted person would find such activities simple to learn and easy to perfect. You know the guy—the first time he picks up a baseball he’s striking out most of the best players in town! Or the girl who buys a tennis racket one day, and by the following week she’s ready for tournaments! Are these gross exaggerations? Certainly! But to someone who throws a Frisbee like a shot put, it seems all too close to reality. A gifted athlete stands out among his teammates.

Not all physical gifts come under the heading of sports or athletics, however. Such gifts as singing, playing the piano or other musical instruments, drawing, sculpting, acting, and many others may also fit under this heading. These gifts are also easily recognized. Many can sing, but few have a three or four octave range. A multitude may play piano, but few pack Carnegie Hall for a concert. Again, a gifted person will be spotted easily among the average.

## **Intellectual Gifts**

Intellectual gifts are primarily concerned with our mental faculties. I’m not talking here about mind-over-matter, where someone seems to bend spoons and move small objects. Mental gifts, as I will refer to them, relate to the above normal ability to understand and apply what we learn in the intellectual realm.

We all know someone who excels beyond reason in such areas as mathematics or physics. Perhaps you personally have the capacity to remember the minutest detail of a book you’ve read or some event you witnessed. Another person may understand the workings of electricity to the point that he or she thoroughly confuses the average listener to whom he or she may try to explain its details. I’m talking about people who exemplify the word genius in one category of learning or another. They just have a knack for it, they are gifted.

I've never had a problem with memorizing anything. Most of my academic career was spent on athletic fields instead of in the study hall because I could read something once or twice, and with a couple of minutes of review, I would remember most of it with ease. Although this was a valuable asset at exam time, it made my school years a bit boring. It's not much fun playing racquetball alone while everyone else is studying.

But even with this gift I was never good at some subjects. I was always frustrated by any math problem dealing with more than a plus, minus, division, or multiplication sign. Memorizing for exams was never a problem, but applying it in a check-out line—no way! (As I have already mentioned, having a wife who is good with numbers definitely has its advantages.)

So if you happen to be a singer, musician, carpenter, coach, counselor, mechanic, artist, designer, tight end, teacher, actor, outfielder, CEO, inventor, or certified public accountant, your gifts are to be a blessing to you and those around you.

## **Skill Yourself**

As I've stated before, you must develop skills primarily in the area of your Purpose. It's the skilled person, the masterful, who dominates an industry or accomplishes the unbelievable deed. How can we expect anything less of ourselves than skilled effort toward our Purpose. When a construction company plans the building of sky scraper they don't hire the mediocre or semi-good architect – they called for the most *skilled* craftsmen to do the job. It's part of our stewardship to continually develop our gifts and skills in the areas of our lives we wish to embrace, the desires we seek.

**Do you see a man skilled in his work? He will stand before kings;  
he will not stand before obscure men.**

Ancient Proverb

I urge you not to waste precious time, energy, and money with anything which does not pertain to your Purpose and Destiny. Could a lifetime of work be counted as valuable if it is not part of what your life has the potential to produce? I think not, and I do not want you or anyone else to discover that truth the hard way. As we seek to acquire more knowledge and skill we must ask ourselves constantly:

- Is this necessary for me to learn to become skilled in performing my Purpose?
- Is this ‘good to know’ or ‘need to know’?
- What skills *do* I need?
- Where can I learn more?
- Who can teach me?”

And then we must set ourselves resolutely toward acquiring those answers.

## **Condensing The Power of Knowledge**

Skill comes from knowledge. The knowledge of the world is said to be doubling every 6-12 months, as of this writing, and is doubling exponentially at a rapid rate. That means if you are not at least increasing your own knowledge to some extent in that span of time then you are rapidly falling behind in your needed skill areas.

You may be a truly gifted person and for a time you may be able to get by without much practice of your gifts. You may even stay in the forefront of your vocation...for a while. But rest assured there are those with as much or *less* gifting as yourself who are honing their gifts into highly productive skills through the constant increase of their knowledge and practice. They will pass you by as if you're standing still if you don't join them in the acquisition of more knowledge for increased skill levels. If you believe in your personal purpose and destiny you can't afford to let yourself slip into the trap of complacency and lesser productivity merely because you have some special gifts.

When I was learning my slackwire act I spent hundreds of hours in private practice sessions practicing the same tricks over and over and over. I would steal down to the circus tent during breakfast, lunch, dinner, and even after dark to walk and balance uninterrupted. I wanted to be the best I could possibly be and I knew it was not going to happen without *extra* effort at developing those skills through physical knowledge of the art.

**The difference between "ordinary" and "extraordinary" is in the  
"extra" work, sweat, and repetitions.**

Bill Greenman

By this commitment to creating skill I had my wire act together and show ready in about 6 weeks. That was record time if you go by the normal practice sessions of a hour or so per day. The other performers were marveling at the speed at which I learned. They called me gifted. I believe I had natural talent, yes, but I spent the same hours of repetitious practice as most did on the wire - only I *condensed* the weeks into days by *multiplying* the *hours* per day practiced. It seemed

I developed skills faster than anyone did - but the hours and number of repetitions was probably close to the norm.

What I'm getting at here is the fact that “*you gotta pay yer dues!*” There is no free ride with skill. You can pay your dues slowly or condense the time, but you pay them. I like to condense the time. When my first book, the original of the one you are now reading, was accepted for publication in 1986, people said it was miraculous to get contracted by the first publisher you send a book to - when you've never written anything before! But they did not know of the hundreds of songs, poems, newsletter articles, Christian follow-up materials, and Bible training curriculums I had already written.

The dues don't change, no matter the area or skill set you are striving for. I want to get more done in fewer days, even though the hours spent may be the same as someone taking much longer. That requires commitment and discipline – which you will read about often in this book.

A final note about skills versus gifts. I want to be sure you understand that gifts are *not* skills. Skill is not *given* to anyone - it is acquired. It is not dependent upon gifting, but is helped by it to be sure. I've found in my own life that skills come with the desire to attain them and the decision to gain them. I believe if someone is given a gift - it is his or her duty to turn that gift into a skill for more ability to help people. So don't think that your gifts are the end of the issue – they are only the beginning. I hope you agree with that. I hope you live it.

## **Final Thoughts**

Every part of our human body is established by its special purpose and is of course greatly needed. When you discover and begin to live within the realm of the gifts entrusted to you, you will likewise become similarly established and needed.

Through those gifts, you will be utilizing your innate power to live out your particular purpose. Learn which are your personal gifts and discover how to use them practically in your daily life. *You* are gifted! And *your* gifts will increase *your* ability to live out *your* destiny with confidence.

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