

## **Dream Big**

What are your wildest dreams—the ones that are exciting to dream about, but seem unrealistic? Is it okay to dream big? I love what Henry David Thoreau had to say about this: "If you have built castles in the air, your work need not be lost; that is where they should be. Now put foundations under them." Yes, it is okay to dream big. In fact, we *should* dream big. Don't give up on your dreams; let them become elaborate castles. This will help you stay motivated and excited about the future. Your job is to put a foundation under your dreams and turn them into a reality.

All our dreams can come true—if we have the courage to pursue them.

—WALT DISNEY

Your foundation is the mental aspect of the persuasion game. It's a critical skill for all successful persuaders, but it works equally well in all fields. You will not be able to achieve your goals and dreams until you believe you can achieve them. All the best influential techniques and tools in the world will not help you until you first believe in yourself and your future potential.

Unfortunately, no matter how lofty our aims might be, most people will tend to bring you down. When you tell people about your dreams, revealing to them the things you want to accomplish in life, they can have the tendency be discouraging. Do you know people like that? With the right mental programming, you know where you're going and what you want to accomplish. Then, anything negative or derogatory people say won't matter. They won't be able to crush your dreams no matter how hard they try. The right mindset involves knowing what you want and having a plan to get it. When your psyche (mindset) is in the proper place, you will always follow your heart.

How do you use mental programming effectively? The first step is to channel your emotional energies into specific desires. You're unlikely to get very far if you don't even have the desire in the first place. Embracing what's closest to your heart will unleash your greatest energy, imagination, and potential. And just like striking oil, you will

experience a surge of greater productivity than you have ever had in your life. This burning desire will allow you to transform mediocre abilities into amazing successes...above and beyond what you ever thought possible.

After you have a specific desire in mind, let it simmer in your subconscious for awhile. Many great persuaders work on "programming" right before they fall asleep. As the conscious mind winds down, the subconscious mind kicks into gear. You can take advantage of this transition to turn your thoughts and desires over to the subconscious mind to work on. As you drift off to sleep, try to summon the feelings and emotions that will accompany your success. Vividly imagine the events, the people, and the places that will get you where you want to go. The subconscious mind cannot discern that which is real from that which is vividly imagined. It will accept the positive or negative suggestions that it is given, particularly if they are accompanied by and reinforced with relevant feelings, emotions, and vivid details. You can powerfully program your mind into believing certain things have actually happened. When your mind pre-accepts your victories as already won, you're halfway there. You'll find that promptings, instinct, and intuitions begin to emerge. You'll find yourself thinking, talking, and behaving in a more positive and productive way. In short, all of your energies will be aimed at your goals.

Understand that your conscious and subconscious mind must agree. The subconscious will accept what you feel to be true. The subconscious mind is real. As such, it is something you need to program. You need to look at some of your past programming and see if it is affecting your future success. Understand that when negative thoughts come into your mind, they will always have an effect on your future and what you will accomplish. Your job is to shift all those thoughts to serve your dreams, goals, and aspirations in a positive way. So let's talk about what it takes to strengthen your foundation. What are great persuaders doing to have a strong foundation of success?