

CRUSH The BIGGEST OBSTACLE To Your Success In Real Estate... Or Anything Else!



There is one mountain so huge it keeps millions of people from ever living their dreams. What is this mountain, and how can you destroy it forever? Read on and discover it for yourself!

By Tom Dunn

Are you thinking seriously about buying real estate as an investment? Have you already bought a property or two? Have you noticed this amazing fact? Once the semi-secret dominion of movers, shakers, and high-rollers, the doors of real estate opportunity have been thrown wide open by the easy availability of information on the internet.

Unfortunately for many, the simple fact that information is so freely and readily available does not always translate to actual investing activity, much less success. Do your dreams and goals remain fully, or even partially, unfulfilled? I know why, and I also know how you can crush the obstacle keeping you from living the life you desire. I have written this report for you.

If you will read carefully, and determine to faithfully follow the steps I outline, you will learn to defeat your #1 obstacle. These steps are simple, effective, and worthwhile. Anyone can follow them. I know, because I have done it. You are probably curious to know what this obstacle is. Please be patient- you will be richly rewarded!

All I ask is that you completely let go of your pre-conceived ideas. Work the system I reveal, allow it to bear fruit, and it will produce a startling effect in your life. I promise.

Ready? Let's begin.

A Summer Drive Ends With A Promise

On a lovely summer day twenty-five years ago a pair of young newlyweds, full of dreams and ambitions, took a drive with another couple. Their route took them through one of the nicer sections of town, a quiet place of tree-lined streets and large, estate-like homes. The homes were well landscaped and cared for. Older, yet majestic looking. Successful people lived in those neighborhoods, in those homes, and at that moment were living successful, fulfilling lives just inside those doors.

Driving along, the four youngsters imagined the lives, the people, and how they came to live in their beautiful homes. As the four friends imagined, they talked and laughed quietly, sharing stories of how the lives might have been lived, how the homes might have been acquired.

"I'll bet a doctor lives there- it looks like a doctor's house," one of their friends said.

"That's an attorney's house for sure," the young wife replied, admiring a colonial style home with large white pillars surrounding the portico. Taking her new husband's hand in hers she continued, "Someday, we'll live in a house like that, won't we?"

Trained as neither a doctor or an attorney, but as a landscaper, the young husband sat quietly, keeping his thoughts to himself.

As they continued through the quiet neighborhoods and past the increasingly opulent homes, the friends became more animated. Gesturing excitedly, they each tried to outdo the others- to see who could spot the more lavish homes first. Now the homes were more difficult to see, many of them hidden behind large hedges and stands of trees, set well back from the road. Long, winding driveways provided only teasing glimpses of a Tudor mansion here, a Georgian estate there.

"Oooh, look at that," the pretty young wife said, turning to her husband. "Who do you think lives in that house?"

Following her gaze the young man saw, through a stand of stately oaks, a huge white colonial-style home. The dappled sunlight glistened off a reflecting pond in the expansive front yard, and stone statuary lined the elegantly curved drive leading to the massive entryway.

One of their friends spoke up. "I read about the man who lives there. He owns a lot of the real estate in town. Rental houses, apartment buildings, that kind of thing. He just built the new mall, but he made a fortune as a landlord."

There followed a discussion of how someone could become so wealthy by renting houses and apartments. The four friends good-naturedly bantered back and forth about the best way to build wealth, one saying the professionals, the doctors and lawyers, had the edge. Another claimed the business owners seemed to build more wealth, more quickly. One of the young couple's friends stated that he was going to own an auto dealership someday.

Even while engaging in the light-hearted discussion, the young husband kept his innermost thoughts to himself. He had traveled the same streets they all had, seen the same homes, and enjoyed the same stories they had created together. But one particular home, and one particular story, had taken root in his imagination- because it was true.

As their ride came to it's close, the young man's thoughts began to coalesce, and a determination was forming in his mind which had not been there before. The conversation was still going on around him, and he waited patiently for a polite place to interject.

When a quiet moment came he stated simply, "I'm going to make my money in real estate."

One of his friends spoke up. "What do you mean? You've got a degree in Landscaping, and you're working as a car salesman. How are you going to buy real estate?"

Looking at his pretty young wife, seeing the unspoken questions in her eyes, the husband simply smiled.

"I just am," he replied quietly.

Twenty-five years later, he finally did.

A Simple Test

The young man in the story was me. If you were to ask why it took me twenty-five years to realize my dream of becoming a real estate investor, I would name one thing- fear. Since I began investing, I have noticed a startling truth. Most people who have not achieved their investing goals can point to fear as the underlying cause.

I can hear the skeptics among you saying, "Fear isn't what is holding me back. It's _____." Fill in the blank with whatever you think applies to you. Maybe low self esteem, lack of confidence, or lack of knowledge. I've heard those from a lot of people. Maybe your friends or family have warned you not to get involved with real estate, for one reason or another. Perhaps you have been looking, but you simply can't seem to find the "right" deal, or a "properly motivated" seller.

I have two words for you:

HOG

WASH

I allowed myself to invent and believe the same excuses- and that's just what they are. I think you will agree with me after you take this simple test. Ready?

Sit in a comfortable position and close your eyes. Think of the main thing you believe is keeping you from achieving your goals. It can be one of those I listed above, or one of your own, just make sure you really believe it's THE NUMBER ONE REASON. Now, say it out loud in a sentence. "The number one reason, the highest hurdle, the biggest mountain, between me and real estate investing success is _____. If I conquer my _____, nothing else will stand in my way, and I will move confidently toward my goals."

Still believe it? I doubt it, but if you do take this reality check one step further. Say the above sentence aloud to someone whose opinion you value and trust. Do you still believe it? Do they? I didn't think so.

Our brains know when they are being lied to, even when we ourselves are telling the lie. Deep inside you know that even though the things I listed above may be true to one degree or another, none of them can be the underlying, root cause. They are symptoms only- symptoms of the one thing that can manifest itself in so many different ways- fear.

They are excuses, my friend. I am here to tell you, once you learn a few simple techniques for seeing them as they truly are, you will make the jump to lightspeed in your investing career, or any other area of your life. Your fear will vanish like magic, because you will not be focused on it. Instead you will have a very different focus. Never underestimate the power of focus in overcoming anything.

"O.K.," you say, "I'm with you. How can I overcome my fear?" Glad you asked.

Fear Defined

"Fear defined?" you say. "I don't need a definition. I understand fear."

I would suggest that you may not understand fear as well as you believe. I didn't, and it came as quite a surprise to me when I finally came to see fear for what it truly is. Let me illustrate with a story. Please stay with me- This is VERY important.

A man, whose wife and two young sons depended upon him as husband, father, and provider, went out one day to hunt. After hiking for several miles over rugged terrain, the man came to a familiar hunting ground, a place he had hunted successfully since boyhood. Here he camped for the night.

In the morning, the man awoke and began searching for signs of the elk herd which had provided meat for his family for several generations. He had learned of this hunting ground, and this herd, from his father, who had learned of it from his father, and so on for hundreds of years. Relying completely upon this herd, the man had never failed in his yearly hunt to find meat for his young family.

His search that day was fruitless, and he camped again at nightfall, resolving to continue the next day. When the sun rose the hunter broke camp and resumed his search, again meeting with no success. He did this for three days. On the third day, frustrated and angry at his inability to locate the herd, the hunter ranged ever farther from the hunting ground.

At about noon, the hunter spotted a figure in the distance. As he drew closer, he saw that it was another man, someone he had never seen before. The traveler was walking with a determined stride directly toward him. As they approached one another, the traveler called out and waved a greeting, which the hunter returned.

"Hello, brother." the traveler said as they came together. "Let us sit together a moment while I catch my breath. I have walked a great distance today."

As they sat on the ground together, the hunter eyed the newcomer. He appeared

gaunt and unkempt, looking as if he hadn't eaten in several days. The hunter offered his new companion some dried meat, and a drink from his water bag, which was accepted gratefully.

After several minutes, during which the weary traveler greedily ate the meat and drank the water, he finally broke the silence. "Brother, I am afraid I bear evil tidings. Starvation follows me like a dark spirit riding over the land. Already it has consumed many of my people, and everywhere my foot has trod during my long journey, starvation has already visited."

"But what of the herd of elk that has always made their home in this land?" the hunter inquired eagerly.

"All dead, and woe to the people of these parts," the traveler replied. "I walked among a herd of carcasses this very morn, numerous as ants upon the ground, not ten miles distant from this very place. No doubt the plague fell upon the beasts. The stink of them still hangs upon my clothes."

With that the heart of the hunter fell, and he cast his gaze upon the ground. "Then we are all dead," he whispered, as if in a trance.

"Ay, all dead," replied the traveler. "I am sorry brother." They fell into a morose silence.

Later that afternoon, after parting from the traveler, the hunter began his long journey home, his heart filled with dread. As he walked, he saw vividly the certain death of his wife and sons. He pictured their strength and vigor slowly wasting away, and he saw in his mind's eye the agony of their painful end. He imagined holding his wife in his arms as she breathed her last. His fear grew with each step he took.

As night fell, the hunter made camp and ate what little remained of his meager fare. He fell asleep with tears in his eyes, and dreamed of death's slow and unrelenting approach. He awoke from his dream with a start, and immediately knelt to pray. He prayed through his tears that God would somehow spare his family from this most terrible of deaths. It would be one thing, he thought, to find they had died of some accident while he was away. Painful yes, but not so grievous as watching them slowly wither away, suffering all the while. He asked God to spare them this, even if it meant taking them now, quickly.

Fear consumed him as he made his way homeward.

How would he tell his wife that they were all doomed? This question he pondered until it made him ill. He pressed his fists into his eyes, even as he emptied his stomach. His tears were dry now, nothing left to cry, only the silent sobs of despair as he crested the final hill and gazed once again upon his home.

Looking down upon that humble abode, the hunter steeled himself against what he knew he must do. He must do what only a man, a husband, a father could do. He must spare his family the ultimate indignity, the terrible agony of starvation. He would take their lives gently, quickly, and bear the burden that was a man's to bear. Then, the grisly yet merciful deed complete, he would take his own life. He bowed his head with resignation and shed his final tears.

Ready now, he lifted his head and began making his way down into the little valley. He looked at the familiar house, the wooden door, the thatch roof, the smoke from the cook fire curling upward into the clear air. His eyes followed the smoke upward.

There. On the far side of the valley! Was that movement? Yes, an elk! He was certain of it! Another, there, just beyond the first. And another- several more in fact, grazing on the hillside just above his home. As he raised his eyes farther, he saw more and more of the herd, many hundred- no, many thousand strong! Oh glory of glories, God had answered his prayer.

Here, of all places, the herd had come to graze in his own valley. What had he to fear, why had he yielded to despair? Oh, the visions he had imagined, the terrible things he had determined in his heart to do. If only he had kept faith, and not submitted himself so blindly to the traveler's dreadful story. If only he had thought clearly, and waited to know the conclusion of the matter. If only he had decided upon a course of action to find a new source of food, rather than simply accepting his fearful imaginings. If only...

There and then, the hunter purposed in his heart never again to give in to blind fear, never again to be dominated by unreasoning dread. He raised his eyes to heaven and thanked the gracious God of the Universe, the One who had not only provided so abundantly, but who had also taught him such a valuable lesson. A lesson he was determined to live, and pass on to his two sons.

Obviously, I have a very definite purpose in telling this story. A few questions will help clarify. First, what did the hunter experience? A sense of impending disaster? Yes. A feeling of helplessness? Absolutely. A belief that things were NOT going to turn out all right? Bingo!

Sense. Feeling. Belief. Fear is definitely a "sense" that something bad is about to happen. It is also a "feeling" that you can't do anything about it. More importantly, the FEELING of fear is based on a BELIEF. Which brings us to...

STEP ONE

Yes, we have finally arrived at step one and it is simply that you must understand...

... FEAR IS A FEELING BASED ON A BELIEF!

There was a point in our story when the hunter began to believe starvation was more than possible- it was probable, even inevitable. That was the same moment he first experienced fear. Until he believed in starvation as something which could be true, indeed probably would be true, there was no fear. Notice the hunter's feeling of helplessness came after the belief.

Did he have evidence to support his belief? Of course he did. He had the evidence of his own senses. He had searched for three days, in a place which had always produced abundant game, and had found nothing. He also had the evidence of the other hunter's testimony, a very detailed and specific story of starvation across the land, and a herd of dead elk. He had the smell of death on the other hunter's clothing. The evidence was strong, was it not?

Did his conclusion, his belief, make sense? Yes it did. In light of the evidence, it was not a foolish or ignorant conclusion. It was based on visible facts and reliable testimony. It was a sound conclusion. It was a supportable belief.

Was it true? Not necessarily, but it COULD BE TRUE. It was one possible outcome.

Likewise, many of our beliefs are based on solid evidence, and definitely could be true. This is what makes our fears so, well... fearful!

So, for your first exercise, I want you to do something very simple but very important. On a 3x5 card, or something similar, write in big letters- FEAR IS A FEELING BASED ON BELIEF. When you have done that, tape it somewhere you will see it at least twice each day. Your bathroom mirror is ideal. Your car's dashboard will work, or the ceiling over your bed. Don't worry if your spouse thinks you've lost it- a little mystery is good for a marriage!

Leave it taped up for at least twenty-eight days. Each time you see it, repeat it to yourself. Memorize it- it's short, it won't take long. There's only one thing, though...

HAVE YOU DONE IT YET? If not, go do it now, or you will forget. Trust me, and just go do it already! I'll wait...

...Are you back? Good! You have taken the first step toward changing your belief patterns- everything else we're going to do will build on this foundation.

Step One again: Understand FEAR IS A FEELING BASED ON A BELIEF.

I have some more good news for you. The other steps in this program are just as simple and easy as the first. I told you at the very beginning it would be that way, and now you should be starting to believe it. Thanks for your trust! Keep going, because the results will astound you. With that in mind, let's continue.

Sell Yourself

If FEAR IS A FEELING BASED ON A BELIEF it stands to reason we can truly say...

...CHANGE THE BELIEF, ELIMINATE THE FEAR.

How do we accomplish that? Once again, glad you asked.

Ever sold anything to anyone? Of course you have. Selling is a fact of life, even if you don't do it for a living. Anyone who has ever persuaded another person to do ANYTHING they didn't really want to do has made a sale. Did your spouse REALLY want that mounted deer head hanging in the family room? How about that new Harley you just had to have? Was she (or he) on board with that decision. If you're not married, think back to your teen years- were your parents really excited about letting you go on that cross-country trip with your friends? The tattoo? The body piercing? But you talked them into it, didn't you?

Your experiences may differ, but the principle is the same- we've all sold something to somebody. Now I want you to sell yourself. The tactics are no different. The art of persuasion and influence doesn't change just because the customer is you.

One thing is true, though. You are the toughest customer you will EVER have to sell. Why?

You have the best objections.

You have been living with them for years, and they have become entrenched in your subconscious. You probably don't call them objections- you know them by another name. Do you know what it is?

You call them- BELIEFS!

Now where have we heard that before? Oh, yeah... FEAR IS A FEELING BASED ON A BELIEF!

We need to overcome the objections by changing the beliefs and eliminating the fear. I'm not talking about changing your core beliefs like spiritual beliefs or morals. I call those your primary beliefs, and I'm not asking you to try to change those. They are (or should be) foundational to who you are as a person.

I'm talking about what I call your secondary beliefs, the things you believe are true as you live your life day to day. An example of a secondary belief would be, "I shouldn't take next Friday off to go to my son's school play because my boss won't give me the promotion I'm due for." Here's another secondary belief- "I'm not going to ask her out a second time because she didn't smile very much on our first date. She probably doesn't like me."

Another secondary belief, this time related to real estate investing: "I'm not going to make an offer on that fourplex because the owner probably won't be willing to take back a second mortgage, and I don't have enough cash to swing the deal."

Here's another example, this time from our story. The hunter came to a point where he said to himself, "My family is going to die horribly, so I should spare them the misery and take their lives now, as painlessly as possible." Now, hopefully your situation is nowhere near as painful, but it serves as a powerful illustration, doesn't it?

If you take a minute right now, you can probably think of two or three secondary beliefs you are holding onto. We all have them. Stop reading for a moment and think of things you want to do but haven't done, because of a belief. They could be related to investing, but it isn't necessary. Write them down.

Next, let's develop a strategy for changing our secondary BELIEFS.

Fuel Up With Emotion

We could use the same technique many professional salespeople use. First we could ask ourselves a whole bunch of questions designed to identify and isolate the

objection, or belief. Next we could answer the objection using features, benefits, and logic. Finally we could close the sale based on our irrefutable logic. Sounds great, eh?

Too bad it doesn't work.

Instead, we're going to employ the single most powerful persuasion tactic ever discovered- emotion.

"But wait," you say. "If fear is an emotion, or feeling, shouldn't we combat it with logic?"

Absolutely not. Because fear is an emotion, (one of the most powerful emotions), the only way to effectively fight it is with similarly powerful emotions. Logic won't cut it, at least to start. All successful persuasion is accomplished first through emotion, then reinforced with logic. Did you get that? Here it is again...

...ALL SUCCESSFUL PERSUASION IS ACCOMPLISHED FIRST THROUGH EMOTION, REINFORCED WITH LOGIC

Many people get emotion and logic reversed, with disastrous results. You can't talk yourself out of fear. You can't think your way out of it either. Maybe you're one of the many who have tried. You tell yourself the truth about a situation, then you repeat it over and over. "Now I have no more fear," you say.

Then you go out and repeat the same activity, or inactivity all over again. Why? Because you failed to engage yourself emotionally. No emotion, no power. If logic is the engine of change, then emotion is the fuel for the engine.

So how, exactly, do you go about filling your emotional fuel tank? Thought you'd never ask.

STEP TWO

ENGAGE YOURSELF EMOTIONALLY BY IMAGINING A NEW STORY!

The best way to begin the process of changing a belief is to create a new story with a different version of what COULD BE TRUE.

Remember we stated that the hunter's version of things COULD BE TRUE? Well, doesn't that leave the door open for other possibilities? Of course it does, and the same thing is true of your secondary beliefs. Your version could be true, but now it's time for us to engage emotionally by imagining, or creating, a new and very different version that also COULD BE TRUE. Then, when we have created enough detail to fill our emotional tank, we can begin to LIVE the new version... but we're getting ahead of ourselves.

For now, we need to learn how to imagine a new story. How might our hunter have achieved this? Let's revisit the story and see.

"But what of the herd of elk that has always made their home in this land?" the hunter inquired eagerly.

"All dead, and woe to the people of these parts," the other replied. "I walked among a herd of carcasses this very morn, numerous as ants upon the ground, not ten miles distant from this very place. No doubt the plague fell upon the beasts. The stink of them still hangs upon my clothes."

With that the hunter sat quietly for a moment, thinking of what the traveler had told him. In his mind he saw the possibility his family might indeed starve. But he also knew starvation could be prevented if he chose now to follow a determined course of action. He would need a new plan for finding alternate food sources. If he returned home immediately, they would still have time to plant a garden and get a harvest in before winter.

Once the garden was planted, he could embark on a search for a new, productive hunting ground. Or he could journey to the great river to the south and learn how to catch the fish that were said to swim there in abundance. Perhaps, if need be, he could even move his family there.

As he pictured these things, the hunter began to think of new and more efficient ways of providing for his family. He would not be so dependent upon one source of food. Never again would his family face starvation- if one source failed, another would be there to take it's place. The hunter rose from his seat and looked at the traveler, who stared up at him in despair.

Can you see how the hunter created a new version of the story, and in so doing changed his belief? Of course it was true his family might face starvation, but it wasn't inevitable. It wasn't the only possible outcome, and therefore, by creating a new story, the hunter actually changed his reality.

Think about this in terms of your own situation. Try this exercise.

Earlier I asked you to write down two or three secondary beliefs preventing you from doing something you want to do. Now I want you to pick just one. Choose the one looming largest on your horizon, one presenting a formidable obstacle between you and some goal or desire. Now, for your exercise, create a new story, imagine a new version, and ENGAGE YOURSELF EMOTIONALLY by filling it with rich detail. You can try it first using our example from the workplace.

Remember the woman who was afraid to go to her son's school play? How would you create a new story in her situation?

Write your story down, or type it out. Either way, get it on paper- NOW.

Now, compare your answer with one I came up with:

"I need to be at my son's school play because that's where my priorities belong. I am the kind of person who chooses to put her family first. Being that kind of person makes me a better human being, and a better employee. My boss should recognize an employee with right priorities is happier, healthier, and more productive and

therefore more valuable to the company. But, even if he doesn't see it, it's still true. Consistently being the right kind of person is the best way to keep my career moving forward, with this company or any other.

"I will thoroughly enjoy my son's play. He will be paying the part of the lion- I can already picture him in his costume. His teacher will probably greet me afterward and tell me, in front of him, how well he did. I'll be so proud of him- and I'll tell him so. I'll even take him out for a snack afterward."

Notice the detail? It's very important- detail is what really gets your emotionally energy charged up. The more detail, the more effective your story will be. Was your answer close to mine, or entirely different? I would be interested to know what you came up with. You can email your version of the created story to me at tom@dealfiles.com.

How does the new version make you feel? The word that comes to my mind is empowered. How did the old version make you feel? Here it is again: "I shouldn't take next Friday off to go to my son's school play because my boss won't give me the promotion I'm due for."

I don't know about you, but I feel weak when I read it. A story filled with fear has a lot of negative energy and emotion attached to it. When you're thinking that way, you feel your motivation and passion being dragged down. Can you see how fleshing out a new story in your imagination, and filling it with detail, makes it both believable and exciting? It engages you emotionally and begins the process of changing your belief and supercharging your energy. You can apply this to any belief you choose. Try it and see.

Have you done it yet? If not, what are you waiting for? Pick a belief and re-imagine the story. Fill your story with detail and make it powerfully engaging. See yourself accomplishing the very thing you have been afraid to do, or didn't think possible. Take a few minutes and write your new story down. Keep it where you will read it daily, or at least weekly. Add to it as you imagine more detail, and don't be afraid to edit it- it's your story!

Step Two again is: ENGAGE YOURSELF EMOTIONALLY BY IMAGINING A NEW STORY.

Focus And Action - The Power Of A New Belief

Now that you have imagined a new version of your story, created a new outcome, and written it down, there remains only one more simple step to destroy your fear forever. Before I give it to you, I want to re-imagine the ending of our hunter's story (or is it really the beginning?), and see how he might apply this final step.

As he imagined, the hunter began to think of new and more efficient ways of providing for his family. He would not be so dependent upon one source of food. Never again would his family face starvation, because if one source failed, another would be there to take its place. The hunter rose from his seat and looked at the traveler, who stared up at him in despair.

"Friend," the hunter said. "Why do you look so downcast? All is not so hopeless as

you believe. Come with me to my home. Along the way we will reason together and devise a plan to defeat this famine, and keep it from injuring us or those we love. You will meet my family, and we will work side by side, you and I. Two are better than one against such a foe, and I am certain we will find a way to save ourselves, and many lives besides."

With that the pair set out, and talked much along the way. At nightfall they camped, shared a small meal, and spoke long into the night. They slept, and awoke refreshed and excited to see what the new day might bring in the way of new strategies and tactics to battle their common enemy.

Upon arriving at the hunter's humble cabin, they explained the danger to his wife. Together, the three prayed to ask God for strength and provision. Then, along with the hunter's children, they planted a garden and began to set traps. The two men traveled to the river and learned to fish from the people who lived along its fertile banks. Upon returning home, the hunter made plans to move closer to the river, after the harvest.

Here's another short exercise. Did you notice I left out the herd of elk at the end? Why did I do that?

Think about it and come up with an answer before continuing.

The answer in a moment. First, after reading the story you should now know the final step to eliminating your fear. It's also by far the most important. The hunter applied this crucial step to his situation, and you can too. Step three is...

STEP THREE

...FOCUS ON YOUR NEW STORY, AND TAKE ACTION TO MAKE IT REALITY

Even better...

...KEEP ON FOCUSING ON YOUR NEW STORY AND KEEP ON TAKING ACTION TO MAKE IT REALITY!

O.K., I'm cheating a little bit. This is really a two part step, but the two parts are inseparable- without focus your activity is like a shot in the dark, and without activity, focus accomplishes exactly zero. I'll explain what I mean by focus and activity.

Focus is the ability to take all of your thoughts, skills and energy and apply them to the attainment of your goals. It means engaging and directing your abilities, talents, creativity, and resources toward creating the outcome you desire. Focus is the most powerful weapon in your arsenal against fear.

Focus is also how you reinforce the emotion of your new belief with logic. As you are focusing, you will discover all the logical reasons you need to sustain your new belief and make it permanent. Logical reasoning supports what you believe, strengthens it, and motivates you to act on it.

When you are focused on creating a new reality, your next step is to DO SOMETHING. Activity is the actual effort you put forth to accomplish your objective.

Activity is not a one time, do-it-and-it's-over deal. Begin by acting in accord with what you have created and are focused on. Next, monitor the results, re-focus your resources, adjust your activity, and keep on acting until you create the outcome you desire.

Nothing of any value was ever accomplished without a consistent application of focused effort, motivated by a richly detailed story of what could be.

Building a home is an excellent example. Imagine you are a homebuilder. Would you begin without a blueprint? That would be ludicrous. A blueprint is nothing more than a richly-imagined, detailed story of the home you want to build. Armed with your blueprint, your story, you apply consistent, focused effort until your home is complete.

I promised to tell you why I left out the herd of elk at the end of the re-created story. You no doubt have guessed it by now- the hunter didn't need it. He richly imagined a new story, focused on it, and acted to make it a reality. Everything he needed, God had already provided.

Combine focus and activity in the pursuit of a goal you believe in, and you are virtually an unstoppable force. You may have to make adjustments as you go, but you won't be denied. Setbacks won't stop you, obstacles won't stop you, and fear definitely won't stop you. Why not?

Because you will be too focused and too busy to be afraid of anything. When you are focused and active, you are not thinking about your fear, you are thinking about overcoming all obstacles, and you are moving confidently in the direction of your desired outcome. A strange thing happens when you apply the principle of focus and activity. The story you created for yourself begins to take shape and become reality. As you make adjustments, the reality of your story may not look exactly like your original vision, but it will definitely not look like the thing you feared!

Focus, Focus, Focus

Here are some practical ways you can focus.

Study and learn- educating yourself in the area of your new belief is like sharpening your tools. The more you perfect your methods and techniques, the greater will be your focus, and the more effective will be your activity. As I mentioned above, educating yourself also supplies logic to reinforce your belief.

In the area of real estate investing, this means buying books and courses, listening to audio training, reading online blogs (like [Real Estate Investor Stories](#)) and message boards. Take advantage of the wealth of information available to learn the techniques and systems of those who have already accomplished what you want to do. Of course, [DealFiles.com](#) is a tremendous resource for learning how others have done it.

Interact- The term "networking" is greatly overused, but the principle is sound. You are not an island. Your interdependence with others can become one of your greatest strengths, if you cultivate the right relationships. Other's who share your interests and passions will help keep you focused and moving forward.

Interaction also helps add logic to your emotional fuel. When you see that others have been successful, your belief that you can do it is powerfully supported. On the other hand, if someone has failed, you can examine why and position yourself to avoid their mistakes. Either way, your belief is strengthened.

Join your local Real Estate Investor's Club. Nearly every major market has one. If your's doesn't, why not start one? Get to know the active investors in your area and meet with them regularly. Share stories and information. Help each other. Remember the hunter and the traveler? They didn't try to go it alone- neither should you.

Pray- Yes, I said pray. Some prefer the politically correct term, "meditate," but I don't. Prayer alone can involve God in our lives, and in fact He wants us to pray. Don't take my word for it- read Phillipians, Chapter 4, verses 6-7.

Come on, would it kill you to crack open the Bible? I realize a lot of people sort of seize up when I start talking about God and the Bible. Isn't it weird how I can write almost ANYTHING else, but mention prayer, God, or anything remotely related to Christianity, and it's like the thought police arrive and tell you to shut your brain down. Is it at least POSSIBLE the Bible might have something worthwhile to say to you? I encourage you to open it up and see for yourself.

Prayer invites God into our lives. He alone knows our true potential, and the plans He has for us. if you read nothing else, I strongly encourage you to read Jeremiah, Chapter 29, verse 11.

Those three things, learning, interaction, and prayer, will help you focus more than anything else you can do. Focusing leads directly to activity. It's almost impossible to be focused on creating a new story, and not start acting to make it a reality.

Step Three again:

...KEEP ON FOCUSING ON YOUR NEW STORY AND KEEP ON TAKING ACTION TO MAKE IT REALITY!

Create It, Believe It, Live It!

You are an efficient mechanism, body, mind, and spirit When your spirit creates, your mind focuses, and your body begins to act. It's all very natural once you provide the fuel of imagination and emotion. God designed you to be a goal oriented individual. Consider carefully your creative potential before you decide to unleash it. In unsteady hands, it is a dangerous weapon.

I say that with my tongue only partially in my cheek. Think and pray about what you purpose in your heart to do, because when you faithfully follow the steps I have outlined, you WILL ACCOMPLISH IT. Make certain before you begin it is a worthwhile goal, and what you truly desire. Does it line up with your ethical and moral convictions? It pays to give this some serious thought. That, however, is the subject for another report.

For now, let's summarize the three steps we've learned for destroying fear.

1. Understand that FEAR IS A FEELING BASED ON A BELIEF.

Ask yourself, "Is what I fear inevitable?"

2. ENGAGE YOURSELF EMOTIONALLY BY IMAGINING A NEW STORY.

Rich details provide the fuel for your engine!

3. KEEP ON FOCUSING ON YOUR NEW STORY AND KEEP ON TAKING ACTION TO MAKE IT REALITY.

Focus your resources; learn, interact and pray; act to make it reality!

These are three very simple steps anyone can take. The question isn't can you, but will you? The information is in your hands now, which makes you responsible for what happens next. Why not pray right now and ask God for a vision, a focus, and the strength to fulfill it?

Here is a final way to summarize what we have learned. Create it, believe it, live it! Do that, and you'll have no room left for fear!

Now, go make more offers!

No portion of this report may be copied, reprinted, republished, or disseminated in print or electronically without the express written permission of the author. If permission is granted, this text must be included in any copy, reprint, republication, or dissemination. © 2006 by Tom Dunn Website: www.dealfiles.com email: tom@dealfiles.com