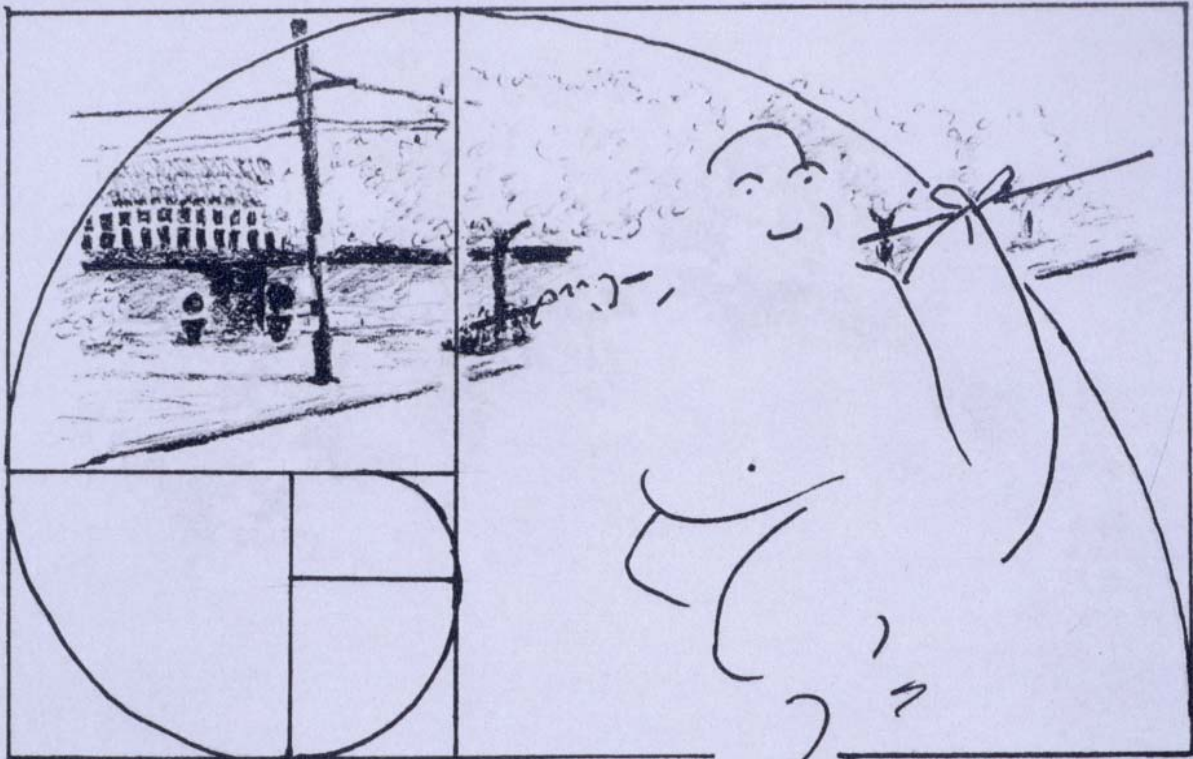


The Wholesome Entrepreneur

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4/25

RETURN TO THE WORLD

Willie 8/2003

The Wholesome Entrepreneur

**One Dozen Life-Giving Secrets on
How the Wise Entrepreneur
Sustains and Nourishes Body &
Soul While Caring for a Business**

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About the Cover Art

Over 1000 years ago Zen masters created a series of drawings to illustrate the path to enlightenment -- the **Zen Ox Herding Pictures**. It comprises a series of ten drawings hundreds of years old that illustrate our progressive journey towards enlightenment. The first six are about finding and mastering the Ox, the latter ones deal with the various end points of enlightenment.

My etching is a contemporary version of the tenth image wherein the sage/ holy fool, fully enlightened, returns to the world to be of service. This poem from the Zen Ox drawings accompanies the drawing:

Barefoot and naked of breast

I mingle with the people of the world.

My clothes are ragged and dust laden,

And I am ever blissful.

I use no magic to extend my life;

Now, before me, the dead trees become alive.

May we all be so gracious!

This story exemplifies the highest form of the hero/heroine journey. The hero/heroine goes forth into the world to find a precious gift that restores the village to wholeness. He/she struggles, gains the prize, and finally returns to the world.

This is your journey, too. May he/she mentor you, too.

Here's What You'll Get from Your Journey

You're about to learn 'secrets' that most entrepreneurs will never know about how to *really* sustain and nourish body & soul while caring for a business ...

"Give me one day and I'll show you how to have a rich, rewarding, life connected to the Sacred while running a business."



As you carefully read through **The Wholesome Entrepreneur** you'll discover one dozen secrets like ...

- What a Zen master from the 6th C has to say that will change your life.
- The ultimate perspective clearing device
- How to gain inspiration to solve any problem in your business...
- Where to find true joy in your business.
- How to have unlimited energy for life.
- How to be in alignment with the Sacred and feel supported in all you do.
- And much, much more.

Enjoy your journey.

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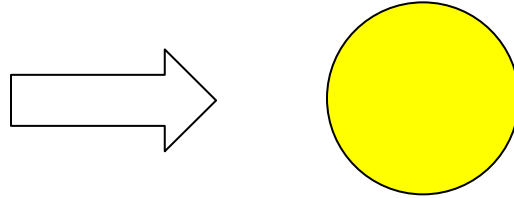
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You Are Here



You know the little arrows on maps at malls and subways that let you know where you are on the map? This section serves that purpose.

Because I don't think you really know where you are. So, let's get oriented...

Jobs are easy even when they suck. Go to work, follow directions, do what you're told, go home. Easy.

You may want something more from your life, yes?

You also want to give more to life, right? You want to make a difference.

You want to express your soul and make a heart-satisfying living. Obviously you do, that's how you got to this book, right?

You want to choose your own hours and choose where you live and how. Right?

Here's a definition of success I like and will use for this book.

There is only one success -- to be able to spend your life in your own way, and not give others absurd maddening claims upon it. -- Christopher Morley

First, Recognize You Are an Entrepreneur

An entrepreneur is somebody who initiates or finances new commercial enterprises. You will be doing both of the things.

Don't you just love the word – initiate? It conjures images of strength, will, and creative chutzpah.

You are engaging in a risk taking adventure that can be of immense benefit to the whole world, even if you fail. Just attempting to live a dream helps others.

I want to help you succeed though. That's what this book is for.

I want you to get how much I admire you for even thinking of starting your own venture. (Notice the word – venture? It's similar to adventure, yes?)

You're a rare breed. Only one in ten create his/her own business.

I admire your courage and your creative juices.

Now as to your soul...

Secret 1 -- The Ultimate Perspective Clearing Device

When you're in the thick of it, you will be tempted to sell your soul, or at least a little portion of it. It won't seem like a big deal, but it will be.

Later, we'll talk about the twin demons that haunt all entrepreneurs – Greed and Fear, but for now you can use this muscular challenge from Zen to regain your perspective and to save your soul. This will let you smile at your loved ones, sleep through the night, and carry your head high.

Death is certain.

Time of death is uncertain.

How then to live your life?

Use this to remind yourself of who you are and what your life is all about. Watch **It's a wonderful Life** with Jimmy Stewart again if you want to drive the point home.

Experiment: What would your life be like if you contemplated those lines every day?

I promised you one dozen secrets – but before I jump into the rest of them, let me tell you where I come from.

I have made all the mistakes I am urging you to avoid. We all learn from experience. Your own experience takes time and hurts more. Learn from mine, please.

You can of course skip this section and jump ahead to the secrets.

My Story

I have run my own therapy practice for more than three decades and I have been writing newsletters and such in print and on the internet since 1983.

Am I successful? Remember the definition?

There is only one success -- to be able to spend your life in your own way, and not give others absurd maddening claims upon it. -- Christopher Morley

By the definition above I am a screaming success. My soul is intact. I am happy. I have supported my wife and two kids. I own stuff. More important than having stuff, I have TIME. Time, as you know, is the big prize.

It's been so long since I've had a job, I am basically unemployable.

An advantage I had that you can claim, too, is that I had to earn a living doing what I loved or get a job. Yikes! I had two children and a wife to support. No options.

That leads us to **Secret 2...**

Secret 2 – Have Something at Stake

Set up your life so that you have no option but to succeed. Act as if your life and your business were a fun game. Design a game you can win.

Ask yourself how you can put something at stake.

The simplest thing for me was to realize that if my business didn't support my family I would have to get a "real" job. Even today, after more than thirty years, when my practice slows for some reason, I freak, and start to think I might have to get a "real" job. Yikes!

I remind myself of who I am, and the fear passes. The practice fills again. Life continues to unfold.

Exercise: How can you set up your business situation so that you must succeed? Figure that out. What's the cost of failure? What's at stake for you?

If you have nothing much at stake, you won't get very far.

Wanting to be rich, by the way, WILL NOT DO IT.

Games have prizes, rules, and obstacles. Your business will provide all those things. What prize can you use besides money? Self esteem is a good one. Helping others is, too.

What's at stake for you? Make it up. Pretend. Make a game of it. What game could you play that would engage you body and soul?

I like fairy tales. Use them to help imagine your hero's/heroine's journey. Pretend to be someone on a hero's journey/heroine's journey.

Obviously, it is the truth, you are on a hero's/heroine's journey, you may not know it though.

**Life is either a daring adventure or nothing at all.
– Helen Keller**

True Fact – In the state of Washington, many people graduate from their arduous training to be massage therapists. Almost none end up supporting themselves.

Why? Nothing at stake.

Stereotypically, many graduates are supported by their husbands.

One friend with three school-aged children had to earn enough to replace her husband's salary and support them all so he could start his own business.

They had something at stake -- his sanity, happiness, and soul.
What's it going to be for you?

By the way, she succeeded and her husband started his own business and his dream business is prospering well. Very cool. What great role models they are for their children.

Secret 3 – Harness Failure & Persist

Now, about failure...

You will fail tons. Tons. That's good. That's necessary to learning. The other secrets will help you to handle your failures.

Don't worry about failure, just keep going. The only real failure is stopping.

Failure is the condiment that gives success its flavor. – Truman Capote

A good experiment always tells you something whether it's a success or a "failure". Thomas Edison said after the one thousandth attempt to find a filament for his electric light bulb, "I now know 1000 things that don't work."

He persisted, and I type now by the light from his bulbs.

Just keep going.

Getting rich quick does happen, but not often.

Persistence is lord. Persistence is reliable.

Nothing in the world can take the place of Persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a

**proverb. Education will not; the world is full of
educated derelicts. Persistence and
determination alone are omnipotent. -- Calvin
Coolidge**

Secret 4 – Your Time

One of the ways that jobs are easy – your boss tells you what to do, when to do it, and in the hell of flaming micromanagement, how to do it.

What will you do with your time?

By when will you do it?

How will you do it?

Not so easy to answer these issues when you're making it up for yourself.

You have the same number of hours to spend as everyone else. How are you going to use this most precious resource?

Remember the metaphor of a game. Many games have time limits. Make up deadlines that work for you. This book has a deadline. January 4th I need to submit it to Suzanne Burns for Joe Vitale's book rollout. It's just a game.

If I miss the deadline I still have a great book I can sell or do other terrific things with. I find the deadline helps me to accomplish more.

What works for you?

You may have a day job while you build your internet empire. You may not. I urge you to plan your time with an eye to what is sustainable. What pace can you keep up over the long haul?

I have worked with Microsoft employees over the years. When the company started out, there was a culture of work until you drop because you're going to be a millionaire in a year and a half. I've

worked with several of them. They worked. They dropped. A few were millionaires for a time.

As time went on, fewer people at Microsoft became millionaires in the year and a half, but the culture didn't change. People did drop, went nuts, divorced etc. Their work load wasn't sustainable.

Joe Vitale is famous for the notion – “Money loves speed.” True enough. But take care of yourself along the way. Remember the universe will take care of you if you let it.

When inspiration arises, when the muse calls, or opportunity knocks, certainly, act, move the energy, start the project – AND take care of yourself.

If you are like me, you were taught these ideas mutually exclude each other. They DO NOT. The universe will wait.

If you act from scarcity, saying to yourself, “If I don't do this someone else will beat me to it.” You act from fear. This will harm you. Trust in the sacred calling. (See **Secret 11 – Make Friends with the Demons, Greed and Fear.**)

Opportunity only knocks once. True or False?

Yes. This opportunity may only knock once, but you have an infinity of opportunities. Really. And the universe will wait.

I'll show you how to find inspiration and opportunities in later secrets.

Decide what is sustainable for your life. What pace can you maintain over the long haul, perhaps, for years. Not just grind through your days, but have fun with your projects and with your life.

Read on for some simple ways to achieve this priceless balance.

Secret 5 – If It's Not Fun, It Won't Get Done

Keeep it fun.

If it's not fun, it won't get done.

True, yes? You know yourself well enough to know the truth of this. You can only push yourself to do odious task so long. Go for what you love.

Many Americans especially believe that work can't be fun and inspiring. Fun is BAD. It is unholy. It's a lie and it does not serve you.

You do not have to do something you don't like in order to make it.

On the other hand, it's a fact that play is one of the most powerful ways to get inspiration.

Inspiration will not come unless your right brain – your creative side of your brain is engaged. Play is one way to get there.

Your Entrepreneurial Time Schedule

For daily help I recommend you get [Simpleology– The Simple Science Of Getting What You Want](#) by Mark Joyner. It's free on-line.

⇒ <http://tinyurl.com/rt9hz>

I have found it surprisingly useful.

This program has such merit that I have replaced my other planning tools for this one. For that's what this is – a great planning tool for getting what you want in life.

The big axiom in life coaching is:

Do more of what works and less of what doesn't.

Simple? The hard part is noticing what works and deciding to change. **Simpleology**, and any good coach, helps you to do these very things – notice, observe, decide, change, then continually refine the process.

Because **Simpleology** performs so well for me, I recommend it to all my private clients and now to you dear reader.

I think it is especially useful for people making big shifts in their lives. I used it to launch my private member web site, **Body & Soul Mentor**, in record time. The process would have taken twice as long without it.

Mark Joyner, the creator, claims you will double or triple your effectiveness. I agree. And that's no small accomplishment in my case. I was already disciplined, focused, and effective.

The training program consists of written material, recorded material, short Power Point lessons of about 3-5 minutes, and amusing quizzes.

I do recommend you follow his directions and do all the steps. I did. **Simpleology** works best when you do the whole package.

To my surprise, it is fun. Get into it, and it's a hoot. More good news...

Simpleology is a free program, and they will invite you to purchase what I bet you will discover to be valuable products along the way. I can and will say that I have gotten good value from everything of Mark Joyner's that I have used. Furthermore, Mark Joyner teaches and acts on the principle of the 100% money back guarantee. You will have nothing to lose by trying his offers.

You can get it all [here](#) = > <http://tinyurl.com/rt9hz>

My guess is [The Simple Science of Getting What You Want](#) will change your life and help you hit your targets. I am excited about what it is doing for me -- Better focus, fewer distractions, more oomph, confidence and excitement.

First, Plan Your Free Time

Put your free time into your schedule first. I know, it feels as sinful as eating desert first, but trust me, it works.

Again, Americans are the worst offenders of this. We don't really take time off. Our time off has devolved into a long weekend. We think that's enough. IT IS NOT. A weekend does not rest the brain. You can't compress real play, joy, and Life into a weekend.

One of my early mentors suggested that you are smartest about free time when you are returning home from you current vacation. Book your next free time then.

Another mentor countered, have your next free time booked and planned before you leave for the current one. I obey this suggestion.

I discovered that working eight or nine weeks in a row, then taking two off keeps me most efficient, most right brain optimized. Happiest. I've been scheduling my life this way for years now.

When I started it looked impossible, and I was sure I was B A D. I suffered from some trickles of guilt. The only person I never told about my entrepreneurial free time was my workaholic father. I couldn't admit to him I was taking SO much time off. (He didn't really retire until he was 83.)

Oh, well. I still took the time off and continue to do so.

You be brave, too. Find something that works for you.

In the fairy tale, **Goldie Locks and the Three Bears**, remember Goldie Locks' discovery – not too much, not too little, but just right.

How much time off can you take. Eventually, I suggest you target 150 days off per year. (This includes weekends if you take them off.)

If you don't put them in your calendar you won't take them off. I put them in my calendar a year ahead. I honor those dates. The rule is: If I have to change one of those times for work. I need to carve out an equal time elsewhere.

Ask me – I can tell you when my next Sabbatical is and where I will be going. As I write this book, my next free time will be in March in Mediterranean climate of Santa Barbara, CA.

Secret 6 – Go with the Flow and Stay There

If when you perform work you love, expressing your gifts and your native genius, you feel fully immersed in what you're doing, you feel energized and focused, and you experience success in the activity, then you are experiencing being in flow.

Psychologist, Mihaly Csikszentmihalyi, has studied the field of happiness for years. I know you have experienced this state of flow countless times certainly. My observation tells me the magic of flow comes when and because you live in the present moment. All flow experiences share that core feature of living in the present.

Here's what Mihaly Csikszentmihalyi (pronounced Chic Sent me high) says characterizes flow:

- **Clear goals** (expectations and Guidelines are discernable).
- **Concentrating and focusing**, a high degree of concentration on a limited field of attention (a person engaged in the activity will have the opportunity to focus and to delve deeply into it).
- **A loss of the feeling of self-consciousness**, the merging of action and awareness – you forget yourself.
- **Distorted sense of time** - our subjective experience of time is altered.
- Direct and immediate **feedback** (successes and failures in the course of the activity are apparent, so that behavior can be adjusted as needed).
- **Balance between ability level and challenge** (the activity is neither too easy nor too difficult).

- A sense of personal **control** over the situation or activity.
- The activity is **intrinsically rewarding**, so there is an effortlessness of action.

Not all of these need be in place for you to feel flow or to be in the present.

Again, when you live in flow, you live in the moment. You live in Presence. I want you to live in flow. I want you to live in Presence. Presence is the Kingdom of Heaven, Paradise, Buddha Mind.

This is the home of inspiration and opportunity.

Organize and structure your life in ways that flow becomes easier to achieve and to maintain. Use the criteria above to steer yourself. Use your own positive experiences and memories, too. Ask yourself, “What has worked for me in the past?”

Remember Goldielocks – her porridge was too hot. It was too cool. She kept fiddling until she found the porridge that was just right. You can do this in all areas of your life.

Play. Experiment. Get into flow.

Sometimes your negative experiences shine light on your path, too. Whenever you fall out of flow, examine what happened. What role did you play in that experience?

When I work with clients, usually I find what knocks them out of flow is forgetting to rest and be quiet. Not getting enough support. Not eating well.

When I drop the fundamentals, I drop out of flow. Don't worry about it. Just put those first things first again.

(My books, [Simply Serene - Four Amazingly Powerful Ways to Be Instantly Alert and at Peace](#) and [Looking Deeply Into Presence -- Solve Problems, Make Critical Decisions, and Create an Extraordinarily Rich Life](#), will show you all you need for diving into Presence.)

Secret 7 – Eat Like an Olympic Athlete in Training

In my youth, I went into “training” during the various sports seasons I participated in. That meant that I ate marginally better and didn’t drink beer.

Along the way in my therapy practice, I noticed I never had an off season. I eat as if I was in training all the time because I am. (I’ll talk to you more on training in the next secret.)

You probably want to feel fit and energized all the time. Eating well can fuel your energy. Eating poorly will be your poison. Please do remember, everyone is different. One man’s meat...

Find what works for YOU. In the meantime, follow these guidelines – they have been well researched over decades.

Guideline 1 - Quit eating crap.

Admit it. You already know the foods that make you slow, stupid, and sluggish. You know what foods are junk for you personally. Quit eating them.

Nightshades cramp my gut and make my joints hurt.

Here’s a guideline or two if you’re in denial.

If you eat or drink it and you have less energy the next hour or the next day, then it doesn’t work for you. Quit it.

If your nose runs, your throat clogs, your gut cramps, you gain weight rapidly, or you have constipation or diarrhea, then those foods don't work for you. Quit them.

Here are some likely foods to put to the question.

- Sugar
- Chips
- Dairy
- Wheat
- Fried foods
- Refined carbohydrates
- Refined foods.
- Alcohol
- Caffeine beverages
- Chocolate – I know. Chocolate is from God, but pay attention anyhow.

Diana Schwarzbein, author of **The Schwarzbein Principle**, says if you didn't pick it up off the ground, off the tree, or out of the garden, then it's refined.

Listen to your body. Listening to your body could be a profound secret just on its own.

If you monitor how you feel, your body will tell you what to eat and more directly, what not to eat.

Guideline 2 -- Eat five or six small meals every day.

Trust me this works. I know it sound impossible to manage, but your body is designed to work this way.

When people do this, they have good energy all day and never feel slow, stupid, and sluggish from over eating. Your digestion will improve dramatically.

Guideline 3 – Balance your carbohydrates and your protein.

People get into fights over the details on this one. Don't get caught in the details unless you like wrestling. Keep it simple.

This useful tool will tell you how many grams of protein you need a day if you're male =>

<http://www.getrolling.com/orbit/zoneCalcMale.html>

And, if you're female =>

<http://www.getrolling.com/orbit/zoneCalcFemale.html>

You fill in the numbers they ask for and your activity level – sedentary through heavy daily weight training.

A simple rule of thumb is divide your weight in pounds by two and eat that many grams of protein per day.

Example: 160# / 2 => 80 grams per day.

Or for kilograms of body weight, eat that many grams of protein.

Divide that into 5 meals and you get 16 grams. About a ½ cup of cottage cheese.

Eat the same number of grams of carbohydrates and you're set.

You can Google carbohydrates or protein amounts to find how many grams of protein or carbohydrate different foods have. You may be overwhelmed by the data. Keep it simple.

Read one of these books to get a feel for it. Reading more than one book will just add stress to your life. Keep it simple.

- **The Schwarzbein Principle**
- **The Zone**

- **The South Beach Diet**
- **Body for Life**

Guideline 3 – Eat veggies with every meal.

This means low carbohydrate vegetable. Frijoles or corn don't count as a vegetables. Sorry.

You want to eat vegetable because...

- They taste good.
- They satisfy the need for crunchy foods thereby keeping your from eating crap (chips).
- They slow the absorption of the carbohydrates into the blood thereby giving you energy over longer periods. More energy = good.
- Fresh veggies are alive. Alive is good.
- They are colorful.
- They're fun to cut up with a sharp knife.
- They are a wonderful source of fiber that keeps your intestines happy.

Try to consume a wide variety of veggies. I tend to eat carrots, celery, onions, and lettuce because I like them and they're easy to prepare. I continually attempt to expand.

What about Vitamins and Other Supplements?

Again more controversy. I recommend good daily vitamins and a protein supplement. It makes it easy for me to get my six small meals this way.

You can find good prices and easy delivery for Vitamins etc. at Vitacost

⇒ <http://tinyurl.com/2wllr6>

Secret 8 – Train like an Olympic Athlete

Train like an Olympic Athlete? Well, not really, but I want you to adopt that attitude. Start to think of yourself as an athlete or a Celtic warrior. Think of yourself as a hero/heroine.

I don't care if you have never had a good relationship with exercise before. You are a born hero. You have millions of years of evolution preparing your lovely body to be strong and fit well into your eighties.

Getting fit will change your life. You will feel good about yourself and you will have tons more energy.

The Greek ideal was to have a strong body and a strong mind. I recommend this for you too. Today we honor the scholar athlete. Again, think hero/heroine.

Examples: Stallone in **Rocky**. Sigourney Weaver in **Aliens**

I want you to **exercise vigorously six or seven days a week the rest of your life**. Yes the rest of your life. You do want to feel good the rest of your life don't you?

Start with a walk around the block first, if you're not used to this. Slow and easy wins the race. Stick with the principle of what's sustainable and maintainable. Just keep increasing until you're at the desired level.

In your entrepreneurial business, your mind, your energy, and your heart is all you really have to offer and to sell.

Exercise is required to keep your "money maker" working properly. That's the negative side.

The positive side...

When you're fit, you have way more fun in your business and your life. If you have children, you need to be fit to fully enjoy them.

Here's another one – Exercise triggers repair processes in your body, triggers healing.

That should wake you up. No exercise. No repair. No healing.

Your body constantly breaks down and dismantles old tissues. But it won't build new tissue unless you exercise. Exercise is the trigger. Much of what we call aging is simple the body not rebuilding.

Exercise and rebuild. Exercise and stay young.

Harry Lodge describes this beautifully in his master works, **Younger Next Year** and **Younger Next Year for Women**. (Read my review in Appendix II.)

Fitness is easy. As Nike has been telling you for years, "Just do it."

"When do I have time?" you scream, or is it whimper.

Go back to the time management section. You're an adult. Figure it out. My exercise, like my time off goes into the schedule first. I don't have to debate it each day. I just do it.

If you can't figure this out, forget having your own business. Get a job.

Remember you will feel great. You'll be way smarter. Your brain will burst with great ideas. You'll be tireless.

Studies have shown that most people do best by working out first thing in the morning. By doing best, they mean that you feel good all day long. Maybe more importantly, people tend to sustain the morning practice over time.

How many people do you know who start and then quit after a few days? Really, commit to sustaining the practice the rest of your life.

Just make a decision. Persist in it.

What Do I Mean by Exercise Vigorously?

Keep up some kind of aerobic exercise such as cycling, walking briskly, or running for 45 minutes. Break a sweat. Do this six days a week to start.

Then add in some weight training or other form of strength training. You can replace two of the aerobics with weight training. You can do more strength training but be sure to keep at least four aerobics workouts per week.

I ride my bike 5-6 days a week and lift weights 5-6 days a week doing something every day.

All of this will improve your quality of life. You'll have more energy for playing and for working.

As I've hinted at before, your mind will be much sharper.

Watch for this Surprising Benefit

Here's a big secret. When you exercise your chattering mind tends to quiet down. You become much calmer. Stress melts. Then do you know what happens...

Your subconscious mind starts to hand over to you inspirational nudges and ideas that lead to your next breakthrough product or service. You miraculously have the solution to a problem that has been bugging you.

One of the Fortune 500 companies recognizes this principle and places notepads all over their in-house exercise facilities including the locker rooms and next to the showers.

You do the same. Have paper or recorder around to capture your inspirations. If you don't, they will melt away in seconds. Capture your gems.

Secret 9 – Eat Breakfast with Jack

You need trusted companions on this journey of yours. The very word companion summons great imaginings of true friends. And the word can be broken up – “com” meaning with. “Pan” meaning bread. Break some bread with true friends.

Jack and I have been having breakfast most Thursdays for 14 years.

Morris and I meet weekly for the last 14 years or so.

I enjoy breakfast with Dick every three weeks or so depending on his extensive travels.

A single conversation across a table with a wise man is worth a month's study of books. -- Chinese proverb

Do have a great relationship with your spouse. But you need friends too, especially, same gender friends. The spouse role differs from the best friend role. Don't confuse them. It's a different job.

A walk and talk is especially suited for men. I walk and talk with my male friends. I find it works well when meeting with my female friends, too.

I can't speak for women on the matter. I know many who walk and talk together. Play with it. Find out what works best for you.

If you're an extrovert, you may want to meet in a group. If you're like me, an introvert, you like your friends one at a time.

Mastermind groups are great for some. Because of my introversion, I like masterminding in a sequence of people one at a time. I am able to have the same benefits as a mastermind group in this kind of sequential conversation.

My conversation continues from one person to the next. I get to test ideas. I get to make promises and to be held accountable. It's good stuff.

Get Mentored

Friends form one resource, but you may also want to be mentored. I do.

I get mentored by a couple of gifted healers. I see them each once a month.

My newsletter that you'll automatically receive because you got this book serves as one way to be mentored. The newsletters address being whole in one way or the other. They support you.

If you unsubscribed and want to try again, go here to get my newsletter and **The Eight fundamental Secrets to Living Well**.

<http://www.bodyandsoulmentor.net/get8secrets.html>

Naturally, my website, www.BodyAndSoulMentor.com provides other good mentoring tools. Take the free tour to find all the FREE goodies.

I also have a few openings for private mentoring by phone or in person at my Seattle office. Email me at William@BodyAndSoulMentor.com or call 206.328.2073.

You may want to find mentors in your specific field. Shop around and choose wisely. You want to feel safe, nurtured, and appropriately challenged.

Secret 10 – Quit Watching TV

Fact: TV sucks your soul and leaves you dry. Researchers have measured it. For each hour of TV watched your soul loses three milliliters of sacred juice.

TV is the antitheses of stillness. Stillness is the gateway to God, joy, and happiness.

TRY THIS: Sit down before the TV with it still turned off. Assess your energy level and your level of peace and serenity on a scale of 1-10.

Watch two hours of TV and note the difference. Note: Stupefaction or brain numbness does not equal serenity.

With the exception of uninterrupted programming, it doesn't make much difference what you watch. I find laugh tracks the most disturbing and draining.

Funnily enough, I can sit and use the same device, a television set, to watch a video and I experience none of the soul drying that TV broadcasts produce.

I conclude the damage comes from the content and not the electronics. Perhaps, there are evil spirits in the air waves, but I don't think so.

TV, of course, distracts you from you journey and almost never helps you towards your goals.

Have You Ever Met Someone Who Didn't Own A TV?

They are rare. The very idea of not owning a set freaks most people out.

Recently, I had my hip replaced. I asked my family to cover up the TV in the hospital room because it was a black eyesore. They covered it with a bright yellow towel.

Holy moly, judging by the response of nurses etc, you would have thought I was burning bibles.

Get Inspired

Use the machine to be inspired. Watch hero stories, love stories, compassion stories, and by all means humorous stories. Choose films wisely.

Secret 11 -- Make Friends with the Demons, Greed and Fear

**Chase after money and security
and your heart will never unclench.
Care about people's approval
and you will be their prisoner.**

***Tao Te Ching* by Stephen Mitchell**

This little verse from the 2500 year old **Tao Te Ching** says it all. Greed and Fear are really two faces of the same demon. Greed only exists because of fear. Stop and think about it for a moment, you'll see why, surely.

I want you to have your heart open and happy. Don't chase after money. Security only comes from being connected to loved ones and to the Sacred.

Love.

Pursue God.

The reason I suggest you make friends with these demons is that they will be visitors to your hearth and bed often. You know... especially at 2:00 AM local time.

I have long stated.

**If you want a powerful spiritual practice, perhaps
the most powerful, run your own business.**

Here's an example from one of my beloved patients.

While still in his late twenties, Alan inherited a used car lot from his father.

Here's a typical spiritual, ethical, Golden Rule problem he faced. He buys a car from someone at a fair price only to find afterwards the car had serious hidden problems. (Does the story change if the seller knew of the problem? Ponder.)

He could pass the car on "as is" with the problem still hidden and make a profit. He could sell it for the same amount he paid for it. He could fix the car and sell it at a loss.

Can you see how the demons might be whispering in your ear at this time? If not, start your own business and discover the truth about yourself.

Choose the golden rule.

Choose the high road.

Choose love.

You're building a life of joy as well as a business.

Secret 12 – Be in Service to the Sacred

You may believe as many do that money can buy happiness. Sorry, it just doesn't. Poverty doesn't buy it either, by the way.

It turns out that up to a certain amount of yearly income, money does make a difference to your happiness. But it's a much lower number than you might suspect. Recent research indicates after \$15,000 per year, money doesn't make much difference in happiness. Really.

After that, happiness is about the soul's satisfaction, it's about your heart, not your pocketbook.

My long time friend, Joe Vitale, is making tons of money now. Is he any happier than he was in 1983? Not really. Don't get me wrong. He seems to like his toys, and he is certainly a very happy guy.

When we first became pen pals back in 83 or 84, he was a happy caring guy, he still is. His happiness has increased certainly, but it has come from loving. He is ever expanding his love.

Joe doesn't work for money. He freely admits he writes and produces for love of his readers.

The famous interviewer, Larry King, recently interviewed Ringo Star and Paul McCartney about the new Cirque de Soleil project – **Love**, based on Beatles music. Larry gets paid to ask the clueless questions, I guess. Here's what he asked Paul and Ringo, "Do you still make music because you need the money."

Paul responded by just rolling his eyes. Ringo came back in classic Beatle style by asking, "Larry, do you keep doing interviews because you need the money?"

Paul and Ringo and even Larry no longer do it for the money.

Paul and Ringo do it for love. Love is their enduing message.

Follow Your Calling

Paul and Ringo make music. They follow their calling, they follow their muse. They do what they love. They are what they love.

What is your calling?

My book, [The Magic Formula - How to Magically Attract the Life You Most Want](http://tinyurl.com/28gmm2), goes into some detail on how to uncover your calling. Get it now and benefit. (<http://tinyurl.com/28gmm2>)

For now, ask yourself, “What do I love.”

The answer to that question will open your heart and steer you in the right path.

Care about Something Bigger Than Yourself

All the religions of Abraham basically say the same thing – follow the Golden rule.

The Eastern religions start from the premise that we are all one. Caring for each other forms their core.

The Buddhist leader, the Dalai Lama summarizes his religion as the practice of kindness. Lovely that, yes?

Please, shun the fundamentalist claptrap of whatever religion you follow. You can tell the fundamentalist doctrine by power concentrated in a few men, where women are denigrated and suppressed, and tolerance and compassion for others is denied.

I talked about the hero/heroine journey throughout this book. My archetypal hero/heroine journey is the Grail Quest. The restoration

of the grail was not for money or glory, but for the restoration of the living land. It was to be a gift to the whole.

My quest can be stated as the quest to create a world that works for everyone – plants, animals, water, earth, air, and people.

My job is to follow the calling where it leads me. I don't have to do anything special. I simply need to be my authentic self. I need to just trust that I will be led where I am most useful at each moment.

When I follow my deep soul urges, my calling, then the world moves closer to being a world that works for everyone. Not surprisingly, my world works better for me when I live this way.

When you do that, too, the world gets better for everyone and for you personally. Trust what you're called to and who calls you. It will bless us all. I promise.

I ask, "To what can you give your heart?"

Where Can You Meet the Sacred?

You meet the Sacred mostly in silence. Your incessant mind chatter needs to quiet, before the deep stillness of the Present can be felt and seen.

You can find stillness in nature. Walk in nature by yourself.

You can find it in open hearted loving.

You can find stillness and timelessness in flow. Do activities where you flow.

Here are some specific ways to get present, to quiet your mind, to find God.

- Play music
- Listen to music

- Exercise
- Practice Taiji (Tai Chi)
- Practice Yoga
- Meditate

Did you notice that many of my offerings have to do with your body. The body, despite Saint Paul, is a lovely doorway to Presence.

For more tips on presence read my two books – [Simply Serene - Four Amazingly Powerful Ways to Be Instantly Alert and at Peace](#) and [Looking Deeply Into Presence -- Solve Problems, Make Critical Decisions, and Create an Extraordinarily Rich Life.](#)

Also, read anything by Eckhart Tolle about presence. You'll be glad you did. **A New Earth** is a good starting place.

Be Inspired

As I said before, TV is the antithesis of stillness. Avoid it.

You can be inspired by hero/heroine stories. Movies are the favored form of storytelling these days. So, watch hero/heroine stories. You'll find thousands of them.

Here is a current favorite of mine from the BBC that you may have missed -- **The Amazing Mrs. Pritchard**. Here's the summary:

Ros Pritchard is a charming and honest woman who becomes Prime Minister. She wants to relocate Parliament to make it more accessible to the masses. She introduces "No cars Wednesday" to tackle global warming. At the same time, she juggles the needs and demands of her increasingly frustrated family, which she fears is slipping away from her. With humor and charm, she takes a bold unflinching look at the modern political process, and the toll it can take on our leaders and their loved ones.

Read the Arthurian legend. I have seen no film that inspires me as the books do.

Friendly Resources

My ebooks [Simply Serene - Four Amazingly Powerful Ways to Be Instantly Alert and at Peace](#) and [Looking Deeply Into Presence -- Solve Problems, Make Critical Decisions, and Create an Extraordinarily Rich Life](#) will be terrifically supportive.

Both help you defeat the demons, greed & fear. And help you to be inspired and tap your genius.

Details –

[Simply Serene](#) => <http://tinyurl.com/mbd4x>

[Looking Deeply into Presence](#) => <http://tinyurl.com/os966>

My book, [The Magic Formula - How to Magically Attract the Life You Most Want](#), goes into some detail on how to uncover your calling. Get it now and benefit. (<http://tinyurl.com/28gmm2>)

My private member website www.BodyAndSoulMentor.com can be hugely supportive.

Look for the FREE material in the **Come Test Drive Section** at the top left sidebar. Certainly, take the tour.

You can get **The Eight Fundamental Secrets to Living Well** there and my free newsletter. Get inspired. Stay inspired. Inspiration is like food, you & I need a steady diet of inspiration to thrive.

You can find out more about private consultations or BodyTherapy with me at my website for patients and clients.

⇒ [**www.VitalArts.net**](http://www.VitalArts.net)

Blessings on your journey,

William

Appendix I – Spaceship Earth



Imagine a spaceship cruising through the vastness. It has no ports where it may dock for millennia. No ships will re-supply the life giving stores of food, water, and air.

How do you survive, indeed thrive, on such a ship? Pause and think about this.

What strategies would you put in place to assure that your great grand children to the seventh generation thrive.

Decades ago futurist and all around genius, Buckminster Fuller coined the concept of **Spaceship Earth**.

A spaceship with self-contained resources requires that the crew work together. It requires they be resourceful and resource conscious.

Clearly, you can see your circumstances in this metaphor.

The best of the green movement, the World Wide Web, appreciation of diversity, and the best of globalization find a home in this metaphor of Spaceship Earth.

Fuller wanted and I have adopted the goal of a world that works for everyone. (“Everyone” includes all life, not just people.)

Seventh Generation Thinking

When the wise leaders of the Iroquois nation made decisions, they considered the effects of each decision on the 7th generation that follows. How’s that for long range planning, eh?

This idea seems to give people a best chance at survival and a best chance at a truly wonderful world to live in.

What do you think?

You may not know that the US constitution was largely derived from the Iroquois Confederacy. Sadly, they left out some useful pieces.

Sustainability

What practices can you sustain indefinitely? For example: What is a sustainable level of burning fossil fuels? That is, what level can you continue to use fossil fuels and not run out, ever?

Answer, none. Because Nature ain’t making any new fossil fuels, of course.

That's where biodiesel comes into the picture. Is there a sustainable level for biodiesel? It depends on whom you ask. Remember global warming and depletion of soils. Think about robbing food crops to move trucks. Hmm.

What is sustainable? Perhaps, an apple orchard. Or maybe a field where the crops are rotated and the field gets to lie fallow and where natural ingredients are added back into the soil.

In my youth we learned that the Nile river, which flooded every year, deposited nutrients on the fertile banks. Was this sustainable? It certainly fed Egypt and much of the Mediterranean world for centuries.

Of course, the government dammed the Nile and now the floods have ceased. Can you guess what's happened to the productivity of the fields?

Did they get a non-fossil fuel source of electricity?

You can see it's not an easy question. It is a question we must solve. This area provides many of the really tough questions that the left-brain, sequential, analytical mind alone has failed to handle.

You'll need to **Upgrade Your Right Brain** in order to help. Engage your right-brain to think outside the box. (See **Upgrading Your Right Brain** below.)

The significant problems we face cannot be solved at the same level of thinking we were at when we created them. – Albert Einstein

What you can do –

When you make decisions, ask yourself and others these kinds of questions.

“Is this practice sustainable?”

“What is the impact on the 7th generation?”

“How does this move us towards a world that works for everyone?”

A variation –

“Does this move us closer to a world that works for everyone or farther away?”

Engage your right-brain to think outside the box. (See **Upgrading Your Right Brain** below.)

Resources –

Your best resource is your considered thought before you make decisions. Stop and consider whether your action is sustainable. Can you pay the price? Can we pay the price? Can your grandchildren pay the price?

For example:

On a personal level, I realized if I wanted to be happy and practice into my 70s, my work schedule wasn't going to be sustainable

That insight led me to radically modify my schedule of work – I now work eight or nine weeks then take a two-week sabbatical.

Appendix II -- Younger Next Year

When it comes to getting older, you think you know –

But guess what? You *don't* know. The point of this book is that *you do not know*. And you have the wrong picture in your head. You know what it meant for your old man and his father.., for your mentor and a few billion other guys. But the rules are changing. Right now. And your prospects are different. *Quite* different.

Harry--that's Henry S. Lodge, M.D., my doctor, my coauthor, my close friend--is going to give you enough of the new evolutionary biology in his chapters so that you can understand for the first time how your body actually works. It is going to be a revolutionary insight for virtually everybody, believe me. Once you understand it, and once you do some of the things that will seem obvious to you after that--why, you can choose to live like fifty until you're in your eighties. In your eighties, my man! We mean it. You may ski into a tree; that's a different story. Or you may grow a tangerine in your brainpan and be dead in the morning. Fine. But most of us really do not have to age significantly. For decades.

[Younger Next Year: A Guide to Living Like 50 Until You're 80 and Beyond](#) by Harry Lodge and Chris Crowley will make you hoot. I had to stop reading because my loud guffaws and appreciative chuckling disturbed Suzanne's needed rest as she recovered from her surgery.

This book is for men who are over 50 or think they may be over fifty some day. And for the women who love them. Presumably, the biology of women will benefit from the same suggestions. This book motivates men and doesn't try to motivate women, who require different conversations to motivate them.

Younger Next Year for Women -- the biology of decay and growth are the same for men and women. The motivations of feeling good are the same. Women are often smarter about health and taking care of themselves than men are. This book is as delightful as the one for men.

My brilliant research staff has now read the book and approves heartily.

Younger Next Year will change your perception on the biology of aging. We have it wrong, us male folks over 50. That's why he or you must read it and why it's so humorous. If you're a guy, you'll need the humor because the authors don't pull any punches. The reality of Harry's Rules (see below) leaves no weasel room.

Here's what you think you know: You turn sixty and your feet are on the slippery slope--the long slide into old age and death. Every year a little fatter, slower, weaker, more pain-racked. You can't hear -- you can't see. Your hips go. Your knees. And that great friend and amusing companion of your youth curls up and goes to sleep in your lap. Except when you have to take a leak, which is every half hour. You get petulant. Your conversation goes stupid. Your teeth are a bad yellow, and your breath isn't so great, either. You don't have any money. Or hair. And your muscles look like drapery. You give up. You sit there and wait. Go to the Nursing Home, get tied to a chair. Here's the graph:

The Mind Blower – We Have It Wrong Part II

When I was using Bill Phillip's excellent book, **Body for Life**, he suggested eating a bit more one day a week, your Free Day. Phillips and others believed that you needed to eat more so your body didn't go into a famine response, which would drop your metabolism and save fat stores.

This logical sounding thinking turns out to be dead wrong.

Listen up this is important; this is why you subscribe to this newsletter:

Harry goes into lovely, understandable detail explaining to you why this is so. It turns out your body takes its cues from exercise. It only reads one newspaper, and it only looks at the sports page. Did you exercise **hard** today or not? That is all it wants to know. It doesn't care how much you ate.

If you exercised hard, then it will repair tissue, cure disease, and build fitness, muscle, and strength. It turns on the immune system. You get healthier.

If you didn't exercise hard, it will just breakdown tissue **WITHOUT REPAIRING IT**. It will conclude from your inactivity that you are starving, and it will lower your metabolism and conserve your fat stores and other stores to help you survive the winter or drought that you must certainly be experiencing. Obviously, you would not stop exercising hard for any other reason.

Your body has no programming for an overabundance of food, high carbohydrate fatty food in particular, combined with sedentary behavior. 500 million years of perfection are nothing to mess with. Humans just need to get with this perfected program of the body's ancient wisdom.

See? Can you tell what a huge shift in thinking this is?

I knew I was in trouble with this review when I wanted to quote page after page for you. Just buy the book – read it. Laugh. Don't look for short cuts, they don't exist. Follow Harry's rules.

HARRY'S RULES

1. Exercise six days a week for the rest of your life.
2. Do serious aerobic exercise four days a week for the rest of your life.
3. Do serious strength training, with weights, two days a week for the rest of your life.
4. Spend less than you make.
5. Quit eating crap!
6. Care.
7. Connect and commit.