

**Welcome to
Taking it to the Next Level**

INTRODUCTION

TAKING IT TO THE NEXT LEVEL

This is your Captain Brian Maxwell speaking. Welcome to “*Taking it to the Next Level*”. Included with this fantastic voyage, you will find your personal copy of your in flight Program for Dynamic Personal Development and Success. This is a radical departure from all previous plans for personal change. Those who are expecting the conventional approach to motivational self - help, may deplane.

This plane is bound for a new horizon of increased thought and personal development. Since we will be flying high and fast, those of you who are accustomed to the slow, methodical approach to change may want to consult your physician. Since all of you are flying first class, your flight attendant will provide you with a scientific model for change that can be simple, rapid, predictable and permanent. You are entitled to great expectations. Sorry, no low expectations allowed on the flight. As we push away from the gate and make our way toward the runway, please notice your manual in the seat in front of you.

I am proud to say that I have placed in your hands a powerful matrix of strategies for obtaining extraordinary personal and financial advantage in the game of life. You can rest assured that the strategies contained in this program represent a radical departure from traditional self-improvement books, positive thinking seminars and motivational workshops. You have in your possession the most dynamic, leading-edge technology for personal empowerment, wealth creation, and success development ever compiled in a single text.

My motto is simple and consistent: to provide you with much more than you expect to receive and to provide you with much more than you could get elsewhere. As you read and listen to this material, you will be provoked and challenged. You will confront your beliefs, your attitudes, your values and your lifestyle. Then, if you choose, you will achieve powerful personal empowerment that will equip you for rapid and dynamic success.

This manual is a blueprint for permanently redirecting your life to abundant success, prosperity and fulfillment. These powerful changes will not occur subtly over a long period of time but, rather, will occur in many cases, virtually overnight. If you follow the model in this manual, you will win in a very big way. If you choose to ignore the strategies for success, the outcome will be unrewarding.

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For years, the strategies, formulas and interventions contained in this manual have been observed, dissected, categorized and defined in the lives of thousands of the most successful men and women from every facet of our society. Most of us have accepted the belief that knowledge is power. Unfortunately, that statement is just an illusion. Knowledge never has been, nor ever will be equated with power. Knowledge without the catalyst of action is simply information.

The material you have in front of you is based on a scientific model created by evaluating and measuring "actions" of highly successful men and women in business, sports, professions, theater, arts, etc. Because this information is based on scientific principles, you have every reason to expect results if you take the actions described in this manual.

The following study provides a commentary on the financial health of most people.

THE FACTS OF LIFE

1.) By the age of 65:

45% are dependent on relatives

30% are dependent on charity

23 % are still working

2% are self-sustaining

(Source: Social Security Administration)

2.) Fewer people are worth \$100 at age 68 than at 18. This is after 50 years of hard work.

3.) Eighty out of each one hundred people who reach age 65 do not have \$250.00.

4.) 93% of the people at age 65 who have failed financially say it was because of the lack of a plan.

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The whole purpose of this program is to provide you with a predictable model for success in the areas of your choice. In today's complex environment, it is imperative that you have a fail-safe success model to follow in order to avoid becoming a gnat on the windshield of life.

In addition to a success model, the order in which strategies are applied is a critical key to a successful outcome. This manual focuses on a process for success integrating key strategies and an order of implementation successfully applied in the lives of thousands who already enjoy the quality of life you desire. The models and strategies of this process are the result of daily and successful application of these strategies and principles by a group of dedicated consultants involved in self-empowerment and peak performance interventions who have brought beneficial change to thousands. Their work moved this process from the laboratory to the mainstream of scientific application and accomplishment.

The Taking it to the Next Level scientific model employs REVERSE ENGINEERING to provide permanent personal development in the shortest time possible. This approach identifies the "success" to be modeled and then determines the specific strategies that create the desired outcome. The exact order of these strategies is also identified. By contrast, the conventional corporate training approach addresses the question of "HOW?" as it relates to sales, prospecting, management, etc. This success model addresses the issues of "WHY?" It has been determined through the thousands of success cases studied in developing the model that the single most important component of success relates to the emotional considerations of "WHY" we want what we want or do what we do. And while it is critically important that we have goals, this success model focuses on the PROCESS of accomplishment, rather than on the goal itself. This approach will be discussed in detail later.

Focusing On the Process Is Critical

During the 1980's, Japanese manufacturing companies took control of major industries originally created in America. They did this by focusing on the PROCESS of achieving low costs and high quality. Unfortunately, at the same time, American companies lost out because they focused on their goal- profits. Small companies that focus on the PROCESS of achievement (i.e. customer service, quality, delivery, etc.) enjoy a strong competitive advantage over their big company rivals that do not focus on the process.

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The twelve strategies of the “Taking it to the Next Level” process are presented in this manual using a unique approach we call the "SPIRAL STAIRCASE." The twelve strategies are intimately related and achieve their power from the synergy they produce. For that reason, the individual strategies are best understood in their relationship to each other. The Spiral Staircase includes not only the specific strategies but the order in which each strategy is applied. As we ascend the Spiral Staircase, there is total integration of each preceding strategy, an approach that gives great power to the overall process.

The Taking it to the Next Level Process for Dynamic Personal Development:

Values and Beliefs

Your Compelling Futures

The twelve strategies of the Taking it to the Next Level Process incorporate all of the essential elements (in their "Chunked-Down" version) necessary to reach your Compelling Futures in the shortest possible time.

- **The Taking it to the Next Level Spiral Staircase**
- **Focused Imagery Visualization**
- **Time Management/Chunking**
- **Creating Compelling Futures**
- **Values and Beliefs**

Each of the elements and strategies of “Taking it to the Next Level” twelve Step process for personal development and dynamic success gains synergistic power as you progress up the Spiral Staircase.

The Taking it to the Next Level Process is a radical departure from conventional self improvement programs because it: Focuses on the "WHY?" questions, rather than the "HOW?" questions. It focuses on the PROCESS of accomplishment rather than the goal.

Uses REVERSE ENGINEERING rather than "trial and error."

Presents a new and integrated success vocabulary:

The words used by successful people are the words that support the dynamics of personal development. Employ words that do not have a history of failure and negative results to fuel change. This break-through process has been greatly aided by the contributions of consultants, writers and seminar facilitators who pioneered important elements of personal development and developed the strategies for rapid and dynamic success. These people include Richard Bandler, John Grinder, Michael Brooks, Les Brown, and Anthony Robbins to name a few. In expressing thanks to these people, I turn to the words Sir Isaac Newton used in 1676 to thank his own scientific colleagues, "If I have seen further it is by standing on the shoulders of giants." This program is designed exclusively for you. You are the focus of my attention and the object of this manual. Even as James Bond, "007," consults "Q" for the latest high tech tools to assist his

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mission, you will select, with our help, the specific changes that will ensure success on your mission to your Compelling Futures. Part 1 deals specifically with the re-engineering your ideas, thoughts and performance, and unites for you the strategies of permanent and reliable personal development.

Part 2 involves development of your Millionaire Mind.

You are provided with a scientific model presenting the strategies necessary for success in your own personal enterprise. These strategies will include the dynamics of improving your thoughts, how to overcome fear, wealth creation, the relationships of cause and effect, the art of effective communication and negotiation, and a powerful step-by-step approach to building a highly successful and profitable business during any economic conditions. Part 2 presents a model of the Millionaire Mind. This model will put you on the personal development warp-speed track to success.

While the information, models and strategies contained in Parts 1 and 2 apply with equal success and benefit to any individual in any field of endeavor, many years have been spent using these dynamic strategies to build efficient and highly profitable organizations within the network marketing industry.

"Ladies and gentlemen, a final word from your captain before take-off."

Just to demonstrate that you are truly headed for Destination Personal Development and Success Achievement and that you can expect dramatic results by following the instructions in this manual. I would like each of you to perform the following exercise popularized by many successful practitioners."

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Your Personal Test of an Taking it to the Next Level Concept

1. Stand and face forward. Extend your arms out straight in front of you (parallel to the floor) with palms facing down. Your feet should be flat on the floor and 4 inches apart.
2. Now, without moving your feet, rotate your body and right arm as far to the right as you can, allowing your left arm to follow.
3. Note where your right hand is pointing on the wall and keep this reference point in mind.
4. Without moving your feet, return to your starting position with your arms still extended in the original starting position.
5. Without moving, close your eyes and in your mind only repeat the exercise. Visualize the spot your hand previously pointed to on the wall; but instead of stopping there, visualize yourself going beyond that point and then returning to your starting position.
6. With your eyes still closed, mentally repeat the exercise, but see yourself going even further.
7. Once again, without moving your feet, open your eyes. Repeat the pointing process, rotating your body and right arm to the right as far as possible. **NOTICE HOW MUCH FURTHER YOU WENT THIS TIME THAN YOU DID THE FIRST TIME YOU TRIED.**

Most people will experience substantial improvement in their performance.

This is a clear demonstration of how your efforts can dramatically improve when your brain is given a specific command and you have seen in your mind, in advance, the desired results. Of course, understand that even after this flight you will still be a human being, living in a real world, with real challenges and real problems. We do not propose to eliminate all the learning experiences life has to offer. What we will do is provide you with strategies and resources to meet each situation in the most empowered way possible.

In order for you to get the most out of this manual, read it once through simply for content then, read it again and complete all exercises before moving on. The reason for this request is simple. As mentioned earlier, this process involves the Spiral Staircase approach to rapid and permanent personal development and each step up the staircase require full integration of the previous concepts. Space for your reading notes and completion of the exercises has been provided at the end of each chapter.

**"FASTEN YOUR SEAT BELT, SIT BACK,
AND PREPARE FOR TAKEOFF!"**