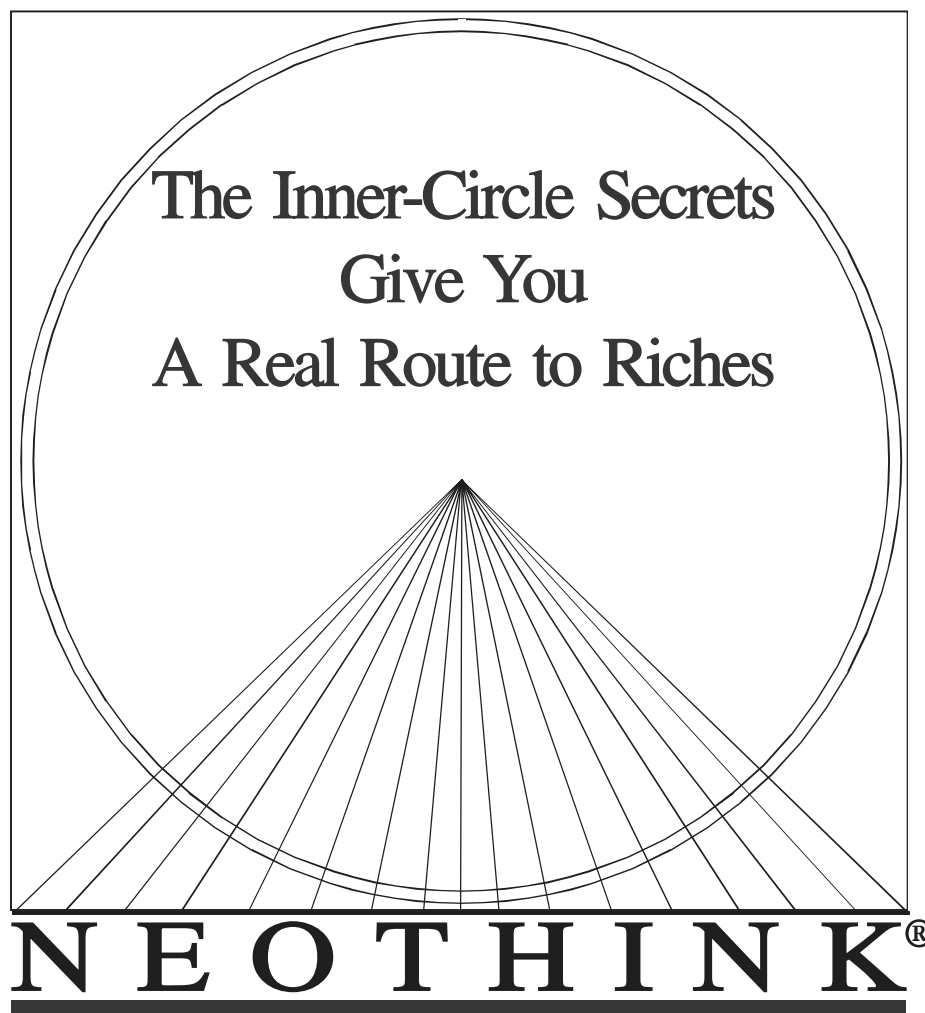


Volume Two

The Company-Capture Secrets



Inner-Circle Secrets, Batch #11
DUMP THE AMERICAN DREAM,
GO FOR AN EMPIRE

(Inside Secret)

The mini-day/power-thinking team brings you the control to start your own business (or to start your own “business” right at your place of work, as shown later.) Grand Puzzle Part Number Two brings your starting business the control to grow into an empire.

Grand Puzzle Part Number Two:
THE COMPANY-CAPTURE SECRETS

PURPOSE — STEP ONE

(Inside Secret)

What is the purpose of business? The purpose of business is to BUILD wealth. The company’s jobs should consist of that purpose: TO BUILD. But in today’s specialized working world, most jobs merely MAINTAIN the business. For, their responsibilities are not integrated means with which to build; rather they are ends in themselves, integrating no further than their specialized tasks.

For example, at I & O Publishing Company, list brokering, that is renting mailing lists for the direct-mail program, is not in itself a real business purpose. In other words, renting lists could not *in itself* BUILD wealth, for renting lists would not in itself exist and could not in itself be built upon if not for the direct-mailing program. The purpose of renting lists is the direct-mail program. List brokering is an integrated responsibility to its purpose: direct-mail program. Indeed, the direct-mail program can be built and built and built to no limits.

Traditionally, however, list brokering becomes its own department. List brokering along with the other responsibilities such as statistics, accounting, setting up the mailings, shipping the product, customer service and so on instead need to integrate together to serve their purpose, in this case, the direct-mail program. But such responsibilities become ends in themselves in most businesses.

Seven decades of specialization (as opposed to integration) has disintegrated business into specialized departments and jobs

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that are ends in themselves and that do not integrate with their purpose. The working masses settle into a deep-rooted bicameral-like mode as they automatically do their set responsibilities day after day. Their specialized responsibilities provide automatic, external guidance and prevent integrated, self-guidance. No integrating, no power-thinking into new realms of making money takes place in specialized jobs.

Unchecked by the specialized employees and stockholders, white-collar-hoax executives provide bogus “guidance” and rise to power and wealth over the already existing realms of making money, already integrated into place years before by real business builders — men with purpose. The white-collar-hoax executives are not real business builders and have no purpose. ...They are the nothingness drain.

Purpose means to BUILD wealth. Purpose can be found throughout your business, that is, areas that can build wealth. Those areas that can build wealth are true ends into which the responsibilities must converge. Responsibilities become the MEANS to build their purpose: money. They are not the ENDS.

The Neothink® System shows you how to define the **areas of purpose** in your business: You must define the areas in your business that can build and grow without limits. All germane responsibilities come together into an integrated force. No longer ends in themselves, the responsibilities now become means to push forward their purpose...to build, build, build wealth.

Now you take wealth-creation to major-league status: you establish people working for you who, like you, become filled with purpose. Integrated average men and women filled with purpose leave even the smartest white-collar worker in elementary business school. They will catapult your success and their own success. Your start-up company cannot fail as integrated people with purpose build wealth for you.

To get a better understanding of **areas of purpose** and how they are determined, read pages 107 through 114, the series of Diagrams Seven through Ten, including the observations section following Diagram Ten. You will get a better understanding of areas of purpose, how they are formed, and what they look like. Diagrams Seven through Ten walk you, step by step, through the process of forming areas of purpose, using I & O as an

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example. We will come back to Diagrams Seven through Ten later as you go through the process yourself with your start-up company or potential, future start-up company (or with your own “start-up” company inside the company you now work for, where you will learn how to take over an area of purpose to BUILD wealth). Do not worry if something in the process is not perfectly clear at this time. Right now you are simply getting an initial understanding of the process used to determine areas of purpose. If you are not ready to leave your job to start your own business, this process will show you the limits of your current job and what you need in order to break free from stagnation. Indeed, you can do all this right at your place of work as shown later. Read pages 107 (below) through 114 now, before continuing on to Chapter Twelve.

Diagram Seven

Process To Determine Areas Of Purpose

**FIRST: LIST THE BASIC RESPONSIBILITIES
OF YOUR COMPANY (I & O EXAMPLE BELOW)**

Basic Responsibilities:

Buy Television Spots
Set Up TV Commercials
Buy Space (newspapers, magazines)
Set Up Space-Media Ads
Rent Mailing Lists
Set Up Mailings
Manage I & O’s Database
Keep Data/Statistics
Keep Books
Do Accounting
Control Order Processing
Control Shipping Products
Control Product Manufacturing
Control Customer Service
Control Computer Needs

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Diagram Eight Process To Determine Areas Of Purpose

NEXT: DEFINE THE RESPONSIBILITIES' PURPOSE

Each basic responsibility needs a purpose. For, a responsibility cannot exist by itself. For example, look at the first responsibility on the list (next page): *buy television spots*. Could buying TV spots exist on its own if not for the television marketing program? Of course not. That responsibility is dependent on the television marketing program. The television marketing program is the purpose of the first responsibility on the next page, the purpose of buying television spots. The *television marketing program* is an *area of purpose*. Buying television spots along with nine other responsibilities integrate into the television marketing program, as will become clear over Diagrams Eight, Nine, and Ten. As we will learn, one person will handle that fully integrated area of purpose, the television marketing program.

Randomly running down the list: could buying ad space in newspapers exist on its own? No. It needs a purpose. Could renting mailing lists (known as list brokering) exist on its own? No. It needs a purpose. Could accounting exist on its own? No. It needs a purpose. Could order processing exist on its own right? No. It needs a purpose. And so on.

Today, however, all the responsibilities on the next page are established as departments in the traditional companies, existing on their own as ends in themselves instead of integrating into their purposes. That is why most jobs today are specialized, closed-ended ruts. For, no way exists to build a mere responsibility that is split from its integrated, open-ended purpose. Again, how can one build renting mailing lists without that responsibility being integrated to its purpose: the direct-mail marketing program? Yet, list brokering is treated as an independent department in nearly every direct-mail company today outside of I & O.

To determine the purpose of each basic responsibility, simply finish the sentence: "This responsibility exists due to _____." For example, "Buying television spots exists due to *the television marketing program*." The I & O example of this process is done on the next page. Several of the responsibilities exist in more than one purpose. For example, accounting could not exist on its own. That responsibility is dependent on, for example, the television marketing program. The television marketing program is its purpose. Also, other accounting records exist due to other marketing programs. Therefore, that responsibility will exist in more than one purpose, as seen on the next page.

Do not get tied up on technicalities if you have trouble grasping the process. By the time you get through Diagram Ten, the process will become clear.

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Diagram Eight
Process To Determine Areas Of Purpose
(continued)

Basic Responsibilities:

Buy Television Spots:

Responsibility exists due to: Television Marketing Program.

Set up Television Commercials:

Responsibility exists due to: Television Marketing Program.

Buy Space (newspapers, magazines):

Responsibility exists due to: Space-Media Marketing Program.

Set Up Space-Media Ads:

Responsibility exists due to: Space-Media Marketing Program.

Rent Mailing Lists:

Responsibility exists due to: Direct-Mail Marketing Program.

Set Up Mailings:

Responsibility exists due to: Direct-Mail Marketing Program and
I & O Database Marketing Program.

Manage I & O Database:

Responsibility exists due to: I & O Database Marketing Program.

Keep Data/Statistics:

Responsibility exists due to: Each of the marketing programs.

Keep Books:

Responsibility exists due to: Each of the marketing programs.

Do Accounting:

Responsibility exists due to: Each of the marketing programs.

Control Order Processing:

Responsibility exists due to: Each of the marketing programs.

Control Shipping Products:

Responsibility exists due to: Each of the marketing programs.

Control Product Manufacturing:

Responsibility exists due to: Each of the marketing programs.

Control Customer Service:

Responsibility exists due to: Each of the marketing programs.

Control Computer Needs:

Responsibility exists due to: Each of the marketing programs.

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**Diagram Nine
Process To Determine Areas Of Purpose**

**OVERVIEW OF BASIC RESPONSIBILITIES
AND THEIR AREAS OF PURPOSE**

<u>Basic Responsibilities:</u>	<u>Areas of Purpose:</u>
Buy Television Spots	Television Marketing
Set Up Commercials	
Buy Space (newspapers, magazines)	Space-Media Marketing
Set Up Space-Media Ads	
Rent Mailing Lists	Direct-Mail Marketing
Set Up Mailings	
Manage Database	Database Marketing
Keep Data/Statistics	
Keep Books	
Do Accounting	
Control Order Processing	
Control Shipping Products	
Control Product Manufacturing	
Control Customer Service	
Control Computer Needs	

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**Diagram Ten
Process To Determine Areas Of Purpose**

LAST: PUT TOGETHER THE AREAS OF PURPOSE

Now pull the basic responsibilities into their areas of purpose:

Television Marketing:

Buy Television Spots
Set Up TV Commercials
Keep Data/Statistics
Keep Books
Do Accounting
Control Order Processing
Control Shipping Products
Control Product Manufacturing
Control Customer Service
Control Computer Needs

Direct-Mail Marketing:

Rent Mailing Lists
Set Up Mailings (purchasing, printing,
lettershop)
Keep Data/Statistics
Keep Books
Do Accounting
Control Order Processing
Control Shipping Products
Control Product Manufacturing
Control Customer Service
Control Computer Needs

Space-Media Marketing:

Buy Space
Set Up Space-Media Ads
Keep Data/Statistics
Keep Books
Do Accounting
Control Order Processing
Control Shipping Products
Control Product Manufacturing
Control Customer Service
Control Computer Needs

I & O Database Marketing:

Manage Database
Set Up Mailings (purchasing, printing,
lettershop)
Keep Data/Statistics
Keep Books
Do Accounting
Control Order Processing
Control Shipping Products
Control Product Manufacturing
Control Customer Service
Control Computer Needs

Observation

As you can see, the areas of purpose form into specific marketing programs. Those programs become wealth-building jobs in your company. As the company grows, those marketing programs divide further into specific marketing projects, every job always remaining a wealth-building job. You will see how that is possible as the Neothink® System continues.

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Observations of Diagrams Nine and Ten Process To Determine Areas Of Purpose

- For illustrative purposes, Diagrams Nine and Ten list only the I & O areas of purpose within the United States. I & O's areas of purpose exist in countries all over the world, as we will see how in the World-Capture Secrets.

- One person will handle an area of purpose. He will build without limits and without stagnation his open-ended purpose. You will understand exactly how that is possible as the Neothink® System continues.

- Look again at Diagram Nine. The basic responsibilities in Diagram Nine become departments in traditional companies today. Now look at Diagram Ten: The open-ended areas of purpose would get obliterated if the basic responsibilities were split off into departments. Split off into specialized departments, the basic responsibilities become dead-end jobs that cannot build without being integrated with their purpose. Such split-apart responsibilities lead nearly everyone today into stagnation. Integrated into their areas of purpose, on the other hand, the basic responsibilities become the means to drive the purpose forward, which enables your people to grow, build, forever...with integrated strength.

These integrated people who can build their areas of purpose with no limits become the most powerful people in today's business world. For, they know how to BUILD values. Everyone else knows only how to MAINTAIN values. Even the highly intelligent white-collar executive seems naive next to the average man or woman manning an area of purpose with integrated strength and the ability to BUILD.

- Basic Responsibilities fall into two categories...

Essence Responsibilities:

A) *The first category of basic responsibilities* involves those responsibilities that drive the area of purpose into existence and drive it forward. For example, look at Diagram Ten under the first area of purpose: *Television Marketing*. The first five responsibilities drive the purpose into existence and *drive* it forward: 1) buy television spots, 2) set up TV commercials, 3) record and digest the data and statistics in order to know the profitable television spots to buy and the profitable TV

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**Observations of Diagrams Nine and Ten
Process To Determine Areas Of Purpose
(continued)**

commercials to run, 4) keep and know the books in order to integrate the financial status of the program at all times, and 5) do the accounting in order to stay on the most cost-effective course. Because these responsibilities drive the purpose forward, their actions down to the last nitty-gritty detail must be done by the one person in charge of the area of purpose. Hands-on knowledge is needed by that one person who becomes the integrated force to drive the purpose forward.¹

Follow-Through-Work Responsibilities:

B) *The second category of basic responsibilities* involves those responsibilities that occur as a result of the area of purpose. For example, look again at Diagram Ten under the first area of purpose: *Television Marketing*. The last five responsibilities come as a *result* of the area of purpose: 1) control order processing, 2) control shipping of products, 3) control product manufacturing, 4) control customer service, 5) control computer needs. Those responsibilities such as order processing are a *result* of the business generated by the area of purpose. They do not directly drive the purpose forward. Whereas iron-grip *control* over those responsibilities is needed to build the purpose, the actions themselves are physical follow-through work. Therefore, the physical work itself can be done by others.

However, integrated control over that work, keeping a finger on the nitty-gritty detail, is vital to the success of the area of purpose. The person in charge of the area of purpose must control and track every minute detail. Later in the manuscript you will learn special tools that enable the head of an area of purpose to track every nitty-gritty detail within these physical follow-through responsibilities.

¹The person in charge of the area of purpose develops his ability to BUILD business and to do integrated thinking. Eventually, he will reach the point where he can, through integrated thinking, *create*. At that point, he will gain two additional essence responsibilities not shown here: 1) create and elevate product, and 2) create and elevate product advertising.

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**Observations of Diagrams Nine and Ten
Process To Determine Areas Of Purpose**

(continued)

Those with areas of purpose at I & O use outside services for some of these physical follow-through responsibilities, while keeping hands-on, fingertip control on every detail (learned later). Some of their outside services include:

- Order Processing Houses
- Drop Shipping Houses
- Product Manufacturing Houses (Book Printers, Audio-Cassette Manufacturers, etc.)

Those with areas of purpose at I & O also use in-house services for some of these physical follow-through responsibilities, while keeping hands-on, fingertip control on every detail (learned later). Some of their in-house services include:

- In-House Order Processing Service
- In-House Drop Shipping Service
- In-House Computer/Database Service
- In-House Customer Service

And, as you will see in Step Five (starting on page 139), the in-house physical follow-through areas blossom into integrated entrepreneurial areas. They become the antithesis of specialized departments. As they blossom, they will always stay attached to their area of purpose through special tools that provide the areas of purpose with fingertip control over all details (learned later).

- One who just begins an area of purpose will handle most if not all the responsibilities himself, including the physical follow-through responsibilities such as, in I & O's case, order processing or shipping the product or customer service. Those in I & O's newly formed foreign areas of purpose, for example, handle all the responsibilities themselves, including their own order processing, etc. As they build their areas of purpose into larger and larger volumes of business, then they can put their physical follow-through work through others while keeping fingertip control of every detail (shown later). ...The responsibilities that drive the area of purpose into existence and drive it forward, however, must always be done by the person in charge of the area of purpose, down to the last nitty-gritty details.

Inner-Circle Secrets, Batch #12

SPLIT RESPONSIBILITIES — STEP TWO

(Inside Secret)

By now you should have read through the process to determine areas of purpose, pages 107 through 114. For decades the specialized workplace, through delegating and departmentalizing, has split apart the integrated areas of purpose. Areas of purpose, areas that can build wealth, rarely exist today. For they have been obliterated into ends-in-themselves responsibilities...into specialized jobs and departments not integrated with making money.

For example, you saw in Diagram Seven I & O's basic responsibilities, a total of 15 basic responsibilities. Traditional publishing/direct-mail companies make each of those basic responsibilities a separate job or department. Therefore, those departments and their specialized jobs cannot build and grow. Then you saw in Diagram Ten I & O's areas of purpose, pulling together the basic responsibilities into their money-making purposes. The areas of purpose can build wealth and grow without limits. ...Until now, PURPOSE, the very reason for business and the very reason for working and living, was lost to the specialized structure.

How did this happen? Why does tradition split apart the responsibilities that need to integrate with their money-making purpose? Why does tradition make the simple responsibilities ends in themselves instead of integrated means to build their money-making purpose, which can be built with no limits? Why does this happen? Only areas of purpose can build wealth. So why are all jobs non-growth, dead-end responsibilities in which people cannot build wealth, cannot grow, thus stagnate? ...Just why does tradition obliterate the purpose throughout business?

Nearly all businesses today, through departmentalizing and delegating, make the responsibilities ends in themselves, which cannot be built, cannot generate wealth. Responsibilities cannot grow. They only MAINTAIN. Workers use the traditional daily schedule to maintain their automatic, specialized responsibilities. No one uses the mini-day schedule with power-thinking — integrated thinking — to build new business. No one uses self-

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guidance to advance the business. Instead, the business provides automatic guidance to everyone. Eventually, the business dies. ...Why is business structured this way?

Today's specialized business structure still follows the bicameral structures of the Bicameral Age 3000 to 10,000 years ago when the masses — primitive nonthinking automatons — followed a set routine every day and waited to be told what to do by their God-Kings or oracles (as explained in the front material). Today, the following-mode business structures are saturated with primitive mysticism (i.e., the mental state that seeks guidance from external authority, as explained in the front material.)

The white-collar hoax has done nothing to evolve the specialized business structure. About a hundred years ago, smart men began to discover a shortcut to the top AFTER the great industrial empires were already BUILT. The smart men who raced to the top through delegating bypassed more and more of the details needed to integrate and BUILD values. They did not need to BUILD, for the values were already built. Instead, they raced to positions of prestige and power and only needed to MAINTAIN. ...They usually maintained with MECHANICAL EXPANSIONS, for that gives the appearance of building and growth.

So integrating details got increasingly left behind. Specialized niches were carved throughout the business to sustain wealthy and prestigious careers for these smart men taking the shortcut. With the values already built by the original founder, these white-collar hoaxes only needed to MAINTAIN their specialized niches. At their levels of power, however, they should have and really needed to BUILD.

White-collar America formed and grew. White-collar America today largely breaks down into specialized, ends-in-themselves responsibilities. Smart college graduates make it to the specialized niches. Left far behind, the working-class and blue-collar jobs also are ends in themselves, dead ends, with not much pay or future.

Unintegrated and uncompetitive against someone integrated, many corporate leaders embrace specialized business structures to protect their livelihoods and hide their dishonest practices (if

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dishonesty occurs). Today, nearly all businesses follow this specialized structure. Responsibilities are ends in themselves, not able to grow, able only to MAINTAIN the business. Since the responsibilities cannot grow, the person handling his job cannot grow. This is particularly tragic for the working-class and those in blue-collar jobs. They cannot build. Thus, under traditional companies, most people stagnate. Their futures are set without much growth. The average person gets cut off from his potential as the white-collar hoax flourishes.

Not until the average person uses the Neothink® System to eradicate his deep-rooted bicameral tendencies will he break free from the specialized business structure. Not until he ends his own following-mode mentality will he leave his specialized, automatic job to become an integrated Neothink® entrepreneur. Only then will he discover his human potential — his potential power-reactor explosion of success achieved from self-guidance integrated thinking.

To leap into Neothink®, he must eliminate the blocks imposed by all forms of personal and business mysticism. The Neothink® System is the only approach focused on removing mystical limitations. Until one eliminates personal mysticism, leaves behind business tradition, and takes the leap into Neothink®, he will never experience wealth and power.

Dump Tradition

(Inside Secret)

Imagine, through the Neothink® System, the average person rids his personal mysticism and no longer seeks external guidance. He leaves his specialized job. He prepares for self-guidance. He starts his own business (or his own mini-company at his place of work, explained later). Now he must identify the limitations encountered in starting his own business:

Let us assume that he is on the mini-day/power-thinking team. He is soaring with confidence and strength, moving through project after project with great intensity. He is operating in the Self-Capture mode of Neothink®. As his business grows, he needs to hire employees. At this point, personal mysticism flares up again.

Say he hires a secretary. As his business continues to grow,

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he will need to hire more help. He turns over work to each new employee. This concept of turning over details and responsibilities in the wake of an expanding business is called delegating. However, delegating is a deadly form of personal and business mysticism. Delegating comes from the mysticism-plagued conscious mind seeking easy, automatic answers. The problem is: “I cannot handle all of the responsibilities any longer”. The easy, automatic solution is: “Bring someone in who can handle some of those responsibilities; then I can forget about them and all will be fine.” But those easy, automatic solutions escape hard, integrated thinking — the only solution that BUILDS wealth. Delegating escapes integrating the whole body of business...needed to BUILD wealth. Delegating allows one to pass details onto someone else, to never really integrate those details, and to stay in a nonintegrating, automatic mode handling just what fills his mind at the time. Residual mysticism from man’s bicameral past seeks an automatic life, just as the bicameral man lived. Personal mysticism prefers to *react* to specialized realms of business rather than *integrate* all realms of business.

Delegating responsibilities usually begins with the first person hired. The entrepreneur loses a degree of control as he loses integration with detail. And, as the growing company expands, delegating responsibilities continues with each new person hired. Before long, others in the company begin to delegate their growing responsibilities. The entrepreneur loses more and more control as he increasingly loses integrations with the business. Soon, following tradition, he likely will form departments in an attempt to regain control. However, before long, responsibilities within those departments get delegated leaving the original entrepreneur completely out of touch and out of control. At this point, he has only his immediate, specialized niche to maintain. His personal mysticism led him to this, which will end in failure.

The process of delegating and departmentalizing was born in mysticism and was embraced by the white-collar hoax and is not a valid division of labor. Departments divide labor into SUBJECTS: the list-brokering department, the accounting department, or the marketing department. But the division of labor, remember, divides labor into smooth PHYSICAL MOVEMENTS. Areas of purpose divide making money into

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PHYSICAL MOVEMENTS: areas that *build* wealth (expanded on later).

Delegating and departmentalizing seem like the thing to do because on the surface, they look good; on paper, they look organized. And man's mysticism-plagued conscious mind integrates no deeper than surface logic. But with Neothink® and the use of tools, such surface logic becomes as quaint as man explaining the cosmos with Greek mythology.

Before we go on, the question arises as to how one introduces an employee to his responsibilities in a growing company. As we will see, each employee interlocks his responsibilities to his wealth-building purpose — just as the original entrepreneur does. Moreover, the original entrepreneur or CEO never delegates, never loses his integrations with the business.

Later the new techniques that keep the entrepreneur or CEO integrated with his business will be examined. But for now, it is important to recognize that delegating leads to the business-crippling disease called **split responsibilities**.

Uncovering The Split Responsibilities

(Inside Secret)

Let us take a closer look at how the business mysticism called split responsibilities undermines success in a growing business. We will examine a traditionally managed direct-mail sales company. Let us assume the direct-mail marketing director is preparing for a mailing of several thousand brochures to sell a new product. Remember, he has delegated many responsibilities throughout the traditional company and now interacts with several departments. He no longer has everything at his fingertips. Instead, the information needed to coordinate the mailing is scattered throughout different departments. In years past, his personal mysticism, avoiding integrated thinking, pawned off important integrations to departments. His personal mysticism removed integrated thinking from his mind so he could exist in an automatic, bicameral-like mode, reacting instead of building.

How does he put together a mailing? First he consults with the statistics department. That department shows him which mailing lists are effective and which are not. That department also shows him which ad-copy tests proved better in order to

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know which brochures to print. Next he contacts his purchasing department. That department handles the purchasing of the envelopes, the coupons, and the brochures. He orchestrates what he needs from them. Then he goes to the list brokering department, which handles renting the mailing lists for the mailing. Now he must contact the manufacturing department that organizes the manufacturing of the product itself. And finally, he meets with the accounting department to know his financial position. In short, to orchestrate a single mailing, the traditional marketing director must contact several departments to initiate the flow of information he needs.

But even more harmful than the responsibilities split among departments are the responsibilities split *within* each department: Responsibilities that should be handled by one person (as explained in Step Three, next chapter) get split among two or more persons. ...Everyone just sort of *reacts* to the job of getting together a mailing. No one is an integrator who aggressively *builds* the mailing program. They all just *maintain* what had been built prior to themselves.

As each department coordinates the needed information through its maze of managers and secretaries, the marketing director waits with his mini-days broken, his momentum shattered. He moves like a snail next to I & O's direct-mail marketing director who runs an integrated area of purpose, as you saw in Diagram Ten. Consider the competitive edge captured by removing split responsibilities and working an integrated area of purpose as described by Mark Hamilton at the Neothink® World Summit in Las Vegas, Nevada:

Mark Hamilton
The Neothink® World Summit
(Inside Secret)

“Now at I & O, the marketing director handles all those responsibilities. At I & O, we understand that responsibilities are not ends in themselves. They're a means to an end. That end is getting those mailings out faster, quicker, larger than our competition. That is the purpose of direct-mail marketing.

“So we determined the responsibilities that will drive forward the mailings. Attaching those responsibilities to their purpose, the

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marketing director handles all mailing responsibilities himself.

“Now picture, if you will, our marketing director on his straight-arrow mini-day schedule: He’s orchestrating a mailing. He gets answers immediately, all information at his fingertips, in his control. He carries all the integrations in his head. Moreover, not stuck with dead-end responsibilities, he is power-thinking ways to build the mailing program to new records.

“Our competition, on the other hand, works through departments that work through their secretaries and split responsibilities. Once the information for a mailing is gathered by the department secretaries, then the reverberation starts back up from the secretaries, through the departments, to the marketing director. The marketing director in that traditional company sits with his hands tied waiting for answers. Moreover, he carries little if any integrations in his head. He cannot build the program. He really does not know what is going on overall. He only knows his specialized responsibilities. He never uses power-thinking.

“Well, removing split-responsibilities is really proving out in more ways than one. For example, mailing to new names quickly is vital in our industry. Other companies do not move with the speed of I & O. Do you realize that we have a full-scale, major mailing every Saturday? The average of our competition: They have a mailing four times a year, every quarter.

“Because of our competitive edge, we mail to mailing lists that we would not be able to otherwise. For we get to the names first, before our competition.

“I & O Publishing Company moves with unheard of speed and efficiency. But even more important, our marketing director has, as I mentioned earlier, the full mental picture of his purpose — of his mailings — of an area in the business that can grow and grow and grow. He builds that program; he does not just maintain. There’s no limit.

“On the other hand, how far can the head of a purchasing department grow? There’s a limit. That responsibility becomes an end in itself in traditional companies. How far can the head of a list brokering department go? Just as far as the mailings go; he cannot build list brokering. How far can the manufacturing department go? Just however many books get sold. ...But how far can our marketing director go? There is no limit. And he’s

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growing. In fact, in his first year he's setting a record pace at I & O Publishing Company. There's no limit. He can become more and more competitive, aggressive, reach more and more people. He has purpose: he has a piece of the essence of I & O Publishing Company."

Recognizing The Deception

(Inside Secret)

Split responsibilities become very deceiving as a person becomes busier and busier — busier than ever before in his life. He is so busy trying to chase down, manage and orchestrate all the split responsibilities, he barely has time for the work that counts — essence work, work that BUILDS. But he does not realize how uncompetitive he becomes as he feels so busy. His personal mysticism prefers it this way, though — not carrying the integrations in his head. Instead, he reacts to business versus carrying all the integrations in his head to build the business.

Here is Mark Hamilton again, speaking at a Neothink® World Summit:

Mark Hamilton

The Neothink® World Summit

(Inside Secret)

"Your company is, as I said yesterday, like a living entity. Your business has a mind and a body. And the mind and the body must act harmoniously. Now, right from the start, we see the problem with delegating:

"You bring people in, you begin to delegate, and the body or details of your business begin to get pushed down...while you, the entrepreneur, maintain the mind of the business — responsibilities that move the business forward.

"You're delegating away from you the body and all its important integrations. And as you grow and more and more people work for you, the body and all its integrations that are crucial for building the business increasingly move away from the mind of the business. What starts forming is something that I have never seen identified in any of the management books: split responsibilities.

"Indeed, the responsibilities that need this harmonious

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integration with the mind and the body of the business begin to split. In other words, the more glamorous mind of the business stays upstairs in most companies, in the upper management. And the in-the-trenches body of the business and all its vital integrations get delegated to the working class.

“A destructive ‘take this job and shove it’ attitude grows among your work force, for those working for you have no purpose. Without purpose, they feel no excitement and feel no happiness in their careers.

“How can anyone feel motivated if the details that he handles are just dead-end responsibilities? He has no mind of the company, no knowledge to integrate growth, money, profits. He has no purpose.

“Just what is responsible for the dead-end streets among the masses? The specialized business structure today is a vestige of the bicameral societal structures. Most workers never get access to the mind of the business — knowledge needed to rise with integrated power. But once the working man uses the tools of the Neothink® System to rid his mysticism and bicameral-like dependency on the white-collar hoax, he can soar with Neothink®.

“A growing ineffectiveness of the company’s mind becomes increasingly apparent as the entrepreneur loses touch with the body of his business. As he delegates, he loses that vital mind/body integration and becomes less and less effective.

“With the Neothink® System, however, he learns what’s going on. As he uses the Neothink® System, his unintegrated management style will soon be replaced by integrated strength.

“The biggest crime in business since the turn of the century occurs from growth itself. The company moves away from the original entrepreneur who builds a business out of nothing through drive, dedication and hard, Firestone-like integrated thinking. The business eventually becomes filled with white-collar-hoax power and money seekers who ride the company for years before being detected.

“Imagine, on the other hand, a company full of people with purpose. They’re responsible for forward movement and profit of their areas. Imagine every person in a company responsible for forward movement — for an area of purpose. Just imagine the drive and attitude.

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“Ordinary people can handle areas of purpose, integrating both the body and the mind. They no longer stagnate in a routine-rut, churning out dead-end responsibilities. Instead, they become driven with passion, *building* their own areas...their own empires.

“The reason they’re so driven is because they work on the edge of breakthroughs — breakthroughs for *their own* areas of purpose. Each person in there drives with that original entrepreneurial enthusiasm, energy, and payoffs.

“Those of you in here who already have your own business know what I mean when I say you worked long hours to make your business successful and to keep it successful. Perhaps you sometimes thought: *If just my people, my employees worked like this...there’d be no stopping this company.*”

No Stopping The Neothink® Company (Inside Secret)

There will be no stopping you. Remember, the foundation of the Neothink® System is removing limitations. You will discover five more steps that remove personal mysticism and its symbiotic split responsibilities, specialization, and white-collar-hoax structure. By removing yourself from split responsibilities, specialization, and the white-collar-hoax structure, you discover how to integrate all jobs with generating profits. Upon pulling together the next five key steps, the Company-Capture breakthrough becomes your fast-track ticket to millionaire profits.

Inner-Circle Secrets, Batch #13

THE MENTALLY INTEGRATING RESPONSIBILITIES — STEP THREE

(Inside Secret)

Each responsibility in business can be attached to its money-making purpose. For example, renting mailing lists (i.e., list brokering) is merely a responsibility that could not exist or grow without its purpose: the direct-mail program. Made a department or an end in itself in most direct-mail companies, limited self-generated growth can come to that dead-end job.

We must now pull together the responsibilities into their money-making purposes. The responsibilities come together as the integrated means to push forward their money-making purposes. Therefore, once integrated, all responsibilities in the business become wealth-building responsibilities. Those integrated wealth-building responsibilities are called: **mentally integrating responsibilities**.

Before growth can begin in your start-up company (or in your mini-company within your current place of work, explained later), you must remove the limitation of split responsibilities. You do this by pulling together mentally integrating responsibilities. Former disintegrated, dead-end responsibilities fuse together into integrated, wealth-building responsibilities. In other words, all responsibilities, all details now integrate with the marketing, negotiating, the accounting, data, and money-making deals — all responsibilities integrate into their purposes that BUILD wealth.

But the average person must be able to handle 100% self-guidance before he can take on a fully integrated money-making purpose and BUILD. That 100% self-guidance comes through the accumulative tools in the Neothink® System that move the ordinary person beyond his residual personal mysticism to free him from his boring routine rut. The idea of running his own company or mini-company (explained later) through integrated thinking sounds hard. But through the tools in this manuscript, once an ordinary person becomes used to integrated thinking, it becomes natural and easy to do. With Neothink® Control, the “hard” in hard Firestone-like thinking shifts from hard and unusual to easy and natural. Integrated thinking becomes the

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easiest way to generate wealth (not to mention excitement and fun). So, let's continue the process into integrated thinking by pulling together the mentally-integrating responsibilities:

This approach of pulling together mentally integrating responsibilities at first seems unusual. By traditional business "logic", the approach seems arbitrary as one pulls together the integrating responsibilities without regard to departments. However, departments really come from surface logic and mysticism-plagued tradition, embraced by the white-collar hoax. Departments come from people unconsciously avoiding integrated thinking. Their specialized structure is warmly embraced by executives who prefer no one in the company becomes an integrated thinker with unstoppable integrated power.

What Are Mentally Integrating Responsibilities?

(Inside Secret)

Mentally integrating responsibilities are those responsibilities that come together into the same purpose for one mind to integrate. One person carries all the integrations in his head, such as the direct-mail marketing director at I & O. This is the next major step into integrated thinking.

Let us look at two responsibilities that mentally integrate in the direct-mail marketing director's head. The first is renting the mailing lists, which is done well before the mailing. The second is tracking data, which comes in well after the mailing.

Now, traditionally, tracking the data would have been delegated to someone else. And mailing-list brokering would have been a department all its own. But not so any longer.

With hands-on control, the direct-mail marketing director gets personally close to knowing the mailing lists. For, renting lists is a responsibility that drives the purpose — the direct-mail program — forward. He studies each mailing list intimately, knowing the fluctuations in quantity and delivery schedule. He gets subtle, inside information that the traditional marketing director who relies on a list broker is unaware of. The Neothink® man has just gained a competitive advantage.

On the other end of the mailing program is keeping data. Although it seems that someone else can keep the data, that would result in a split responsibility. For, keeping data is a

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responsibility that drives the purpose — the direct-mail program — forward. Because of his intimate knowledge of the mailing lists and of the other responsibilities in his area of purpose such as how he set up his mailing and what tests he used, for instance, he is far more efficient, effective, and accurate in setting up and keeping the data. Moreover, by plotting data himself, versus reading data recorded by someone else, he stays closer to his lifeblood, gets his knowledge more quickly, and stays ahead of competition and a step ahead on mailing lists. He gets personally close, handles the data himself, absorbs and integrates how to detect the winning lists quickly, a step ahead of others.

By carrying in his head the mental integrations of all the responsibilities in his area of purpose, he performs each responsibility far more competitively than if the responsibilities were split among specialized jobs. People in specialized jobs have little or no mental integration with the other responsibilities (i.e., other specialized jobs) of the same purpose — needed to drive the business forward. For example, hands-on knowledge of the data brings power to list hunting. Indeed, those traditionally separated responsibilities, traditionally specialized ends-in-themselves jobs, now integrate together as the means to an end — to drive forward their purpose, the direct-mail program. They now get mentally integrated by one person who acquires a major competitive edge. Carrying in his head the mental integrations of all the responsibilities in his area of purpose brings synergy to his job. Each responsibility is done in full mind/body harmony. He moves with speed and power not found in traditional companies.

By handling these mentally integrating responsibilities himself, the I & O direct-mail marketing head takes a valid shortcut to decision making and control. He removes split responsibilities as he no longer calls four or five different, specialized departments waiting for nonintegrated answers. He really moves through his mini-days. By linking together the mentally integrating responsibilities, a steady, unbroken flow of momentum grows as he sees the full picture of business, from the details to the money.

Nothing will stop him now, except for his own personal mysticism that sabotages man's power — his integrated thinking.

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For instance, he can escape having to carry the mental integrations in his head (i.e., lose his power) by delegating. And he can escape driving his area of purpose forward by not power-thinking. But by eradicating his personal mysticism that secretly seeks automatic external guidance, he will excitedly soar with self-guidance integrated thinking. He will easily carry all the mental integrations in his head — all the mentally integrating responsibilities in his area of purpose — needed to do power-thinking and drive the business forward.

* * *

By understanding that mentally integrating responsibilities exist in business that come together into clusters of unbroken momentum (i.e., the areas of purpose), you will build your start-up company through replicating these integrated clusters instead of delegating specific responsibilities (explained later).

As you use the Neothink® System to leave your specialized job, go on the mini-day/power-thinking team and start your own business, you will gain momentum and control. The mini-day/power-thinking team will move you through lucrative project after lucrative project with iron-grip control. Your business will grow, and you will build your company through these mentally integrating clusters of unbroken momentum — through areas of purpose. Those employees you bring in will work on their mini-day/power-thinking teams, too, driving forward their areas of purpose with unbroken momentum. You will build your company with these self-perpetuating money-pumps. Now, let us learn how to do this...

Inner-Circle Secrets, Batch #14

UNCOVERING THE PHYSICAL MOVEMENTS OF THE COMPANY — THE TRUE DIVISION OF LABOR — STEP FOUR

(Inside Secret)

Now you are going to pull together the mentally integrating responsibilities of your start-up business into areas of purpose. If you have not yet started your own business, then simply read through this exercise without doing the steps. If you have no interest in leaving your current place of work, then apply this exercise to the company you now work for. Every business can break down into areas of purpose. At the end of this chapter, you will see how to acquire one of those areas of purpose right in your current place of work. Follow along the process on Diagrams Seven through Ten, pages 107-114, as a guide.

Get a pad of paper and a pencil. Begin by simply listing the basic responsibilities of your business, putting out of your mind current, traditional business structures. This should be easy to do, for your business will not have many basic responsibilities. Refer now to Diagram Seven for Mr. Hamilton's list of I & O's basic responsibilities.

As you can see, Mr. Hamilton listed 15 basic responsibilities within I & O. Put all thoughts of your start-up company aside except for the business performed and write down the basic responsibilities that keep your business going. Stop reading and do this now.

Next review Diagram Eight. Determine the purpose for each basic responsibility you listed. For each responsibility, finish the sentence: "This responsibility exists due to BLANK". Fill in the "blank" as demonstrated in Diagram Eight on pages 108-109. Your small start-up business may have just one or two areas of purpose. That is perfectly normal. Now go through your basic responsibilities and fill in the blank: "This responsibility exists due to BLANK." Stop reading and do this now for each of the basic responsibilities you have listed.

Now, to keep this process neat and organized, you can list

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again your basic responsibilities and the areas of purpose as shown in Diagram Nine on page 110. This step is not crucial but is helpful. Stop reading and do this now.

Finally, pull together the areas of purpose as shown in Diagram Ten on page 111. This procedure is automatic as you already have listed the basic responsibilities and have defined their purposes when you finished the sentence, “This responsibility exists due to BLANK”. The “blanks” that you filled in are the areas of purpose. List those as you see in Diagram Ten, and below them list their basic responsibilities.

Those areas of purpose you are determining will make up the jobs for people you bring in. A small start-up business may have just one or two areas of purpose that the owner personally handles. Let us say that YOUR start-up company has one area of purpose that you personally handle. Do NOT delegate any of your basic responsibilities. You must keep integrated control over your area of purpose. When you are ready, you will bring someone in, replicate the entire area of purpose (replicating explained later), and begin to build a second area of purpose. In any case, finish this process now by listing your areas of purpose and their corresponding basic responsibilities. Stop reading and do this now.

Defining The Physical Movements Of The Company (Inside Secret)

These money-making purposes throughout the company can be called: the **physical movements** of the company, of building wealth. Why physical movements? With split responsibilities gone, with specialization gone, with all the business schizophrenia and wasted time and broken momentum gone, with instead the wealth-building areas of purpose consolidated, we have determined the shortest motion to build the business and wealth. Like the assembly-line rivet man who moves with unbroken momentum through the shortest motion from point A (himself) to point B (the rivet), the I & O direct-mail marketing director, for example, moves with unbroken momentum through the shortest motion from point A (himself) to point B (building his money-making purpose — building wealth). Indeed, the integrated areas of purpose represent the true division of labor in business,

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the true physical movements to BUILD wealth.

The result? The company now breaks down into its physical movements — its true division of labor that includes not just the body of the business, but both the body and mind of business. Just as the division-of-labor mini-day schedule induces integrated thinking (i.e., power-thinking) in your career to cause an explosion in productivity, the division-of-labor areas of purpose induce integrated thinking in your company to cause an explosion in profits. Your greatest assets, the people in your company, now work with purpose. As they leave behind their internal integration blockers — their personal mysticism seeking external guidance — they build, grow, power-think and never stagnate. They drive on the mini-day/power-thinking team and move the business away from white-collar hoax tradition: they BUILD wealth in every nook and cranny instead of MAINTAIN. They know *how to make money*, and they move with unbroken momentum to single-handedly build more wealth than twenty or more specialized employees could build. They discover exhilaration.

Now instead of the original entrepreneur and only the original entrepreneur pushing forward the business and profits, *everyone* pushes forward the business and profits. Those happy people with open-ended futures become the greatest assets to the company.

The Division of Essence — A Business Leap (Inside Secret)

The essence of your business is: the integrated thinking and actions that make the business and profits grow. Through the Neothink® System, through pulling together the mentally integrating responsibilities, the age-old division of labor of the body of business evolves to include the mind, evolves into the superior *division of essence*. Instead of maintaining business through the division of labor, employees build the business and profits through the division of essence. The essence of the business gets divided into the areas of purpose for all employees to push forward.

Through the Neothink® System, your start-up company's employees have purpose, building business and wealth for you.

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Every person in your company acquires a mind/body physical movement to building wealth — a chunk of the essence — and drives it forward with unbroken momentum. No business mysticism, no split responsibilities block wealth creation.

The division-of-labor discovery, implemented most-notably by Henry Ford a hundred years ago, was a spectacular breakthrough for *manufacturing* (i.e., for making products), which demands physical labor. But Mr. Hamilton believes the division of labor, in that original raw and unevolved labor-only dimension, was a major blunder for *business* (i.e., for creating values and making profits), which demands integrated thinking. Managers and entrepreneurs erroneously applied that same raw and unevolved division of labor to sophisticated business, which goes well beyond physical labor. Whereas the nature of manufacturing *is* physical labor, the nature of business is integrated thinking to build profits. The concept of the division of labor in business is correct, but the simplistic labor-only application is wrong. The division of labor must evolve to properly incorporate the mental nature of business. To achieve the shortest movements to building profits requires a leap beyond the mechanical labor-only movements of manufacturing...to the money-making mind/body movements of business. We do this by bringing down to all jobs the nature of man — his mind. The company's jobs then leap from routine-rut jobs of labor to exhilarating jobs of the mind. That is accomplished by pulling together the mentally integrating responsibilities into the areas of purpose. The division of labor finally evolves into the next dimension meant for business: the division of essence.

Now back to the process you just completed: The list of basic responsibilities listed under each area of purpose becomes the “tail of responsibilities”. The tail of responsibilities must NEVER be broken through delegating.

Indeed, every responsibility of your company is now tightly integrated under its money-making physical movement. Once one responsibility gets delegated, the physical movement is broken; momentum snaps and split responsibilities are back. You see, a phenomenon occurs by pulling together the mentally integrating responsibilities into physical movements. The full mind/body integration of making money comes

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together. Everything that needs to be integrated from the nitty-gritty details (the body of the business) to the finances, negotiating, deals (the mind of the business) mentally integrate and all come together into the fully integrated physical movements to making money.¹ Look again at Diagram Ten on page 111. Note the physical movements (i.e., the areas of purpose). The most nitty-gritty details up to the finances come together into physical movements. Now with the Neothink® System, people will rise through the integrated, open-ended movements that build business; they no longer have to sink in dead-end, specialized jobs that maintain business. But how can one person handle all those integrating responsibilities? We will learn how ordinary men and women can step into and handle the exciting physical movements and drive profits forward, in the remaining chapters of Volume Two.

Profit Machines (Inside Secret)

When pulling together the mentally integrating responsibilities into the true division-of-labor physical movements, notice that traditional departments, hierarchical status, boss, secretary, subordinates, white-collar, blue-collar — all that means nothing. That all comes from an inferior and improper division of labor. You are interested in one thing only — pulling together the mentally integrating responsibilities into their money-making purposes. The areas of purpose quickly obsolete the white-collar hoax. Only integrated profit machines remain. Only the physical movements of building wealth remain that can drive profits forward with unbroken momentum. Welcome to the next evolution of the division of labor: welcome to the division of essence.

From the Self-Capture Secrets, you acquired a boost of power by establishing physical movements — the mini-days. Now, your start-up business itself acquires a boost of power by establishing physical movements — the areas of purpose. You have gone well

¹*To think* requires physical energy; it requires the physical act *to think* and, therefore, is a physical movement. That explains why the mind of business can be integrated with the body to become the physical movements of business and building profits.

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below the nonintegrated surface logic of the mysticism-plagued conscious mind to determine the true division of labor of your company. Unbroken momentum and the mentally integrated picture of making money come together in your physical movements. Now you will build your start-up company with average men and women who will propel profits in every nook and cranny — your profit machines. Whereas Henry Ford discovered the assembly line for mass production through the division of labor, you discover the assembly line for wealth production through the next evolution of the division of labor that includes the mind: the division of essence. You will see this phenomenon unfold as the Company-Capture Secrets build. Traditional, specialized competition gets left behind.

Job Power

(Inside Secret)

Now the time comes to turn these radically different physical movements into profit machines within your start-up company. We are going to make each physical movement a job...a job with essence.

Unlike traditional start-up businesses, your start-up business provides jobs that are fully integrated areas of purpose; people who work for you actually have the means to making money as opposed to nearly all other jobs that are specialized, closed ends in themselves. Most other jobs consist of responsibilities that get done for their own sake, with no integration with building profits.

Realize that the mentally integrating responsibilities that determine a specific physical movement must stay integrated by one person — everything from rolling up his sleeves and doing mentally integrating nitty-gritty details to shirt-and-tie mentally integrating money matters. That one person carries in his head the knowledge to directly deal with each responsibility in order to drive forward the entire movement with unbroken momentum. He compiles integrated strength and power, void in the specialized job. If he ever delegates or turns over any one of those mentally integrated responsibilities, however, the schizophrenic split responsibilities come back.

With split responsibilities gone, responsibilities are no longer

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blind, ends in themselves. They become part of the wealth-building integration that can drive their purpose forward. These wealth-pumps are open-ended, without limits, and they pump wealth for you.

The question arises, “How can one person possibly handle all of those responsibilities if the company continues to grow?” Consider that the growth of a company does not increase the number of basic responsibilities in a physical movement (i.e., area of purpose). Instead, growth expands the *number of projects* and *volume of business* in that movement. But the number of responsibilities within any movement — within the tail of responsibilities — stays the same.

When the volume of projects grows beyond one person, one of those marketing projects can break off from its marketing program into its own area of purpose with the same or very similar tail of responsibilities. That new area of purpose gets transferred (i.e., gets replicated, as learned later) to another person.

In other words, an integrated chunk of the business — an entire physical movement — along with its full tail of responsibilities, gets transferred to another person. That person acquires a complete physical movement of his own. He does not acquire some delegated, split responsibilities within that marketing program, rather he absorbs the full mind/body responsibilities that converge into an area of purpose of his own. So there becomes two people, two wealth pumps. Each person handles his tail of mentally integrating responsibilities. Instead of one money-pump, you have two. Before long, you will fill your company with integrated money-pumps (instead of departments and specialized dead-end jobs), which is the division of essence...the proper division of labor of business.

Entrepreneur Power (Inside Secret)

You can leave behind your specialized job, get on the mini-day/power-thinking team, and start your own business. As your start-up company grows, you must determine the areas of purpose, the physical movements of your business.

The mini-day/power-thinking team alone pushes you through

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project after project and brings you into a rapid growth stage. Now you are ready to take on company growth in a powerful, fully integrated fashion. You must do the exercise explained earlier in this chapter to determine the physical movement (or movements) of your new company. When you bring in your first employee, you establish him in a physical movement, his own fully integrated area of purpose. Unhampered by split responsibilities, he will acquire the fully integrated mental picture of business and drive profits forward with unbroken momentum. He becomes your first wealth-pump.

Your successor takes integrated control of his entire physical movement. He leaps beyond his pre-Neothink® days of working specialized jobs with delegated responsibilities that are ends in themselves — dead ends. He now works a fully integrated area that is a MEANS to push forward the business. Therefore he, too, must abandon his personal mysticism and discover integrated thinking through the tools of the Neothink® System. He, too, must drive forward with the mini-day/power-thinking team.

He becomes streamlined and efficient and more effective than nonintegrated traditional departments. He single-handedly handles his mentally integrating responsibilities. Moreover, he integrates those responsibilities to acquire a mind/body knowledge of business in order to not just MAINTAIN, but to BUILD — to drive forward his area of business. He soon starts pumping profits for you. He pumps profits with the unbroken momentum of a rivet-driving physical movement.

How To Rise To The Top, Wherever You Work (Inside Secret)

If you want to stay in the company you now work for, you can still use these same techniques of the Neothink® System to gain integrated power and rise to the top right where you work. Let us pause to take a different course, for the moment, from starting your own business. Let us say, you do not want to start your own business, but you want to leave behind your specialized routine rut. You want to discover the exhilarating world of building profits through an integrated area of purpose.

Every business can be broken into its areas of purpose — its proper division of labor — including the business you now

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work for. To break down the company you now work for into its areas of purpose, follow the same steps done earlier in this chapter as shown to you in Diagrams Seven through Ten on pages 107 through 114. Do that now.

Look over the areas of purpose. Study them. They represent the true division of labor of the company you work for; they are physical movements for building wealth. Now, choose the area of purpose you would enjoy for yourself. That is your target. That is the open-ended money-making job you will secretly take over for yourself. Here's how:

Consider this: if someone is willing to do the tough nitty-gritty details of a particular responsibility, it is human nature for others to let him have those details. That aspect of human nature is your friend in helping you to gradually create and take over your targeted area of purpose.

First, study the tail of responsibilities listed under the area of purpose that you have targeted. Remember, those mentally integrating responsibilities could come from all over within the company — from different departments, from blue-collar jobs, from white-collar jobs. It only matters that they mentally integrate into a money-making purpose.

Second, learn the details behind each of those responsibilities. Learn all the details that make up each mentally integrating responsibility, down to its most nitty-gritty details.

Third, with human nature working for you, one by one begin to do those nitty-gritty details. Others tend to gladly let those details go if someone else absorbs them, and that is your secret objective. You provide them with that path of least resistance, and you will gradually absorb more and more of the specific details that make up each responsibility in your targeted area of purpose. No one needs to know what you are doing. But in time, you will have wrestled control of an entire area of purpose. At that time, you will discover an exhilaration at work you never knew before. You will generate new profits for the company and discover the sensation of genuine power for yourself. Raises and bonuses will follow.

<p>To Purchase The Deep Dive Into Mark Hamilton's Money-Making Machine * Click Here *</p>
