

## **The Einstein Factor**

By Don Boyer

Albert Einstein once said “I see what everyone sees, but I think what no one else thinks”. What set Einstein apart from everyone else and caused him to be one of the most famous physicists of all time? It was his method of thinking, the same principle that separates the rich from the poor. Everything you have or don’t have in your life right now is the direct results of you method of thinking. As long as you hold on to the way you think, you will always get what you currently have. This is not a bad thing if you have everything you want and you do not desire anything else.

However, if you are not happy with the results in your life, the only way to change them is by changing your method of thinking and your belief patterns. Here are 4 Einstein Factors to help you change your thinking, to think out side the box, or in other words, to think what only the successful think.

### Einstein Factor 1 “**Speak to your Money**”

Most people have no idea the tremendous power words hold. Words build up and words tear down. They are contributing factors to both success and failure. Words are not just sounds and syllables, words are containers of energy that affect matter. Words contain elements of power, both positive and negative energy. How you use this energy affects every aspect of your life. The childhood rhyme that says “Sticks and stones my break my bones, but names will never hurt me” is big fat lie!

Bones heal, and bruises go away, put cutting words can do damage for a life time. Take some time and do your own personal study of the power and importance of your words. Not only will you find it very enlightening, but may just be the key that will unleash your hidden potential. It is vital to realize that words contain energy, and money contains energy. Along with that, understanding the law of attraction that states, like attracts like. That means two masses of matter of the exact same energy and frequencies will move towards each other. Therefore, when you send out words of energy (speaking to your money) they go out there in the universe and attract money like a magnet. This is not based on mumbo jumbo, but exact science and immutable law.

You may be saying to yourself, it can’t be that easy, and you know what? For you, you are right. Because doubt breaks the consistency of those two energies, not allowing them to manifest to you, but faith acts as the landing pad, and brings that money right to you. Again, this is pure science and laws of quantum physics. You don’t have to be an Einstein to use these principles, you just have to put them into practice and believe it. Write down a sum of money you want to attract in your life. Now, every morning when you get up begin to verbally call that money to you, and in time if you do not doubt it, it will come. It is important when you first start out, to make sure you feel worthy of the amount of money you are calling in.

If you are calling in \$10,000 a month, and you have never earned more than \$2000.00 a month, your inner belief system does not believe you are worth \$10,000 a month. Start out with calling in \$3000-\$4000.00 a month, attain that and then you move up. Remember, doubt is not just a product of the head, or what is known as the conscience level of thinking, but mostly the workings of our sub-conscience. It took some of you 20 years or more to get the inner beliefs you now hold, you will not break or change them in 20 minutes. Just keep speaking to your money, and the money will come. It is the same law that makes the sun rise in the morning

and the oceans keep their boundaries. When was the last time you worried about the sun rising? Can't remember when? Well you don't have to worry about the money coming in either. Just remember your words have a dual nature. When you speak words of prosperity and increase you are at the same time speaking death to lack and poverty. The same holds true on the opposite pole. Every time you speak words of lack and shortage, those same words speak death to abundance and increase. Now go out and "Speak to your money".

## Einstein Factor 2 **"It's your beliefs and thoughts that are holding you down"**

Just about every student of success and seeker of wealth has read "Think and Grow Rich" by Napoleon Hill. Mr. Hill states that one of the first keys to attaining success is that you must have a burning desire, and that is very true.

The majority of you reading this book have a "burning desire", You know what you want and are even willing to pay the price for it. Yet month after month, and year after year it seems to elude you. Frustration comes in because you have the discipline, desire, and commitment, you read all the books and go to all the trainings and still fall short from reaching your "burning desire" that level of success you so desperately desire.

How can this be? What is the answer? Your burning desire is like rocket inside of you trying to blast off at full speed, but is tied down to the launching pad by indestructible chains. You lift off a few inches, but are unable to blast off! So, you give it more fuel (trainings, books, seminars) hoping to break free and blast off. Only to find it is of no avail. You see, those chains are unbreakable, but the good news is, you can unlock those chains and let them fall to the ground, allowing you to finally blast off.

Those unbreakable chains consist of your inner belief system that was formed inside of you when you were growing up by well meaning parents, teachers, friends and your environment. The fact is, we were created for success, engineered for achievement but programmed for failure. The programming we got during our child and adolescent years usually does not serve us well as adults. Yet we live by them everyday of our lives because we simply do not know any better...until now.

The next unbreakable chain are our thoughts, which are formed by our beliefs. No wonder this pursuit of success has been so hard. It's a no-win battle under this kind of arrangement. The problem is not the system, but how we use the system. In fact, this system guarantees success 100% of the time, it will cause you to successfully lose, or successfully win, depending on how you apply it. The key is to get the system working for you. You do this by:

- Being aware of your current beliefs that are holding you back
- Writing down the things you want and desire
- Affirming daily that you have your desires
- Stating daily you are worthy of those desires
- Speak to those desires, calling them in

When you practice this and make it part of your lifestyle, you will find yourself reaching your long awaited goals, dreams and desires. It is not hocus pocus, but the science of your focus.

### Einstein Factor 3 “Success over night?...I don’t think so”

In the quest for success and achievement please remember this truth. You cannot change your life in one day, however, you can change it’s direction on any one day that you choose. Success takes time and that is ok because it allows you to enjoy the journey to the top. Many people equate the climb to success with pain, suffering, and struggle and in fact is the road that most people take. But it’s not the only road, or even the best road. Let me show you a better way and for this, once again we turn to our good friend Albert Einstein and his wonderful understanding of science.

If you drop your pen what happens? It falls to the ground because of the law of gravity. Unless you are a complete nut, you have never dropped your pen and then stressed out that the law of gravity might not work. Your success and achievement is governed by the same kind of immutable law, so why are you stressing out about it? The old saying, “If you knew that you could not fail, what would you do?” For many that is just a cliché and holds no reality. Or as someone once told me, “Yea and if my grandmother had hair on her legs she could be my grandfather”. The fact is, your success is based on law and once you understand that, and how it works, your success is guaranteed and you can enjoy the ride!

The only reason you struggle so much is you are using the science or laws of success backwards! You are attracting problems, shortage, and pain not on purpose but by default. When you are going through hard times and speak about them, it causes you to constantly think about them, and will only reproduce more of them. Break the pattern, change your thinking and your speaking. Hey, what you currently have cannot be changed, but what can change is what is in your future. Once a harvest is here ( result or conditions), there is no changing it. Even Einstein couldn’t change an apple into an orange. But you can plant a different kind of seed and get a different kind of harvest (result or condition).

Think about success and you will produce success  
Think about abundance and you will produce abundance

It won’t happen over night...but it will happen. Just relax and realize your success is guaranteed and go out and enjoy the journey to the top.

### Einstein Factor four “E+CYS x K= DR”

Emotion standing for the fist letter in our equation is “Energy in Motion”. Emotion is a very powerful force, in fact one of the most powerful forces on the planet. It has the ability to unleash the scientific genius inside of man, allowing us to travel into space and back, but also has the ability to unleash the torrents of hell and bring upon man kind the vilest kind of destruction.

When you are first in love with someone, you turn into a Superman or Superwomen who can go days with out food or sleep, and endowed with endless energy and wit. The age factor has nothing to when this force is in full bloom. It is the power of energy in motion in the direction of love. What you want to do is get that “energy in motion” aimed at your goals and dreams. Once you get excited, motivated and, turned on about your dreams , that energy will propel you like a rocket towards them. But a word of caution must be stated here. That energy or emotion that is traveling towards your dreams, can be redirected to travel away from them by people and

circumstances. Here you are all excited about your goals and dreams, fired up and you go and share them with some one who has done nothing other than live life like the back end of a horse and dropping road apples on the ground who will tell you “you can’t do that”. Joseph, the young boy in the bible told his dream to his brothers and they threw his rear end in a pit and sold him as a slave to Egypt!

Listen, when people tell you what cannot be done they are exposing their limitations, not yours. Don’t allow people to steal your dreams by redirecting your energy in motion (emotions) away from them. Your success will never be celebrated among the average, only in the encampment of winners. This is why Mentors are so important to our success. Our Mentors cheer us on and become the voice of reasoning that says “Yes you can do it!” The first ingredient to our success equation is emotion, so get excited about your dreams. The next time someone tells you that you won’t reach your dreams, look them right in the eye and say “Your Cool-low is out of here!” (Cool-low is rear end in Spanish...I think).

CYS stands for being committed to your own success. Right now you have Mentors, family members and friends committed to your success. The only one left to be committed is...you. You have to be committed to your own success. When you are committed to your success it gives you the driving and staying power to overcome obstacles, temptations, and distractions. When you want to give up your commitment says no, and you keep on going. Unless you are committed to your own success, it really does not matter who else is committed behind you, other people cannot help you if you are not 100% dedicated to your cause.

If you do a careful study of the ancient and Holy Scriptures, you will find that God tells us to “Decree a thing, and I will establish it”, and in the book of Proverbs He says, “I create the fruit of the lips”. In other words He gives us the scientific equation of the law of attraction. In layman terms God said to name it (your success or desires) and claim it. What most do is name it (failure) and blame it. I can’t be successful because of my spouse. I can’t become rich because of...the list could fill 5,000 books. When you are committed to your own success you will have no time to play the blame game, you will be out there carving out your own good fortune and enjoying life.

The letter K stands for knowledge. The day you stop learning is the day you stop growing. And when you stop growing that is the day you stop living. Oh you may still have breath in your lungs, and walk around, but as someone said “many die at 40 and don’t get buried until their 70”. Knowledge is the fuel that takes your dreams from your heart and transforms them into your hand. I ask people, “will you dream of achievement or achieve your dreams?” Most everyone has some kind of dream to be more, have more and do more. Yet the sad fact is 97% of all those people will never experience their dreams. The only thing that keeps people from their dreams is knowledge. Some might say, action is the most important part, however if you have the right kind of knowledge it will cause you to take action.

I was talking with the legendary William E. Bailey ( a man who had a personal meeting with the Pope, lunch with Neil Armstrong 6 months after he returned from the moon, and created a business that produced \$64 million dollars per month in it’s prime time) and asked him, “Why do so many fail to climb the millionaire mountain?” After a long discussion, he said one of the primary reasons was a lack of knowledge. Knowledge comes in many forms, much you learn by reading and study, but some come only from the care and wisdom of a mentor. Mentors do hold the golden key to unleash your potential and unlock your future.

As our good friend and mentor Albert Einstein would agree, if you go into your success lab and take the ingredients of *positive emotion, being committed to your success, mix it with knowledge*, you will get your desired results, which stand for the last letters of the Einstein equation DR.

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