



Entrepreneurial **Schizophrenia**[®]

*Living with creativity, purpose and passion
- without going crazy!*

by Daniel Comp & Angelina Musik-Comp

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Entrepreneurial Schizophrenia®

About the Author, Daniel Comp

I was born in Cleveland, Ohio, May 16, 1955. I've never known my genetic father. My teenage mother struggled as a single parent. I suspect my childhood was the impetus of my creativity - a solution for days of nothing to do. No siblings, no pets, I remember laying on the floor of my grandmother's kitchen with Lincoln Logs and an Etch-a-Sketch - exploring.

My school years seemed to be a series of experimental physics and chemistry explosions, and the usual emotional rejections, as I was curiosity about science and girls. I sat in the front row of most of my classes, and volunteered for any and all artistic and creative opportunities.

During Vietnam, I studied Nuclear Power and Communications with the U.S. Navy. I greatly expanded my thirst for adventure by seeing the world from a deck of a ship - where the land was always just over the horizon!

In my twenties I struggled with a sense of purpose, direction and meaning. A simple prayer and a tragic fall from a glacier became a 'life-changing' experience. I learned what being a quadriplegic was about - and that miraculous healing could be really 'up-close and personal'.

I've had a thirst for learning as long as I can remember. I've learned character from dead people, in hundreds of books, and dozens of symphonies. I've learned from compassionate mentors to follow my 'knower'. I've learned that there's a time to listen, to speak, to duck, to stop, to turn and to slow down - and above all, to be patient ALL the time.

Through a lifetime of learning, ***I've found that we are more than our accumulation of knowledge. We are rich with experience, and plagued by our fears. We're often immobilized in life, hardly knowing our capabilities, and we are each our best challenge.***

For three decades I've been an entrepreneur. As a building designer and contractor, my crews created ten of million dollars of projects in the built-environment. I've been a contributing foot soldier of the web since '97 with



Intelligent Network™ and with Angelina Musik's two-time SBA award winning MOMtrepreneurs™. I've created tools in use by hundreds of entrepreneurs, start-ups and giants like UPS, RiteAid, Starbucks and Microsoft, but none of it comes close to the joy I get being with David and Carissa, my kids, now grown and accomplished artists and athletes. They above all things are the 'reward'.

I'm an outdoor fanatic for windsurfing, kiteboarding, snowboarding, trans-America cycling, glider soaring, and any opportunity to play with my kids.

To summarize; my life has been a series of 'best efforts' in honoring God through creativity, investing in other people's dreams, creating memories with loved ones, and being aware that each moment is an opportunity to 'Make a Difference' for someone, somewhere.

I hope Entrepreneurial Schizophrenia® will do that for you. Thanks for reading the book. I encourage you to participate in a workshop where you'll meet other cases like you, yourself and your boss! ***All of us look forward to meeting all of you.***

Daniel Comp

A large, stylized, grey number '123' is positioned on the left side of the page. The '1' is tall and narrow, the '2' is shorter and wider, and the '3' is the shortest and widest. They are all rendered in a solid grey color with a slight shadow effect.

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Small Business IS personal

CHAPTER 1 - PART 5

Letting Your Passion IN

There are a number of things that can seem counter intuitive with entrepreneuring. Things we really want to be one way, can turn out completely opposite, or not at all. One of those things is the idea about finding your BLISS, or your PASSION. the lesson here is that rather than chasing it down, prying it out, or squeezing it, simply relax and recognize that it's been there all along.

Gary Larson is my favorite cartoonist. This cartoon really points to the struggle I'm writing about. Being brilliant doesn't mean life will be easy. Some things just don't go our way. No matter how hard we work, it won't change the nature of things. No matter how hard we sacrifice, and strategize, and make the efforts for things to happen, sometimes they won't. I'm learning the best strategy is to put in the effort, and simply let go - letting things appear at the proper time - if they're supposed to.

I'm a great advocate of working hard and focusing effort, but, I'm also very experienced at *pushing* on projects, that in the end, would've been better to let them go. Since it's hard to tell the difference between a 'challenge' and a 'closed door' of opportunity, especially when we're so focused on forcing the thing into existence or prying it out of the seed, it's often best to ease up and realize that *'some things are NOT in our control'*, like birth.



By Cartoonist Gary Larson

Buy all his work! Visit:

<http://www.TheFarSide.com> and

http://en.wikipedia.org/wiki/Gary_Larson

Small Business IS personal



The timing of events - like accounts receivable and new client decisions are dictated by their viewpoint and sense of urgency. Sometimes we need to step back, let go, and let things come to us - like our passion. Another way to say this is to let our dreams have their gestation period. This is because the answer, the key, the secret is inside of us. It's not something that we can reveal by forced effort. It's something that will come from deep within our heart. It'll come in a whisper or a surprising 'aha' moment in the midst of chaos.

On day forty of the first Trans-America ride, I stopped to visit with Oprah Winfrey at Harpo Studios in Chicago. Standing that morning on the 'Loop', listening to the screeching steel wheels of the overhead commuter trains mixed with the sound of jackhammers and honking cabs and early commuter traffic, I remembered the story of the Chinese sage hearing a cricket in a similar flood of chaos. The point of that story is to learn to hear even a cricket in such a situation, so you can follow the whispering of your heart; "come this way. Follow me."

By quieting my head and letting go of my expectations, I was able to be just in time to see a miracle. Call it provision. Call it direction. Call it luck or a change in plans. Learning let your passion, purpose and destiny *find you* is a significant part of entrepreneurship.

Don't keep pushing in when the door opens out.

(P.S. - Oprah was out for the day, but I ended up staying the night at Engine House 49. That was the miracle!)

Bootstrapping with NO Boots



work for your business. It certainly can avoid substantial development costs and lower risks - if you learn from other people's costly mistakes before-hand.

You can perfect your 'pitch' digitally far cheaper than in print. Your emotionally rich marketing 'hook', that you tell to capture your customer's interests, can be perfected long before you spend cash on the bricks.

You can see an example of this in the software industry. Have you noticed that on boxes of software there are really great testimonials about the product printed BEFORE it's made it to the shelves for you and I to buy? The life-changing statements are from Beta Partners - people that test stuff out for the company, in trade.

Likewise, you can invite prospects to become 'beta partners' They will get your product or service in exchange for their endorsement and testimonial. This is a low cost way to gather marketing resources. Then, using a digital camera, even better, a web cam or digital video, you can tell a compelling story - distribute it around the Internet like YouTube.com or Skype.com or Joost.com and start growing your audience and the cash flow.

Consider how that might work for you before you invest in the bricks and mortar - because you can discover failures, get feedback and make corrections before sinking all your money into an exclusive storefront or an exotic physical marketing campaign. **Learning from other people's failures is free.** We can thank the dot.com'ers for teaching us that.

Bootstrapping with NO Boots

CHAPTER 2 - PART 7

Find your 'Cause'

Consider the advantage of having a 'Cause' for your organization. A 'Cause' is sort of what cement is to aggregate. It's what asphalt is to pavement. It's the blood in the being. It's the binder, between the stones, that makes the material stand up to weather and traffic.

Finding a 'Cause' will help with bootstrapping because it draws and holds people close to your enterprise. While building a very large distributorship in the telephone industry, I found that people will work harder for recognition than for a paycheck. The 'Cause' we shared was *personal development* - which contributed to better self-esteem, family peace and community service.

Yoplait yogurt has pink lids you can return, providing them with feedback, and they contribute to breast cancer research. Bill and Melissa Gates are impacting the health of millions as their 'Cause'. My company, Intelligent Netware, builds fabulous, automated web sites, and multi-media content. We're respected for our work - but recognized for helping the underdog - enterprising men and 'Women in Business'. We've been recognized for powering MOMtrepreneurs.

By understanding how concrete and asphalt work, you can extend the principle to your enterprise and help the participants 'stick' through tough times.

A 'Cause' cements the aggregate. What's yours?

THE 'CAUSE'
CEMENTS THE
AGGREGATE



Creativity and Invention

CHAPTER 5 - PART 9

**Look at all this wonderful white space.
What was I thinking?**

Thinking in the 'GAP'

Treena Kerr produced her husband Graham's television series, the 'Gallopig Gourmet' which was watched world-wide by millions of people a week. She's a poet, a teacher and a serious woman of God. I had the honor of working with Graham and Treena for eight years.

Treena imparted a bunch of wisdom in our team - the idea of '*thinking in the gap*' is hers.

Let me demonstrate, then articulate. While you are reading this, you can also hear what's going on around you. Listen. Now read. Now, read while listening. Good.

While reading, become aware of your peripheral vision. Smell and feel the world around you at this exact moment. Try wiggling your toes, touching your hand and doing all the above. You have amazing awareness and control, right? Now for the graduate course.

You might be reading this in bed, on the toilet, or even behind the wheel as you drive. I'm guilty of reading on all three platforms. And, I believe we was in complete control, in each case, all the time!

On top of all this activity, while you're reading these words, your 'boss' is likely talking to you, and maybe your stomach as well. You might also have lyrics or music in there; some ringing in the ear; outdoor noise and even some guilt and the echoes of a recent fight. The amazing

Creativity and Invention

thing is that we still have room to reason between the clutter - in the gaps. We can think in the GAP.

Here's some numbers:

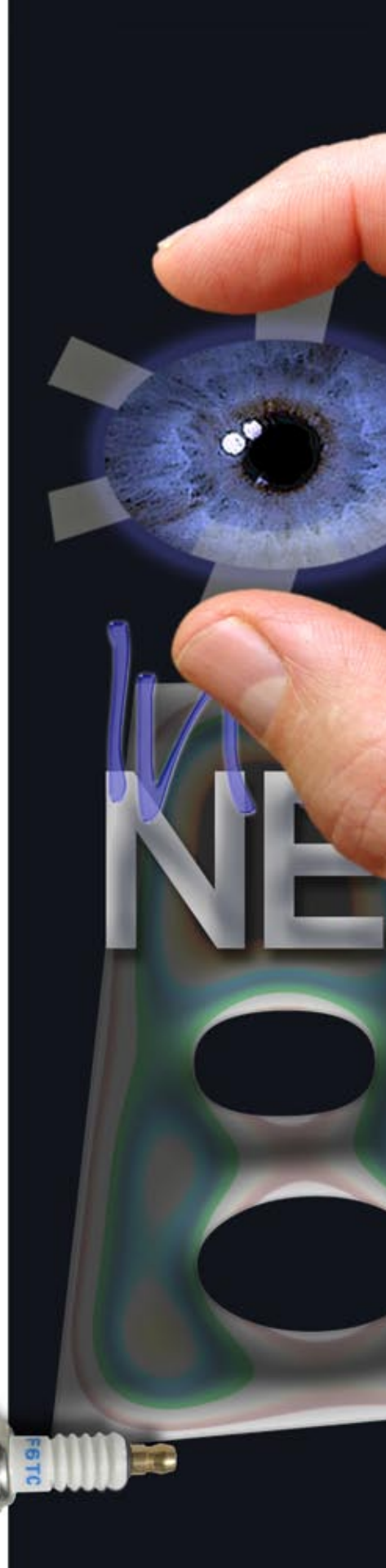
The fastest I can read this text out loud is about 150 words per minute. Even as caffeinated, and loud, as the eight Seniors in the corner of this Starbucks are; screeching over each other's frantic story, they're only doing about 200 wpm. In fact, auctioneers can only do about 250 wpm. The best educated people comprehend reading between 200 and 400 wpm. Speed readers can cover almost 600 wpm, most of which escapes direct attention but leaves an impression or imprint with understanding.

So... what's our brain's capacity? It can process over 650 wpm, sometimes as much as 800 wpm. You add to this, eating, talking on a phone, driving and fantasizing at the same time! Talk about multi-tasking?

The idea of thinking in the gap, is simply that if we can get intuitive nudges, make decisions and act on them, all the while multi-tasking, imagine what we can do with selective and focused listening?

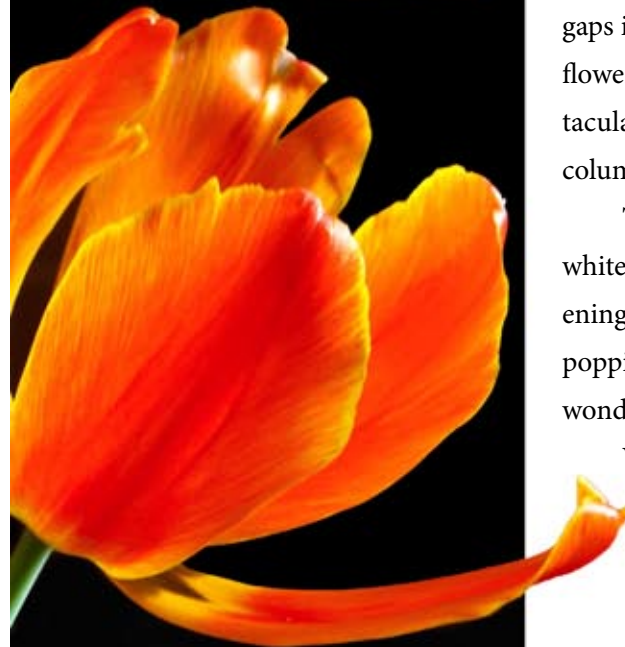
If you observe the general public in America, our attention spans are pretty short, our multi-tasking is maxed out, and the listening skills are retarded. We seem to be afraid of the quiet - even in a worship service!

My tip is that if you want more power in the moment, turn down the noise, clear out the clutter and *stop with the eating lunch while talking on a phone, while driving, and reprimanding the kids in the back seat - long enough to get some quality thoughts anyway!*



Does the sound of your own thinking scare you? Do you habitually turn on something like the television, a radio, your iPod? What would it be like to lose your hearing for a day? Could a 'noise' diet serve your creativity? What's your resolve? What are you committed to change?

Creativity and Invention



CHAPTER 5 - PART 12

Inspiration: Get it – do it!

It was a sunny June afternoon in the Pacific Northwest. The water in the island harbor was a beautiful deep marine blue with brilliant white caps. They were moved along by the chilly and brisk northerly wind. We had been walking around the quaint downtown shops of Orcas Island for what must have been hours, listening for a calm and quiet spot to shoot a scene for Angelina's television show. The sun was falling, and I was tired of lugging equipment and searching for the perfect setting.

I was getting frustrated, because my 'knower' appeared to be teasing me with dead ends. Eventually we found a courtyard between two buildings where the wind would leave us alone. When we turned the corner, we could hardly believe our eyes. The sun, peeking through gaps in the trees was gracing a large and brightly colored flower garden with exquisite shafts of light. The spectacular background of the bay was framed by a very long columned porch with whitewashed wood siding.

The porch was warm, quiet, perfectly lit. A single white bench invited us to stop and rest while the deepening shadows crawled across the grass and deck. The poppies, irises, daisies and blue bonnets danced to the wonderfully orchestrated music we would later choose.

Walking into this heavenly garden, we knew in-

Creativity and Invention

stantly, that the topic for this Rembrandt location was Inspiration. We ad-libbed what turned out to be one of the funniest and inspiring parts of the series.

"Inspiration isn't squeezed into a schedule. It isn't pried out of a project. It's not a task on a list that can be checked off at will. Inspiration is a gift. When it's given to you, it's time to open it with gratitude - right then and there. Inspiration is a reward for patience and awareness."

What I learned, again, that summer afternoon, was that I must be ready to capture the emotion and spirituality of the moment with masterful craftsmanship - and with loving tenderness - without coercion. Bullying my schedule, giving in to fear, panicking in the moment, or giving up in disgust could have prevented the experience altogether - including the joy of being a creator. What a wonderful reward we got by being patient, and by executing our skills with timely precision.

If we had second guessed any turn, or fought over the delays - including the late ferry ride - we would have missed all of it. We got the inspiration - and we did it.

You can too.

What comes to mind about your preparedness? Are you a 'fuss bucket' or a 'whatever' kind of person. Is there some way you can be prepared for action without being stressed? Share some ideas.





Entrepreneurial Schizophrenia®

*Chapter Seven:
Mental Survival Skills*





Mental Survival Skills

CHAPTER 7 - PART 1

Abundance vs. Scarcity

Nearly the first thought that came to mind in thinking about Mental Survival Skills was a dramatic change I had in my twenties. It came as a result of becoming aware of my poor attitudes, beliefs and behaviors concerning the topic of scarcity and abundance. Thanks to a book I read from Dr. Wayne Dyer, I became aware that I looked at God as 'cheap', 'stingy' and adversarial, rather than as a willing, abundant and a generous creator wanting to facilitate '*our*' joint ventures.

Beliefs, attitudes and behaviors are all strung together. When we believe that the universe isn't abundant, that there is not enough energy, material or ideas to go around, then we behave accordingly; we bury our talents and hope people don't steal our ideas. Rather than telling the world about our idea, we hide it, and sure enough God gives the idea to someone that is 'doing' something about it. Next thing we know, the idea *we had* is in the market place - by someone else! "*They stole it!*"; We say. Not so. Creativity is an abundant resource. Anyone can have more than enough. The fact is, more gets more. The more we create, the more creative we become.

I was raised thinking that there was only so much to go around. Our dinner table wasn't a presentation of prosperity. It was more of a "get yours before someone

Mental Survival Skills

else has taken it". There never *seemed* to be enough food, so we developed a behavior of scarfing, rather than relaxing and talking. We thought there wasn't enough for a second serving, so we took as much as we could the first time. I don't ever remember being hungry after a meal, so this must have all been a perception and not a reality. My parents did provide enough. We just didn't see it.

Before the Hubble space telescope, it was generally agreed that space was a hostile and desolate void, waiting to take life from anything exposed to it. Physicists now generally agree that the opposite is true. Space is ready, and willing, to birth what we anticipate. If we create an experiment looking for wave energy, sure enough we find it. If, in the same place, we create an experiment looking for particle energy, we find that. We tend to find what we're looking for. The act of looking actually prepares us to receive. I believe now that there's more than we need.

Applied to business, the practice works like this; if we are cheap, stingy and protective, we tend to miss opportunities to bless people, and to get our cups refilled. On the other hand, if we share freely what we've been given, then sure enough, we see opportunities to give even more. The weird thing is that taken slowly, learning this over a decade, I've NEVER gone without, but I've been petrified with fear more than once. My boss occasionally forgets history, and projects his scarcity mentality, that we won't have what we need when we need it, but our actual experiences have proven otherwise.

Let me share a very personal story. This happened on my second Trans-America ride in 2006.



Mental Survival Skills

I didn't want to repeat the financial challenges of my first Trans-Am, when I went coast-to-coast on \$15 a day. This year, I had worked hard to get our receivables in the area of thirty thousand dollars. All we needed to do for a few months was cash the checks. Unfortunately, just before Mother's Day, the official first day of the ride, I learned that a major account wouldn't be paying their bill. They were pulling the plug on the project and shutting down. *"What? No way!!!"* I was really scared.

I rode from the Golden Gate, across California and Nevada and into Utah, contemplating my totem on the top tube of my bicycle. It was a reminder of provision, direction and purpose, so I wouldn't get freaked out and quit, scared that things weren't in my favor again.

I was leaving the Great Basin National Park, heading into a long day of climbing three passes over ninety miles with no supplies. I had a single day to tow and drink four gallons of water, climb eight thousand vertical feet, and endure eighty plus miles of 'chip and seal' road surface.

About a third the way across this barren plateau, filled only with snow capped peaks and sage brush covered valleys, I was really focused on the reasoning for my financial challenge. *"Why was I facing another Trans-Am ride with so little cash flow?"* The answer I felt was that I needed to finish this book so I could bless a much greater number of people than the couple hundred clients we currently had. This thought was followed by a distinct impression that I'd have exactly what I needed if I was willing to obey. *"Let me show you"* I thought I heard.



Mental Survival Skills

At that very moment, I had a hot flash and began perspiring inside a couple layers of jerseys. I grabbed my brakes hard, and pulled off the shoulder onto the soft gravel embankment. The roadside was an odd consistency of fluffed gravel you find above tree line, where years and years of snow and ice have expanded the pebbles into a sponge-like lattice. When you step on it, the gravel crushes slightly leaving a larger than normal footprint, even though it's perfectly dry. I've only seen this on glacier beds high in the mountains. I was looking at my feet.

As I pulled my outer jersey off and over my head I noticed a dollar bill on the ground. *"Shit... It's not like I can afford to have left my cash in an unzipped pocket!@*? Now, the few dollars I had were blowing out of my pocket and across this wasteland? Come on God?"*

That's what I thought. Then I spotted a five. *"Wait a minute, I didn't have a five. What the...?"* I stared incredulous. *"That's a fifty hanging in the sagebrush. And another!"* One hundred eighteen dollars in cash, laying at my feet, twenty five miles from the nearest home, intersection and human. *"What the...? No way!@*"*

I was in the middle of **nowhere**, and the cash I needed was exactly **now here**. I ripped out my video camera and recorded exactly what was going on. Miraculous? I can't say. Had I intended to find it? No. Did I manifest it? Unlikely. Was it real? Yes! Was this weird? Absolutely.

I was out of cell phone coverage all day, so I couldn't even tell Angelina. I reviewed my totem, and my thoughts leading up to the discovery. I thanked God for the provision. And, for the story, and a new way of think-



Mental Survival Skills

CHAPTER 7 - PART 2

Finding the Pony

My practice of thinking abundantly rather than having a scarcity mentality is by far *not* perfected. Finding the 'good' rather than the 'bad' in situations is like insisting a glass is half full, and not half empty. It's a practice I'm learning from Angelina. She is far more gifted than I am at this, so much so, that I tease her as being a 'delusional optimist'. Granted, she exhibits far less emotion and anguish than I, so I'm leaning toward her model and learning to respond with curiosity rather than fear.

Like any skill, whether it's water-starting in windsurfing or cranking a '540' in the super pipe, there are principles to practice, and when they're internalized, they'll really help the transition from sour to sweet.

It's similar with 'finding the pony'. I've heard this story told in numerous sales training events. It's a cute urban legend on mental attitudes. My version goes something like this;

Two brothers are having a birthday party. Though they are twins, they are quite different. The older one, (barely) is always concerned with himself. You can see this by the way he rips through his packages, counting the dollar value of his treasures. He needs to know that he received more than his brother. At the end of his feeding frenzy, he says; "That's it?" And he scruffs his grimy



Mental Survival Skills

sneakers on the wood floor as he stalks out of the room.

The younger brother is quietly opening his gifts; a pop gun pistol, a new cowboy hat and a pair of little leather chaffs. Then suddenly, he bolts outside with his holster flapping, one hand on the belt and the other on the cowboy hat, tearing across the yard to the barn.

His parents go to find him with a big grin on his face digging through a large manure pile. They're shocked to see him so enthusiastic and ask; "honey, what are you doing?" To which he replies; "This is the best birthday in the world. I remembered this huge pile of manure, and I'm sure there's a pony in here somewhere to go with my new boots, gun and hat!"

I'm learning that having a bent for optimism rather than pessimism is an asset, even though it won't directly change the situation, it'll attract people to you, rather than repel them away from you. The odds of finding the right team get much better when you're not alone.

So how do we become a convert? What's the trick in the mix? Is there a secret recipe or tactic? I'm not sure. If you ask the optimists, they say this;

1. ***"Don't lean on your own understanding."***
2. ***"Trust that all things work together for good."***
3. ***"Surround yourself with good attitude people."***
4. ***"Get and cling to the better feeling perspective."***

My take on this is that they are right. Making it habitual has been tough. Maybe that's because I still think I'm pretty smart, and I'm not entirely confident that it'll all work out. But, I'm learning and I'm on the way!!

"Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things."
Philippians 4:8



Which of these attitudes and habits sound like you?

"The glass is half full."
"The glass is half empty."
"Where's my cheeseburger?"

Which of the four points would you like to focus on today and practice for a change?

Sorry to hog the sidebar blank space, but I have a post script to share. I finished this page less than an hour ago. I'd like to share an object lesson and current event. I'm sitting at our local coffee shop, having walked here, about two miles, to exercise and think.

Stone Oak Parkway, in San Antonio has become a very busy street the last few years. The commuting traffic is now really dense. The drivers are in a panic, while they turn right from side roads into the main arterial that is packed with bumper to bumper traffic. They turn right, after stopping at red lights, but without looking right. They, as I just learned, are looking left and are distracted with the conversation they're having on the cell phone. They don't see pedestrians legally crossing with the 'walk' light, in the sidewalk directly in front of them. Twice, that's twice, in only two miles, I was hit by a car!

Neither of the two young women saw me until we were nearly face-to-face in their windshield! I've learned that my snowboarding and kiteboarding reactions come in handy when it comes to sliding across car hoods. The first one surprised me. The second one was stupid of me. I'll never forget the looks on their faces, as they realized; "oh my god, there's a guy on the hood of my car!@"*

*My glass is definitely half full today.
We never know what's next do we?*

