



The **FAITH (APPLIED) Story**

July 30th, 1995

I could not ever begin to understand why on this particular day the **Creator** of this universe chose to impart such a valuable piece of wisdom to me. Neither could I have known why he chose such an inconsequential event at my job to be the delivery point for this wisdom. I am sure that these were principles that I had not thought about or toyed with in any way before.

I am also sure that by the end of this day, I'd been given my own private demonstration of 8 working principles of faith; principles that when applied could activate the miracle producing power of this universe. By the end of this day, I had witnessed the power that comes from putting these principles together and using this faith formula to work towards what might otherwise be seen as an impossible task.

On July 30th, 1995, I was a regular Joe working in a dead end retail sales job and struggling to make ends meet. My wife and I had one son, Brandon who was 3 years old. And, we had just had our second son, Bryant 25 days prior.

I was the main breadwinner, and given that my wife was recovering from giving birth to our son, the only income earner in the house at the time. While my income covered the basic bills, it was scarcely enough to take care of my family in the manner that I desired to. Thus, extra money was greatly needed and desired.

As much as I'd like to believe that I would have done just about anything that was presented to me – so long as it was legally, morally and ethically fine to do, that just was not true. I had had opportunities to earn extra income in the past from things that involved things like direct/personal sales or network marketing.

As great as these things were for others, despite signing up, I just could not seem to get any value out of them for my family. Like most people like me, I was more seeking something that would allow me to trade some of my time for money. I wanted to work extra hours for more hourly pay. But I couldn't seem to find anything like that back then.

On this particular day, I got another one of those chances to earn extra income that had been of no financial value to me in times past. It came to me in the form of a special offer from my employer.

Not only was it the kind of offer that yielded me nothing in the past, but it was even more doubtful that I could successfully undertake this task this time around because it would require me to do in one day, what I had only previously been able to do with nearly a full month of effort.

To be exact, I needed to do in one work day, what it took me the previous 29 work days to do. And, to make matters worse, this particular day was the shortest of all possible work days to achieve this task.

The offer was this, hit a special sales quota that management laid out that morning and receive a \$1,000 bonus for doing so. Now to put this in perfect context, a \$1,000 bonus would be like nearly doubling my income for the month.

As attractive and exciting as that offer was, as much as I would have loved to receive such a bonus at that time, what I'd have to do to receive it was just a bit too far-fetched. You see, for me to hit the sales target that was laid out before me, I would have had to end the day with sales of \$16,000 for the month.

To do that, I would have had to double my sales output for the month in just one day – as in, on this day, I had only managed to bring in sales of about \$8,000. Now to get this \$1,000 bonus, I would have to sale another \$8,000 worth of merchandise in just one 8 hour day.

I would imagine that you can see the problem with even believing that I could accept this offer, let alone achieve the task. Well it is up against that backdrop that this story plays out. For some reason still unknown to me, on that day I did accept the offer and what followed in the ensuing 8 hours, through the guidance of the *Creator* was a master course in how FAITH works when it is properly APPLIED.

By the days end, by the gift of a power far greater than my own, I had achieved the goal of doubling my sales and was one of only a few members of the sales staff who earned the \$1,000 bonus. And, getting to that end result was a day filled with drama, learning and ultimately nothing short of miraculous. The story begins like this.

The Great TV Incident

The day began like any other month end day at this job, with my boss, *Mr. Kahane* complaining about how poor a month we were having. He talked about how this was the last real selling day of the month and how if things didn't get better, management would eventually want him to let some people go.



Then he went around the room and asked each one of us in sales what it would take for us to raise our numbers. There were a lot of great sounding answers, but nothing that he could see that anyone would really put into practice.

By the end of this meeting, he was questioning whether or not we as a sales staff could raise our numbers. In his words, he could see in the eyes of some of us that we just were going through the motions.

He said if that were the case, he along with ownership would start handing out pink slips. By the end of this meeting he had made up his mind, something needed to be done to see where this group stood.

He excused himself from the meeting for a moment to phone the owner of the company. When he returned, he did so with an offer that was part too good to be true and part too high to reach, even if it were true.

He said,

"Listening to you guys talk this morning, I have decided that it is time for the rubber to meet the road. It is time for me to determine who wants to sale and make real money and who just wants to stick around and collect an hourly check. So here is what the owner and I have agreed to. Each person, in each department in the store who hits the special quota set out for their department will receive a \$1,000 bonus. No matter where you are as we start the day, whether you are close to hitting the quota or far away, if you are at the quota at the end of the day, \$1,000 is yours!"

That was the offer. For me, as I mentioned before, as I listened to this offer being laid out I immediately realized that I was only about half way to the special quota that sales people in my department were expected to bring in and that it would all but take a miracle for me to earn that bonus.

There was no advance warning that this offer was coming down. It had been born out of the back and forth between the sales staff and management from the morning meeting. Thus I had no prior knowledge that my morning would start with this dilemma. So as that offer gets laid out, the first thing I had to do was make a split second decision as to where I stood on the matter.

Again, this was a Sunday, the shortest selling day of the week. Also, it was Sunday the 30th – the last real selling day of the month, just a one day challenge. In structuring it this way, it was almost like they were putting the offer on the table, but designing it in a way that was not likely to give us a real chance to achieve it. And, with these facts going against me, I somehow found the faith inside myself to believe that I could do it and quietly set out to achieve it.

8 hours later, to even my shock, I had the goal in my hand. In fact, I was the only person in my department and one of only a few in the overall store to achieve the goal, and this despite the fact that there were others who were way closer to the goal at the beginning of the day than I was.

I am purposely sparing you the overall details of how I did it because the details make up the 8 principles of this faith formula. In the coming chapters I will lay out each of these 8 principles in full detail and tell you exactly how it related to the events of that day. But for now I must tell you how the day and my quest for this goal ended in dramatic and miraculous fashion.

"Tell me about this \$2,000 TV!"

It should really go without saying that this was a really tough task to achieve. Trying to do the equivalent of 29 previous days of selling in 1 day required a ton of focus, effort and FAITH. Even though I was managing to make some sales, there were many times throughout this day when I privately wondered what I had signed myself up for. However through it all, I just kept pushing.

As I reached the point where 7 hours and 40 minutes of this 8 hour work day had ticked off, despite my best efforts, I still found myself in need of \$4,000 in sales to hit the quota and earn the \$1,000 bonus. At that point, with just 20 minutes of selling time left, it would have been perfectly reasonable for me to give up. After all, I had given it my best shot.



That is when the miraculous happened. Just when the other salespeople in the department started to wrap it up and prepare to close the store and go home, in walks a gentleman asking about a \$2,000 TV. Guess who was right there to help him? Me!

As I begin to explain the features of this 36 inch TV, the thought occurred to me that even if I could get him to buy it, I'd likely still be \$2,000 short of what I needed to hit the quota. However through it all, I just kept pushing.

I did my job. I showed him all the features and got him really excited about buying this TV. Then it occurred to me that we had talked up the final 20 minutes of the selling day. The store was now closing and he still had not said he would buy it. However through it all, I just kept pushing.

Eventually I said,

"Sir, this really is a great set. As you can see, we are closing up now and I don't know if you are really seriously interested in buying this set, but now is the time to make a decision if you want to do it today."

To which he said,

"Well I am very serious. In fact, I was going to ask you do you have 2 of them that I could buy?"

Did you hear that? Did it hit you like it hit me when I first heard it? I thought my ears were deceiving me. As the clock hit zero, did he just say he needed 2 of them or \$4,000 worth of TV's – the exact amount I needed to sale to hit my quota? I repeated it back to him and he said I had heard him right.

A quick check of inventory revealed that we had the sets. Could it be that I achieved this unachievable goal? I still didn't have the goal officially so I just kept my cool. I came back and told him that I had them.

He said,

"Great! Now I just need to go get the money."

In my mind I wanted to scream,

"There it is, I knew it was too good to be true."

However through it all, I just kept pushing. I ask him what did that mean and he explained that he had to return to his business to get the funds. He said it was a local trip. The store was already closing while this is all playing out. So I went to my manager and ask if we could let this guy back in and do this deal if he indeed came back. The manager said "yes", so long as he made it back within 30 minutes of us closing. I relayed this condition to the gentlemen and he was on his way.

After he left the store, in my mind I definitely wanted to scream, *"I knew it was too good to be true."* When some of my fellow sales mates got wind of what was going on, they made sure that they said it for me. However even through this, I just kept pushing mentally, I kept believing in my mind.

Each minute that he was gone felt like an eternity. Part of me wanted to believe. Part of me wanted to get excited. Part of me even wanted to start spending the \$1,000 bonus in my mind, but the goal was not in hand. Plus another part of me wanted to believe like my comrades that it wasn't going to happen.

Even though my department was way in the back of the store and I had duties to carry out back there before I could go home, I couldn't bring myself to leave the area around the front door. I wanted to make sure that if this gentleman did come back, there was no way that we'd miss him or fail to let him in.

As it turned out, I didn't have to wait for long. As unlikely as it all was, this gentleman reappeared. He had come back like he said he would. It was now about 25 minutes past closing. In keeping with the condition that my manager had put on his return, he made it back with only 5 minutes to spare.

We let him in and he produced from his pocket a bankroll, the size of which I had never seen – \$5,000 in cash money. He bought those 2 TV's, the service warranty for each, plus he paid us to deliver them. In so doing, he capped off the best and clearly the most miraculous selling day that I had ever had up to that point in my career.

The check that resulted from that unbelievable day (Payroll + Bonus – taxes) would go on to represent the most money that I had ever made at one time in my life – \$1,800 and made for a fun shopping spree for my wife and I.

When it was all said and done, I became a little darling to the management at my job. Even though they had no clue of the role *FAITH(APPLIED)* had played in this achievement, they used me and the story of the results that I achieved on this day as proof that our numbers could be raised, if that was what we were trying to do.

While ownership never set this type of special quota or made this type of bonus offer again, and I never sold this amount of merchandise at that job again, it still showed me that I was capable of way more than I had been doing.

Yet as I worked through this day, as powerful and miraculous as these events were, I had no awareness of the principles or the formula that I am now able to share with you. It took a little while longer before the *Creator* unveiled the 8 principles and their larger truth to me. In fact, it was in looking back a month later, after the shock and disbelief had just about worn off that the *Creator* showed me what was truly behind this accomplishment.

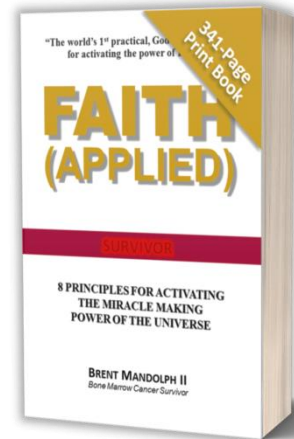
8 Principles for Activating the Miracle-Making Power of the Universe

I can now say that what the *Creator* eventually revealed to me was a practical formula for how the force known as *FAITH* could be activated to produce miraculous results in the affairs of my life.

The benefits of activating this force are almost beyond words. However I feel that it is of the utmost importance to tell the reader that the power of this force is that it is an aid that helps you to achieve things in your life that you could never achieve otherwise.

When tapped into this wisdom I have brought to bear power that was beyond my own power and strength. This force brought to bear senses, or a level of senses that were beyond my normal level of awareness. I could see things in my consciousness that I normally couldn't see. I could perceive things that I normally did not perceive. Ideas came to me with greater clarity. Clear instructions came as to how to solve long pressing problems. It was like I all of the sudden had a sixth sense.

If money was what I needed, I would be led to a place where I would find the money I needed, literally. If it were say \$100 I needed, I am talking about being led to a place where I would find the \$100 that I needed in the form of a \$100 bill lying on the ground as I drove down the street in my car. Finding money in this way has happened to me on so many occasions that my family knows to take me serious when I say I see some money lying at the curb as we drive.



When plugged into this wisdom, human angels would appear to do for me what I couldn't do for myself. In moments of great crisis, these angels would do or open a path for me to do, what it seemed like would never get done. In simple words, when plugged into this wisdom, I am literally talking about the mountain moving effortlessly – I am talking about the cares of this world becoming light.

And, it was in the aftermath of this work incident that the 8 principles of this formula for activating the miracle-making power of this universe were revealed to me by name for the first time. It was also the first time that I was shown that success achieved by the use of this 8 principle recipe, in a moment of crisis or in pursuit of a goal, was no random occurrence.

Since that day, the *Creator* continued to use my business and work life to further my awareness of these 8 principles. And, in my personal life, He took me through many incidents where I had to use this faith recipe to achieve what could easily have been considered to be the *“Impossible.”* Each of those occasions has helped to bolster my belief in the validity of this wisdom.