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### The Seven Keys to Why

Written by  
Jeffery Combs  
(an excerpt from  
*More Heart Than Talent*)

What motivates you? When your 'why' is clear, motivation is easy. What stops many people is a fuzzy vision of their why. When I'm talking about a why, it doesn't have to be rock-solid, crystal clear from the beginning. At some point you're going to find your real why, your real calling card. So let's take a look at these seven keys to what I call a why and what a why really is. A why, those three letters, is similar to the perception of beauty. It will be based on the eye of the beholder and your why is going to be different from the person next to you or the person next to them. Once again, just remember, your why is your own individual motivation.

Step one is really the force behind your actions, and this means in a physical sense. The force behind your actions is why you do what you do. Your why may be a better life, but see, if you just stated, "a better life," I'd ask you to break that down. What does "a better life" mean? Does it mean a better spiritual life? Does it mean a better car, a better home or a better education for your children? How about the opportunity to home-school your children? Some people are great givers. What about the opportunity to be a philanthropist? Now, there is a great word. A philanthropist is someone who spends their life giving. If you ever read about the great man, Andrew Carnegie, he spent the first half of his life amassing billions. At one point, he was the wealthiest man in the world. Then he spent the last part of his life donating his wealth. His foundation paid for the construction of many of the public libraries in the US. This is what

philanthropists do, and just imagine the feeling you would get by being able to write a scholarship check to the college of your choice, or being able to build a church on the land that you purchase, or any kind of cultural endeavor, or being able to assist people, perhaps battered women, or homeless children. This could be a very effective why and the why is really your fuel.

Key number two to your why is why your why matters. What is its significance? If you don't know why, the how doesn't matter, and if your why is strong enough, the how doesn't matter. Because if your why is strong enough, you'll find a way or make a way. That bears repeating. You see, if you don't know your why, if you don't have any kind of why, even a glimpse of why you are doing what you're doing, then how won't make a difference. Another way of saying this is that the best laid plans that carefully describe the how can't produce much without the motivation of a clear why. But if your why is strong enough, how doesn't matter.

Statistically most people will never achieve a seven figure net worth. Only 1/10<sup>th</sup> of 1% of you will ever have a net worth of a million dollars, and logic will state that only 7% of you will ever achieve six-figures, and logic and facts will state that most of you will never live your dreams. However, when you're an entrepreneur, you are a renegade. When you're out of the box, facts don't matter. Facts are for people who are logical and what I have found about most entrepreneurs and most people who are in free enterprise is we're all renegades. We're mustangs. We're stallions. We're out-of-the-box thinkers. We are rhinos. We are in the jungle and we understand the law of cause and effect. We know we'll be tested, and we are able to withstand the test. That's how renegades operate, and when you are a renegade, you are psychologically unemployable. When you reach a state of consciousness that states, "I will not be denied," guess what? The why becomes you. You start to struggle less. You start to let go. You start to say, "No matter what happens, I

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and three times my manager admitted to me the other day... "You were unmanageable when working for me." She is one of the only few people in my life that really understands me. I thank her dearly every day.

In the last two years I rearranged my whole life so that I could earn money from other sources and I'm getting by. I never thought it possible before.

Another big fear that I have conquered is being able to say "no" to people. Previously I continually tried to please everyone and then would regret it and get angry with myself for not telling the truth. That has been so liberating.

I believe that opportunities come to us all but recognising them for what they are truly worth is the challenge.

### So what is True Success?

For me True Success is...I am the happiest I've ever been. I feel at peace and have a real sense of purpose in my life. I feel free and the freedom to be. It's so great I'm not frightened of me anymore.

**Claudia Doria**

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### Couples in Network Marketing Written by Dr Bill Toth & Julie Musser-Toth

This is more than just a business; this is our life. Our families and "civilian" friends frequently call us crazy, insane, obsessive, relentless, maniacs, or "all work-no play". This is because they can't see the lines between our personal and business lives. If we were like them and commuted to an office everyday, went to church on Wednesdays, had Saturday for chores, Sunday for church and family time then they could clearly see the lines and would consider us to have a "normal" or "balanced life". Now, because of our success, some of them - and some of you - are asking us "How do you do it?", meaning balance life, work and play.

We believe that success in your network marketing business has a more to do with your success as a couple first, success as an individual second. Third, a given, is the great company, products or services your business has to offer.

Today our focus is those couples who have come to the place where they have decided to "work the business" together. This is a situation which is occurring for more and more Americans everyday and who we are attracting in our business. In answer to the question; "How do you do it?" here's what works for us and the successful couples we work with.

First and foremost, there is commitment. Commitment to each other, the business, individual dreams, joint dreams, the children's dreams. We started with *knowing* the world is naturally abundant, therefore no one of the dreams have to be sacrificed for another. Also, because we're serving a purpose greater than our own, we *know* all of our dreams are not only possible, they're already ours and they're just waiting for us to arrive.

Second, within the framework of commitment there is Love, Trust and Respect. And their order of importance changes continuously. This is part of the flow of Life.

Love - We both have a Love for serving God, others, our industry, our prospects and of course for each other, our families and ourselves. We absolutely Love connecting with prospects and assisting them in seeing an alternative, a proverbial light at the end of the tunnel. No matter the outcome of any call - whether a prospect says "yes" or "no" we know we've left that interaction having made

some sort of positive impact. We're aware that we may be the only nice person that prospect talks with that day.

Trust - We trust each other's judgment when it comes to working with prospects and deciding who we add to our Team, when it comes to deciding when our children require our full attention, when it comes to financial decisions for business and home, and when it comes to giving our time and resources to our philanthropic ventures. In short we trust that we each will do the right thing within, and for our agreed upon dreams, missions and visions.

Respect - We respect that each person will have strengths or "energy" that best matches a particular prospect, team member or situation. This allows us to adapt in a heartbeat. To do this we can have zero ego. We're not perfect and when the occasional ego (Edging God Out) does flare up we have a code and mechanism for dealing with it...usually within the hour. Ego begets fear and one cannot serve two masters. We can only serve either Fear or Faith...and when fear is present it is because we momentarily chose to focus on ourselves versus others. The antidote to this fear is gratitude for what we already have.

How did we get here? We made a decision i.e. our commitment. Then we took massive action in the form of preparation. I have been a seminar junkie for 20+ years, worked with Tony Robbins for 10+ years, and have a huge library of tools we used to develop a solid personal, family and business mission and vision. We also sought input





from our Pastor and had him guide us with an incredible tool he designed for the same purpose.

We invested more than six months discovering, in detail, who we each are and observing the impact of who we are together. Lest you think we analyzed the process, forget it. Julie and I discovered very quickly there is no greater power than two or more passionate souls on mission. Together we developed a "Mastermind" by Napoleon Hill's definition and every bit of what we did was as natural as breathing and just as effortless. We agree with Napoleon Hill in that "Power is organized effort".

Now having said all that, many couples we work with arrived at this same place through time, trial and error and other systems. We have simply discovered ways to shorten the process for ourselves and others, and we more than pleased with our results - present and future.

Our true friends call us the "Texas Tornados" because this is our life. The lines between personal and business, are very blurry or non-existent. We passionately and intentionally live, work, play, laugh and cry while we conduct a great international business from the comfort and safety of our home. We do

this with people we love, people our "civilian" friends might call co-workers, and we do it everyday or any day of the week. We "get to" do this because it is a privilege we prepared for and acted upon.

Since we met, we've created a new family, a great lifestyle and a global community of extraordinary individuals dedicated to Loving, Learning and Connecting with Grace and Abundance. Without a doubt our network marketing business is the very best personal development "seminar" we've ever taken because we've learned firsthand that when you help enough other people get what they want, you will get what you want. You deserve to have it all!

*Live With Intention,*

**Dr Bill Toth & Julie Musser-Toth**  
**Success Coaches**

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## Becoming Who We Already Are

Written by Chris Bartosh

Becoming. This is a well used word in the entrepreneurial world. Almost all personal development seminars have a guest speaker who will use this term. You've heard the phrases, becoming a better person, becoming an attractive person, becoming more successful, becoming a leader. I could go on and on, but the list is endless with possibilities. At this point, you get my point!

I first heard this term used nearly three

years ago now, at an event in San Diego, CA. Jeff Combs was the key speaker. There's a phrase Jodie Foster say's as she's traveling thru a worm hole in the feature film CONTACT, "I...had....no....idea!" That was me to a tee! I was completely clueless!

As I look back on those treasured moments in my entrepreneurial journey, I came to realize that true change comes from within. No amount of coaching, personal development tapes, CD's, books, or conference calls will change you. Although these things will assist and give you profound insight into your own thinking process, they will not, in themselves, make you become someone or something you are not already.

Another term I have heard used many times is, "thinking out of the box". If you analyze this term, it really means, thinking out of yourself. What this simply means is stepping out of your current way of thinking. This is your box. After you have taken this step then you can look at yourself in a completely non- judgmental way, and ask the question, why do I do what I do? How can I change my way of thinking? What steps do I need to take, to get where I want to go?

These are common questions we all ask ourselves at one time or another. Most people stop right there and give up. But a few of us will go further and act on these internal questions, because we can now see the answers from an external point of view. This is a form of self visualization from the outside in!

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Denise Delacruz Demonstrates Her Power of Belief by Breaking a 1" Thick Board at Breakthroughs To Success in August, 2004.



Sandra Frantz (Facilitator) Demonstrates Her Power of Belief by Breaking an arrow from her throat at Breakthroughs in August, 2004.

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