

A Plan to Vanquish Your Boogey Man
(Part 2 in a 5 part series)

In article one of this five part series, I chose the Boogey Man as the metaphor that represented the adversities, challenges and even the opportunities each of us face in life and in business. Currently the most popular Boogey Man scenarios are:

1. The economy
2. The lack of liquidity and/or credit
3. All negative media and thinking (energy) as related to #1 and #2
4. Unexpected opportunities
5. Expected opportunities
6. Addictive behavior in many forms

All of the above (positive or negative) can trigger stress, sleepless nights and even physical as well as emotional health problems. So then, let's focus on how to most effectively vanquish the Boogey Man or at least the anxiety it can cause.

To defeat any Boogey Man, it's helpful to understand at least something about your foe. Let's begin with what the Boogey Man is made of. All Boogey Men are composed of the same ingredients; that is to say

Ignorance
Lack of clarity
Fear
Uncertainty

One Boogey Man could be made up of 70% ignorance, 10% lack of clarity, 5% fear and 15% uncertainty. Another Boogey Man may be made up of only 20% ignorance, 50% lack of clarity, 20% fear and 10% uncertainty. The basic composition varies but the ingredients are the same.

A common belief is that Boogey Men are external; that they attack us from the outside. It's tempting to allow ourselves to believe that the Boogey Man is coming at us from the outside, i.e. the challenges brought on by an unexpected, unsolicited offer from someone to buy the company we own or work for. Perhaps the economy is the easiest external factor as a Boogey Man, because it is so large, complex and beyond our influence, let alone our control. While popular, such a belief system is inherently ineffective because it is:

Usually untrue
Disempowering

External factors, i.e. a downturn in the economy, often act like a switch that awakens us to data for which we are under prepared. This new awareness of our lack of preparedness triggers feelings of anxiety, inadequacy, fear of what we may lose and a sense of hopelessness or helplessness. It's all too common and easy to focus on the external data (circumstances), which triggered our internal response.

The important but hard to accept truth is this: no matter what circumstance you encounter, it is you that chooses how you will respond. Sam sees the recessionary economy only or mostly as negative, thus it becomes a Boogey Man that is out to ruin him. Because of Sam's negative perspective, he adopts the all too popular yet far too often ineffective strategy known as "playing not to lose". On the other hand, in the office right next door,

Tom perceived the recessionary economy as just the opportunity he's been looking for to increase market share, income and net worth. With his positive outlook, Tom adopts the more effective strategy "playing to win". Just like Sam and Tom, each of us gets to choose whether we perceive only or mostly the negative vs. only or mostly the positive. The wisest people I know are able to see both positive and negative while pursuing an optimistic action plan. We choose the strategy that suits our mindset even when it may easily be proven to be the less effective choice.

What type of energy we choose to bring to the situation (positive vs. negative) is our own choice. Boogey Men thrive on negative energy. Given enough negative energy (by our own choice), the Boogey Man can suck all of our energy. People, who get caught up in feeding their Boogey Men, often suffer depression and a variety of stress related physical as well as psychological illnesses. Once so weakened, they have insufficient energy to do anything positive or proactive to favorably impact the situation.

One of the most prominent psychologists in the USA that focuses on business executives, owners and their specialized issues is Dr. Jim Wendling of the Wendling Group (www.wendling.com). After reading the first installment in this series, he emailed my staff these thoughts:

"The Boogey Man is definitely wreaking havoc in the minds of those still questioning their values, beliefs or surrounded by "useless affiliations" in their lives. For the purposeful 10%, it's the 13th recession since World War II; they know how to lead, how to manage and how to deal with the human emotion of fear. Oh how I love a good recession...it brings the best and the worse out of people doesn't it?"

Both Dr. Wendling and I have noticed how far too many people today are looking to the government, a client or some external force to bail them out of adversity. The majority of people in this world today, prefer to look outwardly for the source of problems, challenges, opportunities and solutions. Of course, such a worldview is consistently ineffective, but most people living in this mindset are very likely to repeat the same thought and behavioral processes while expecting different or better results.

Some people, who know me, will tell you that I am a process or systems nerd. Achieving desired outcomes is usually faster and easier when I apply a system or process. Of all of the systems I have developed, the most useful is illustrated in this article. It took me many years to quantify it into a written formula. Then I had to test its effectiveness across a very broad array of challenges and topics. If it didn't work each and every time it was correctly applied, it would not meet the criteria as a *Universal Success Formula*. It wasn't easy helping the U.S. Government to understand it well enough to issue a trademark for it. That is a long story, perhaps a book, in and of itself, but eventually my colleagues and I were able to convince the government to issue a trademark.

One of the main reasons this formula works universally, every time it is correctly applied is this: in its most correct or powerful format, a written plan is produced then

implemented. The act of writing has a powerfully cathartic effect on the human psyche. A written plan is far more effective than a series of thoughts, hopes and dreams floating around exclusively in our own individual, little brains. By combining the physical act of writing along with some creative thought about what we really want, we activate or improve our access to some universal laws such as:

- The law of intention
- The law of attraction

A Written Plan Really Helps a Lot!

So whether your desire is to vanquish a Boogey Man, optimize an opportunity, improve a relationship or increase effectiveness in any area of business, life, spirituality, sports, financial security, peace of mind, music, art or science, you will find this formula to be immensely helpful. This of course works best when you choose to apply it correctly. Here is the formula that you can try for free in your personal life or business.

Remember I am not giving you permission to use it as a profit center or to sell it or to teach it to others. My company owns the trademark and only my company can authorize its personal or commercial use and application. So what I am saying is that this formula is NOT public domain, but I am giving you a "free trial" to use it personally. Permission to use it commercially is only available through a written licensing agreement with my intellectual property company The Wright Company (www.thewrightco.com 310-545-8040). With that in mind, here is the formula that will help you vanquish your Boogey Men and achieve anything you truly desire.

Universal Success Formula

Vision
Commitment
Goals

_____ Timing _____

Strategies
Tactics
Tools

A well reasoned written plan following this formula would usually require 30-90 minutes to write once you become familiar with the process. If you want professional help addressing a very important life or business topic(s) my staff will direct you to experienced licensees who can help you.

My passion is helping people achieve what they really want out of life, career and family. Some of the many challenges I face with my clients is that in each and every project, or endeavor, at least a few Boogey Men rise up to confront my clients, their advisors and me. There are always some Boogey Men to vanquish.

The surest most proven and effective methods for success apply proven systems rather than starting from scratch each time a new project is taken on. So it is that I developed tools which, when properly deployed will vanquish any and all Boogey Men.

The *Universal Success Formula* (once put in writing then correctly deployed) outlined in this article is my primary tool for accurate understanding and effective resolution of problems and opportunities. Making it available for a free

trial for you to use in your personal life or business is the best way that I know of to empower millions of people to think and behave more effectively. So I urge you to give this *Universal Success Formula* a try, then email or call me to report your experience and what results you accomplished by applying it.



Bruce R. Wright is the inventor of Macro Strategic Planning™ also known as the *Universal Success Formula*. He is an internationally respected mentor, entrepreneur, author and teacher. Through his book, *The Wright Exit Strategy; Wealth: How to Create it, Keep it and Use it*, his speeches and private mentoring, Bruce has empowered thousands of people to take control of and optimize their lives and businesses. Bruce is best known for "getting in the trenches" with his clients, implementing key strategies and action steps that produce tangible results. Helping people achieve greater success, fulfillment and peace of mind are some of Bruce's greatest passions. If you wish to learn more about how to achieve your ideal life, perfect calendar and greater personal freedom, please visit his website:

www.balancedsuccessinternational.com

There you will find free articles, and a workbook entitled *Macro Strategic Planning™ Your Life and Business* that you can download as well as details about upcoming speaking events or workshops you can attend. His next book, *An Elephant's Guide to Majestic Living* is scheduled for release in late 2009. Early releases of chapters will be available on his website in March 2009.