

California Gold / How to Grow a Secure, Renewable Retirement Fund in Thirty-Days' Time.

The Thirty-Day Retirement Plan by Al Lewis

California Gold.

The California Gold Rush began on January 24, 1848, when gold was found by James Marshall at Sutter's Mill in Coloma, California and lasted about seven years.

The news of gold brought some 300,000 people to California from the rest of the United States and abroad. Of the 300,000, approximately half arrived by sea and half came overland from the east on the California Trail and the Gila River trail.

The gold-seekers, called forty-niners, traveled by sailing ship and covered wagon and faced substantial hardships on the trip.

While most of the newly arrived were Americans, the Gold Rush attracted tens of thousands from Latin America, Europe, Australia, and Asia.

At first, loose gold and gold nuggets could be picked up off the ground. Later, gold was recovered from streams and riverbeds using simple techniques, such as panning. More sophisticated methods were developed and later adopted elsewhere. At its peak, technological advances reached a point where

significant financing was required, and mining companies became important.

Gold worth tens of billions of today's dollars was recovered, which led to great wealth for a few. Many, however, returned home with little

were built across the country from California to the eastern United States. Agriculture and ranching expanded throughout the state to meet the needs of the settlers. At the beginning of the Gold Rush, there was no law regarding property rights in the goldfields and a system of "staking claims" was developed.

All this from the discovery of gold and one man, newspaper publisher Samuel Brannan, striding the streets of San Francisco holding a vial of gold shouting "Gold!, Gold!, Gold!"

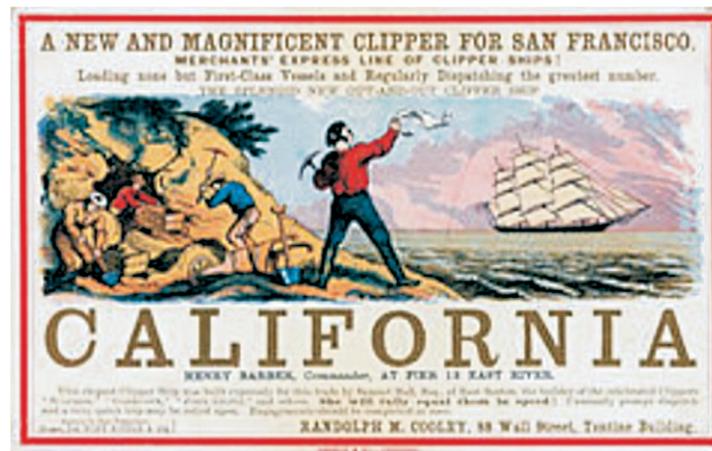
The Power of Attention.

I began this essay with a short story about the California Gold Rush

because it's so fascinating, inspiring and motivating a tale that can be both admired and duplicated today.

What, after all, with the spirit of adventure, raw courage and desire that we Realtors have, like the forty-niners, could stand in our way of tapping into billions of dollars' worth of wealth building listings and sales at the high-end of the market except fear of the unknown, self-doubt and laziness.

Laziness, I think, is the curse of modern man. When water can be gotten from a tap; food from a



more than what they had started with.

The effects of the Gold Rush were substantial. San Francisco grew from a small settlement of about 200 residents in 1846 to a boomtown of about 36,000 by 1852. Roads and other towns were built throughout California. In 1849 a state constitution was written, and a governor and legislature were chosen. California became a state as part of the Compromise of 1850.

New methods of transportation developed as steamships came into regular service. By 1869 railroads

fridge; heat from a furnace; light from a switch; entertainment from a button; and when waste can be disposed of by a flush and trash disappears to nowhere inside the back of a truck that picks it up by automatic lift; when the mail comes six-days a week; FedEx delivers daily; and medicine's only an arm's reach away inside a cabinet above the bathroom sink, of what need is audacious ambition?

Ideas, dreams and wants, though they arise, because of modern-day convenience that births laziness just fade away like morning mist. This has got to be the reason why so many "so many" people get a license to grow a career in real estate only to let it go within two years' time.

What a waste.

The cure for this is forceful attention, for "An idea is endowed with power only to the degree of attention that is paid to it."

Relationships, we know, grow if we pay attention to them and fade if we don't. Ideas, dreams and wants are subject to the same rule.

The rigor of crossing the country by wagon or rounding the Cape by sail to strike it rich in California required unrelenting, forceful attention to this idea by the forty-niners. Those that couldn't hold the single idea of "striking it rich in California" in mind often perished along the way. The Great Plains, Indian Nations and open seas, after all, offered little respite to dropout wayfarers of the day.

"Attention," as quoted above from *The Power of Awareness* by Neville Goddard, 1952, and as follows, "is forceful in proportion to the narrowness of its focus. That is, when it is obsessed with a single idea or sensation. It is steadied and power-

fully focused only by such an adjustment of the mind as permits you to see one thing only, for you steady the attention and increase its power by confining it."

Desires which seem to realize themselves are always desires upon which attention is exclusively concentrated.

Concentrated imaging of an idea, dream or want in mind – like a motion picture – is attention directed at an idea as though already accomplished. From this, the world you see and the experience you mold with your own hands merge to mirror the image held in mind.

This is brief, but "think it to see it" seems to be at work here. We've heard this a million times, but how does this work?

According to Goddard, "The idea which excludes all others from the field of attention discharges in action."

Discharges in action !!!

What a great idea and, I think, the final authoritative answer to how "think it to see it" works.

Attention, mere attention, discharges in action like a battery discharges as it provides the energy of modern-day machinery to perform the work of modern-day life. This happens automatically, without forethought or plan. Attention, therefore, like a battery, discharges as ambition, motivation, aspiration, drive, avidity, eagerness, energy, enterprise and adventure.

Attention, mere attention, is the power behind the revisiting of goals; the rereading of affirmations; the citing of mantras; the thinking or uttering of prayers; the lighting of candles; and of every kind of beseeching, imploring, pleading, appeal, application or entreaty to a

higher power and is the secret of the super successful for these things are what they are masters of: unrelenting, forceful attention that discharges in action like that of the forty-niners.

You could spend a lifetime looking for a key that opens the doors of opportunity, or for a person or relationship, or job, or path that will get you to where you want to go and never find it for it is not out there, but in here in mind and it is nothing more than attention, mere attention to some great idea, dream or want that, itself, will do this for you by discharging in action.

It took me forty-years of vigorous study, deep introspection, and hard work to stumble upon this simple phrase laid down by Neville Goddard, "the idea which excludes all others from the field of attention discharges in action," and as said, it just seems to wrap things up, "it's the final authoritative answer to how 'think it to see it' works."

This puts the responsibility of achievement on our shoulders and not in the hands of a Universal first-cause creative force or creator, however conceived or believed-in by your or I, and propagates the principle of self-reliance. How things actually work inside the mind and body of creation itself is the posturing of all high thinking whatever the discipline and not the objective of this discourse, but whatever the reality is relative to the influence of a higher-force on the doing of things, it cannot be denied that great things have always been accomplished by those of us that, like the forty-niners, can focus their attention on an idea, wish or thing until the attention is discharged in goal achieving action.

This begs the question, “What are you doing to keep your wishes, wants and dreams at the forefront of your mind and thought?”

Personally, relative to business, I have developed the habit of creating what I call marketing cards: essentially post cards like the one you may have seen headlined “Turn-around Sales and Marketing” for each idea, program or plan I wish to accomplish. Printed on each card is what some sales trainers would call an elevator speech: a mission statement of sorts that quickly outlines the objective of the idea, program or plan that can be stated in one-to-three minutes’ time (the maximum amount of time you have to share it with a prospect of sorts while riding up or down an elevator to one floor or another). At the time of this writing I have twenty overall and try to look each over once daily. I do this to keep my mind’s eye on the objective of my wants, wishes and dreams so they don’t just fade away after first coming into view like, as said, morning mist.

It would be my pleasure to send you the one representing The Real Estate Fellowship; email or text me your address and I’ll send it over.

Think Gold !!!

Gold, time immemorial, seems to have the power to cause the focus of attention in man to such a degree as to lead, even, to a discharge of action great enough to induce the rise and fall of empires. The Spaniards, after all, came to the new world in search of gold, didn’t they!

So, now, with all of this in mind, and like Texans think of bubblin crude (oil) as black gold, let’s think of California’s high-end real estate as California gold and endow this idea with forceful attention.

The forty-niners came to Califor-

nia from every part of the eastern United States and other parts of the world. The “adventurers” of the population, they were the gene-pool of the population that seeded California’s population today. Whatever your heritage and from wherever you think you are from, their DNA is your DNA. Look in the mirror and see a forty-niner.

They are our forefathers. Their blood courses through our arteries and veins, now, this moment, and we possess the same power of attention that drove them to travel by wagon a year at a time or by ship around the Cape to get to California to pan or mine for gold, California gold, but possessing the power of attention and using it are two different things.

The cure for laziness – often mislabeled as fear, self-doubt and procrastination – is forceful attention, for “An idea is endowed with power only to the degree of attention that is paid to it.”

You are a forty-niner, think gold, and this will discharge in action.

Realtors

How to Grow a Secure, Renewable Retirement Fund in Thirty-Days’ Time.

Have one good month with me listing and selling in the high-end and put a half-million dollars into your bank account.

Every agent every now and then has a great month. You know what I mean by this: two or three or four closings in one month.

My best “day” in forty-years of trying was twenty-three closings on one day; three or four closings a month every now and then among active agents is common.

Do this in the high-end on properties priced from \$2/Million to

\$10/Million and one good month can set you up for life.

Imagine closing, maybe, two \$3/Million dollar escrows and two \$4/Million dollar escrows in one month’s time and earning a six-percent commission on all. This comes to \$840,000. If you were on an overall 70/30 split with broker and partners, your take-home cash pay would be \$588,000.

This is California Gold !!!

Do it now, this year, and again each of the next five or ten years. Imagine that? You could, though, do this – or something like it – two or three times a year or more if wanted.

Do the math on a number of different scenarios and see if this doesn’t motivate you to action?

Do it in “Affiliation” with me: no change of associate-licensee relationship is required unless wanted.

Nothing can stop you, not a wild bear, thief or thug, nothing except fear of the unknown, self-doubt and laziness.

Broker/Agents

How to Break-Into and Sustain Listing and Sales Success At the Top of the Market.

Join the Real Estate Fellowship.

The Real Estate Fellowship, initially, is a two person (you and I) team-oriented apprenticeship to a work for both Marketing Partners and Protégés and a retooling platform for Brokers and Agents long in the business but not working at the “Top” or high-end of the market or by cause or circumstance not in an effective listing program at this time.

Working at arm’s length with me in the field, in houses, listing and selling in the high-end you will learn firsthand by direct observation and

the doing an easier, more pleasurable, more efficient way of getting and doing business at the top of the market. Easy, only because I have laid the groundwork, developed the programs and executed them to fulfillment.

Part-Timers / To list and sell part-time, weekends only, within all price points, please redirect to Weekend Warrior Real Estate (.com).

Start at The Top / Success, it has been said, is found on the far side of failure. You will bypass that curve completely: no down time, no farming, no dragged out business development program, have high-end listings on the market in affiliation with me by the end of your first month working with me and every month after.

In affiliation with me as a Marketing Partner and/or Protégé you will start at the "Top" and stay there.

The fastest way to experience a quantum-leap in your success and income is to work side-by-side an active hands-on high-end listing and selling Broker within a true Journeyman/Apprentice listing program using Broker's program and tools.

A quantum-leap is a change in status from one set of circumstances to another set of circumstances that takes place immediately without passing through the circumstances in between.

Then, as your experience in the market grows, your efficacy is substantiated – your ability to produce results – and your expertise is broadened you can advance to Journeyman status and independence as a high-end sales and marketing Broker or Agent that will earn you respect, a place in an unbounded, non-local market that stretches the Southern California Coastline from San Diego

to Ventura Counties and inland to the mountains and desert and a recession-proof income that will be envied by all.

Go for Gold.

The same principle of reaching for California gold applies to all brokers and agents wherever located: areas outside southern California, other regions and states.

If you haven't yet gotten to where you want to go in real estate, consider letting go of means and methods that may be holding you back and, instead, walk in sync with someone walking-the-walk and talking-the-talk. What surer way to succeed can you devise than that?

Confidentiality.

Top producing brokers and agents you would never suspect, associated with just about every standout real estate company and franchise giant up and down the southern California coastline, are affiliated with me and The Real Estate Fellowship for the listing and sale of residential real estate at the "Top" of the market.

Who, after all, at whatever level of success they have enjoyed in real estate wouldn't, still, want to do better in affiliation with a professional marketing company and marketing professional to grow their inventory of high-end listings?

Confidentiality is the hallmark of this relationship, a relationship devoted solely to the growth of the Marketing Partner's business. Listings are taken in the Affiliate's name and I am associated solely as the "Co/Marketing Partner," and specifically not the co-listing agent.

Additionally, many participate in a program I call "MoneyMaker Marketing" for the turnaround marketing and sale of almost expired listings; the objective, of course, of

this program is to turn slow-sale real estate into quickly sold properties and closed escrows.

If you, possibly, possess a listing that is about to expire, the first step to getting to where you want to go is to get over thinking good customer service or, even, a great relationship counterbalances or compensates for the ill effects of an expired listing: we often never see or sign a seller again with whom we have had this experience; our professional standing in the community and referrals are impacted as well.

This being the case, it makes sense that you take bold steps to extend your listings before they expire by implementing Turnaround Sales and Marketing programs that turn slow-sale real estate into fast-sale real estate.

Mass solution, conventional approaches to real estate sales repeated with vigor are not the answer, but instead new programs that inspire your sellers to give you more time, larger fees and cash for costs.

Program Introduction.

If located within southern California, go to TheRealEstateFellowship.com for more information. If located within an other region or state, go to TheTopJobinRealEstate.com.

Thank you.



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Broker/Mentor
Marketing Professional Since
Since 1975

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