

# THE WINNER'S IMAGE

I have a Winner's Image

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NAME

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DATE

*"Decide what you want.*

*Decide what you are prepared  
to give up to get it.*

*Set your mind on it.*

*Get on with the work."*

**H.L. Hunt**

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# *THE WINNER'S IMAGE*

*"When the dream is big enough,  
the facts don't matter."*

Sam Kalenuik

**T**he facts have never stood in the way of the **WINNER**. The **WINNER** is the dreamer who understands how to turn their dreams into reality and, in so doing, they create a better, more beautiful world for everyone.

The facts may be real, they could represent strong opposition ... nevertheless, the facts don't matter to the winner, that person who holds in their heart a splendid image of their dream.

Throughout the ages the **WINNERS** have referred to a place within each of us called the higher self, that place where an image of perfection exists that is continually attempting to express itself.

This higher self persistently sends stimulating and upbeat messages to our consciousness, messages that are meant to protect our integrity and wholeness as creative beings. Messages coming from the heart always have a complete disregard for the facts or surrounding circumstances in our lives.

Unfortunately, ninety-nine out of every one hundred people misread the signals they are constantly receiving. Rather than viewing these images with their inner eye of understanding, and seeing them as truly unique pictures that are packed with power, possibility and promise, these images are considered idle wishes, ridiculous fantasies, or daydreams.

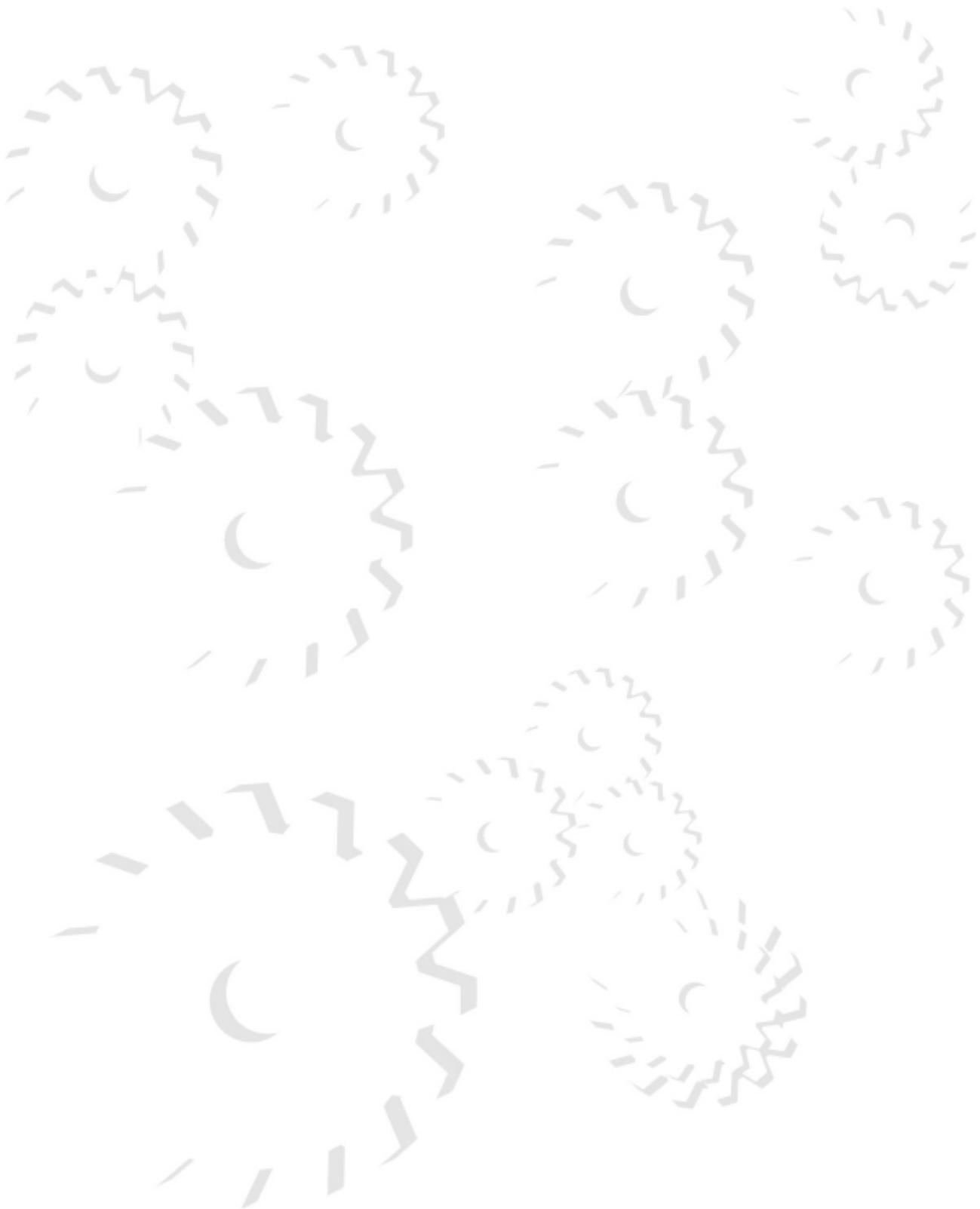
*"Don't give me the facts, give me the truth.  
The facts are always changing."*

Patricia Shambrook

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## My Thoughts & Action Ideas

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*“Everything can be taken from a person but one thing:  
the last of human freedoms -  
to choose one's attitude  
in any given set of circumstances ...  
to choose one's own way.”*

Victor Frankl  
*Man's Search For Meaning*

**T**he masses of people who struggle day in and day out permit their mind to be dominated by the facts ... the lack ... the limitations ... the poverty that is reflected in their present RESULTS. They know why they can't win, it's obvious to them, and they can prove it. The facts win again and again.

If this is a description of your way of life, release it, let it go. Begin doing what this program suggests ... your compensation will be worth the effort.

Clearly understand that regardless of your present situation in life, wanting to win, to be successful, to dream of living in luxury, is not foolish or ridiculous. It is as natural as the night following the day.

You were meant to have and enjoy every good that life can offer. You are God's greatest creation.

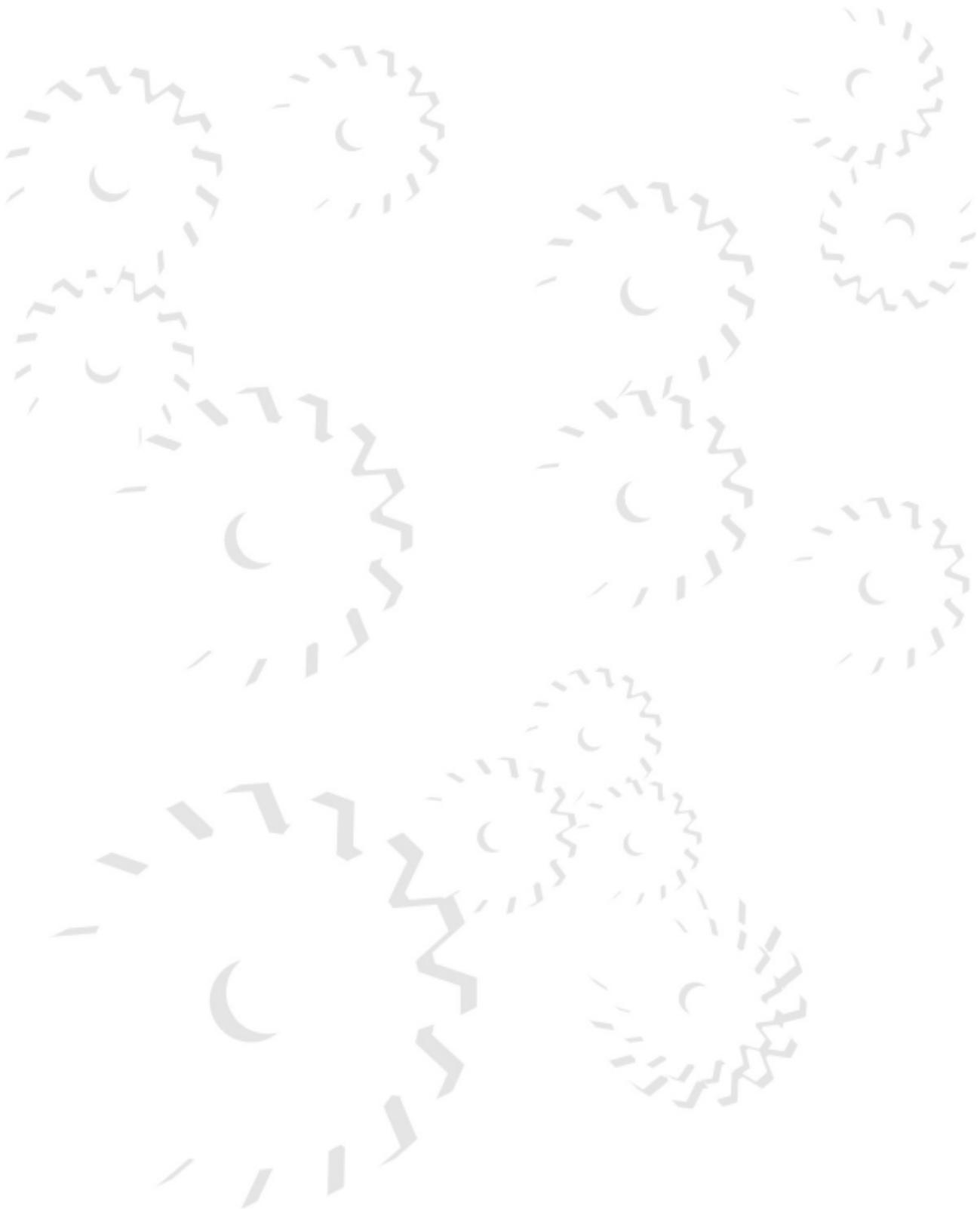
If your life is not a magnificent adventure it is because errors, either yours or those made by the authority figures in your life, have been made. The errors, consisting of ideas or concepts about your potential as a person, have been lodged in your sub-conscious mind. Collectively, these ideas cause you to form an image of yourself in your mind. Most likely it is this mental programming that is restricting your success.

When correctly employed, this **WINNER'S IMAGE** personal development system, with its various components and specially designed exercises, will help you to correct those errors and assist you in experiencing a change in lifestyle you have, up to now, only dreamed of.

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## My Thoughts & Action Ideas

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# Self-Image

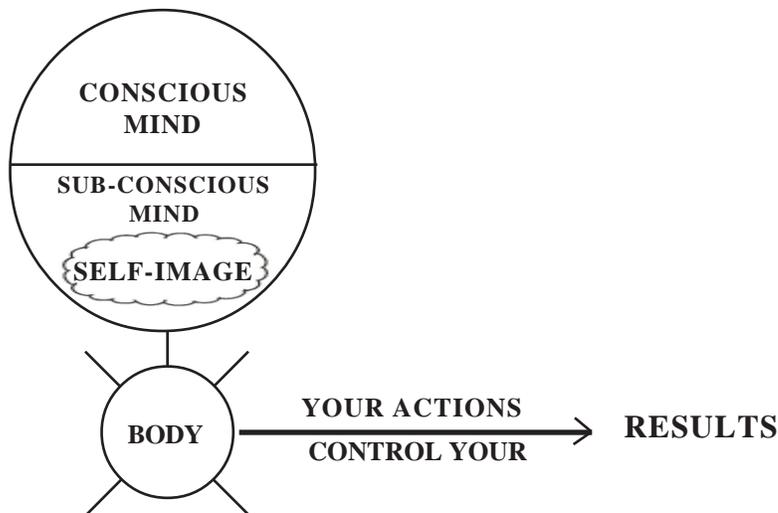
*Your entire life evolves around images. Just as every company has a corporate image, every individual also has their own Self-Image.*

**S**cience and psychology have isolated **the one prime cause for success or failure in life. It is the hidden self-image that you have of yourself.** It controls your mind, just as surely as your mind controls your heartbeat. To remake your hidden self-image for success and fulfillment is to remake your entire life.

**Your success in any undertaking will never be greater than the image you have of yourself.** Your self-image is your own conception of the sort of person you are. It determines what you believe you are able to accomplish.

Your self-image was very likely unconsciously formed from past experiences: your successes and failures, your humiliations and triumphs. This image or opinion you have of yourself will determine how you interpret other people's reactions to you and significantly affect your success.

No person and no circumstance on earth can prevent you from improving your self-image. The degree to which you improve the image of yourself will be in exact proportion to the amount of truth that you can honestly accept and the amount of positive change you put into engineering your new self-image - **A WINNER'S IMAGE.**

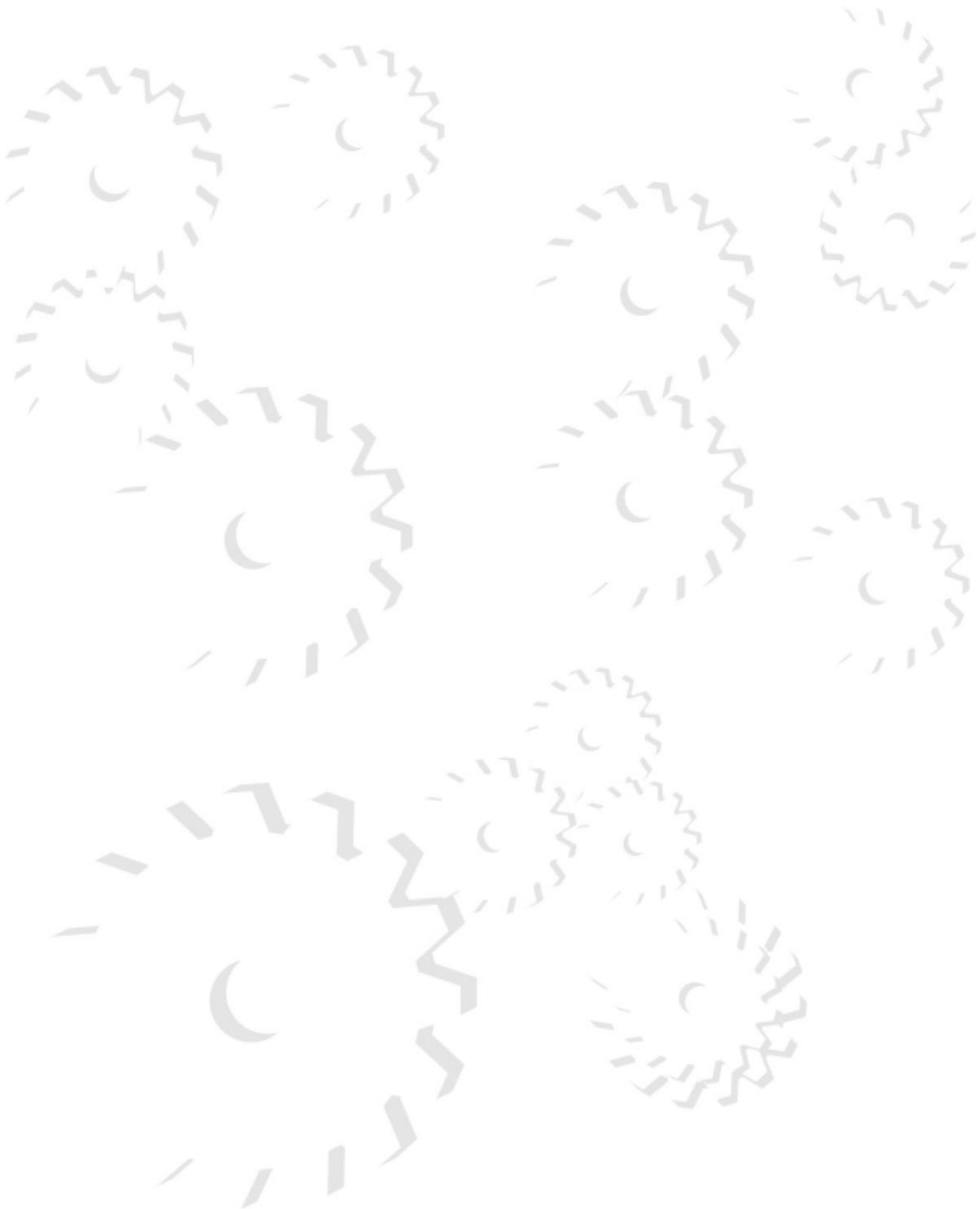


(This model of the mind and body was originated by the late Dr. Thurman Fleet of San Antonio, Texas, in 1934 [circa]. Dr. Fleet was the founder of Concept Therapy.)

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## My Thoughts & Action Ideas

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## *A* Common Error

**Y**ou may know people who are continually struggling to improve. The salesperson whose sales are low and who is always struggling to raise their sales—without success. They may be a student whose marks are always at the 'C' level or even drop when pushed to study harder. Many of these people are always broke; they never look overly happy; they are constantly in debt. Why? Why can't they improve? Let's analyze this situation and discover their common error.

1. These people are trying desperately to change their END RESULT.
2. The RESULTS in their lives will be determined by their ACTIONS.
3. And their ACTIONS are continually being motivated by their self-image.

**They have not yet come to understand that their RESULTS are a direct reflection of their Self-Image.**

They are clutched by an unseen enemy because there is no understanding of self-image, which is the actual cause of their results.

Their error is a common one: they are identifying with their present results because it is in harmony with their present self-image. They do not have **A WINNER'S IMAGE**.

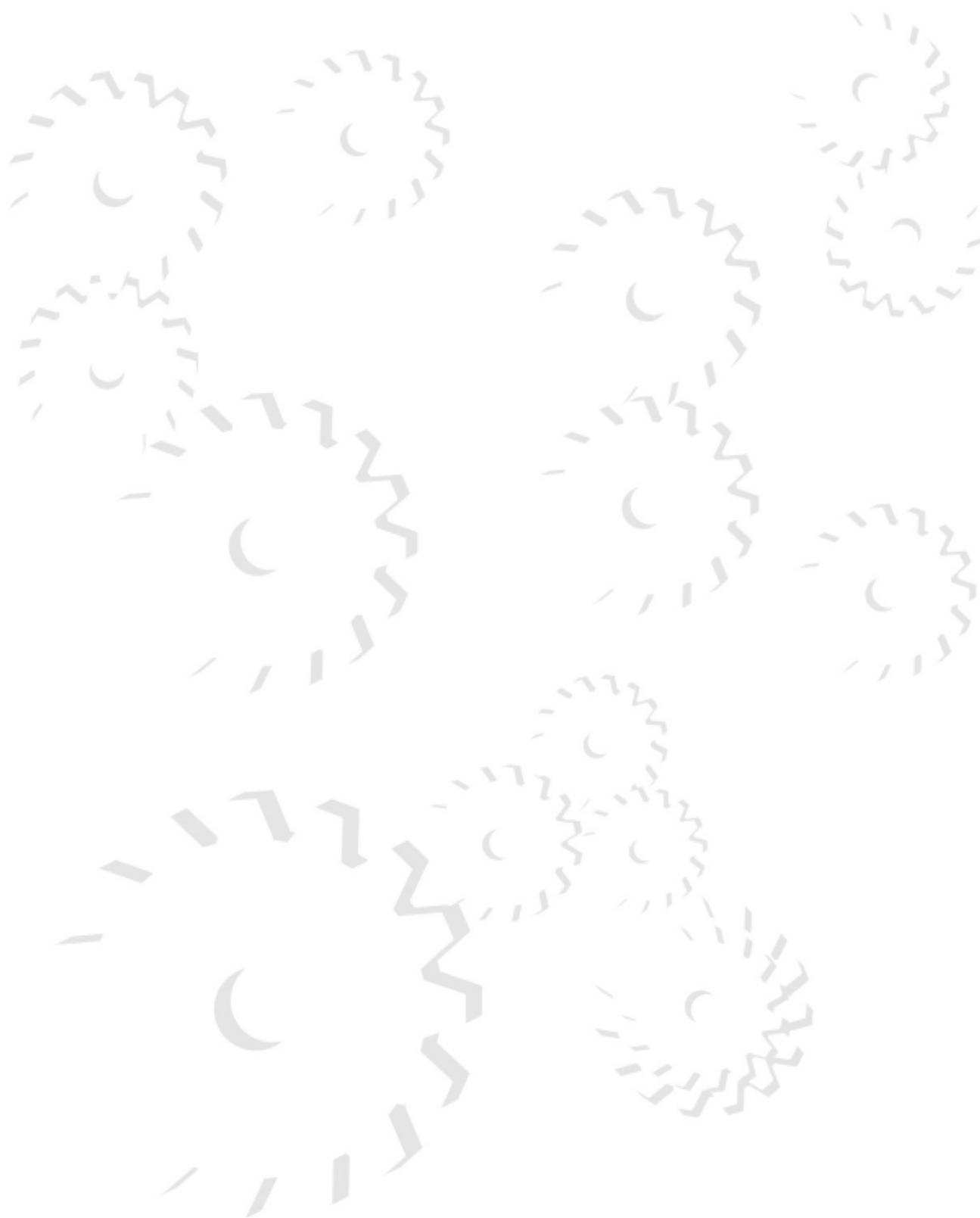
*"Mind is the Master power that molds and makes,  
And Man is Mind, and evermore he takes  
The tool of Thought, and shaping what he wills,  
Brings forth a thousand joys, a thousand ills;  
He thinks in secret, and it comes to pass;  
Environment is but his looking-glass."*

James Allen  
*As A Man Thinketh*

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## My Thoughts & Action Ideas

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# Cybernetics

*“Of what use to make heroic vows of amendment  
if the same old lawbreaker is to keep them?”*

Ralph Waldo Emerson



NEW YORK

HAWAII



## Take Responsibility

You must take total, personal responsibility for the results you are getting. The cause of your present results is the self-image that is resident in your sub-conscious mind. This program does not cover how your present self-image was formed, our only focus is how to improve the self-image. We have explained in detail how and why you hold your present self-image in another program titled *You Were Born Rich*.

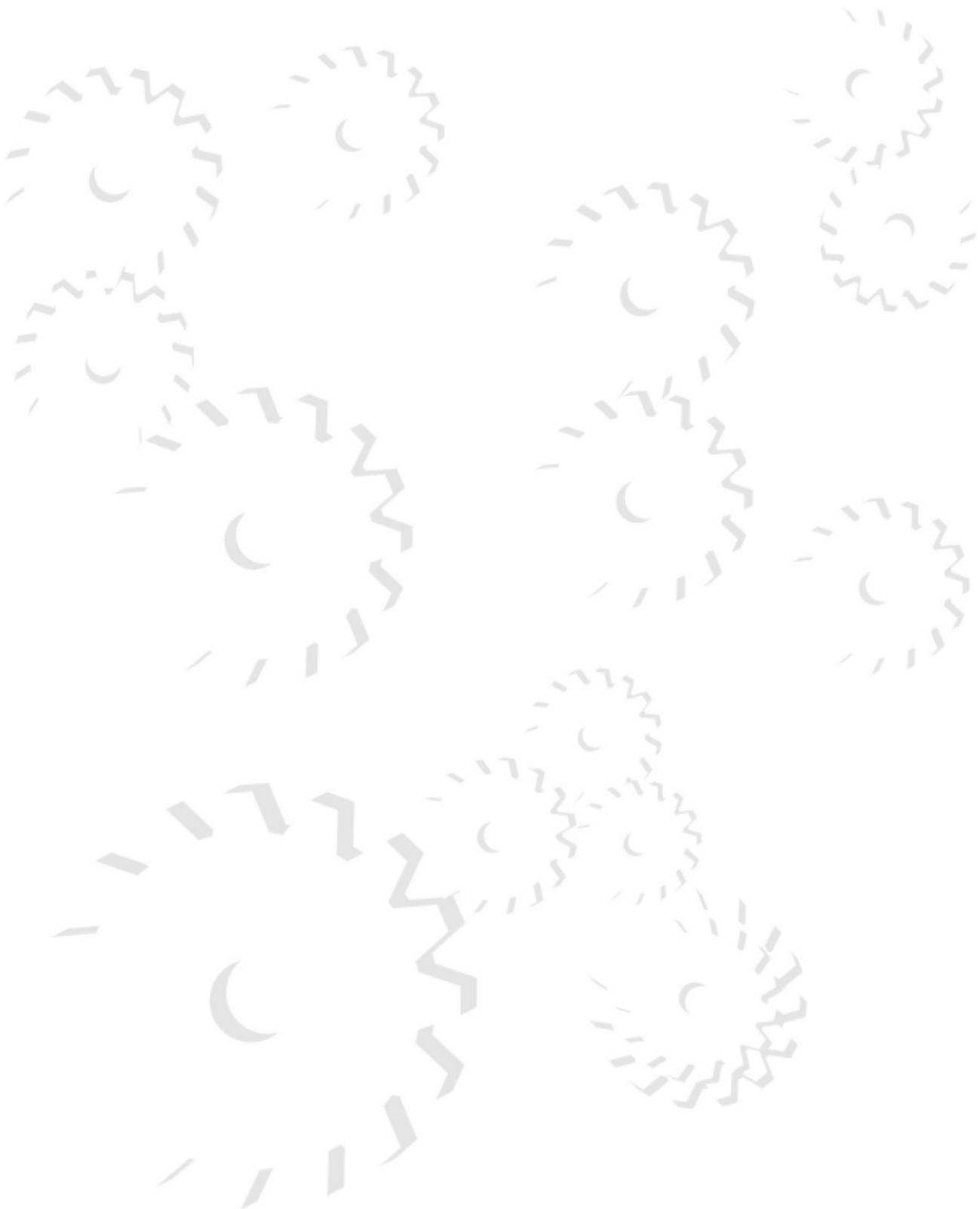
**You can change your results  
by improving your self-image.**

Starting right now, you must forget the past and take responsibility for the present ... begin immediately to plant a beautiful new self-image—**A WINNER'S IMAGE**—in your sub-conscious mind. Just follow the instruction in this program and your results will improve immediately and forever as long as you operate with **A WINNER'S IMAGE**.

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## My Thoughts & Action Ideas

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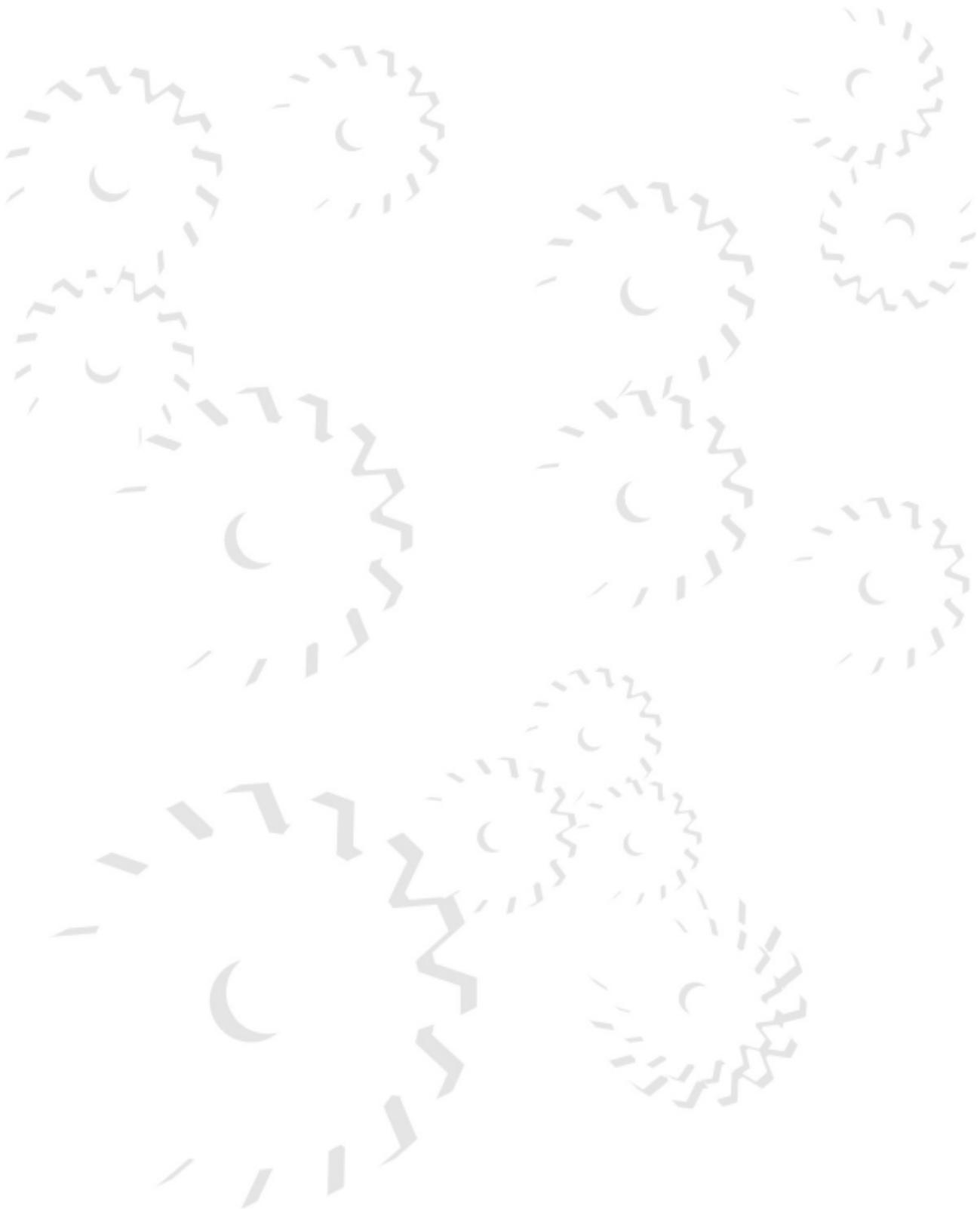
The Beginning Of

**YOUR  
WINNER'S  
IMAGE**

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

# *The Learning Process*

By Leland Val Van De Wall

**WRITING CAUSES THINKING.**

**THINKING CREATES AN IMAGE.**

**IMAGES CONTROL FEELINGS.**

**FEELINGS CAUSE ACTIONS.**

**ACTIONS CREATE RESULTS.**

## **Commitment**

You could be in the habit of skipping over the detailed part of a project, assuming the details are not overly important. Many times they may not be very important. However that is certainly not the case in this program, **the details are vitally important.** Taking the time to complete each exercise will solidly plant **A WINNER'S IMAGE** in the treasury of your sub-conscious mind, and your life will never be the same again.

**Make a written, signed commitment to use your exercise book, your CDs and video cassette as instructed *every day for ninety days.***

**This my binding commitment to:**

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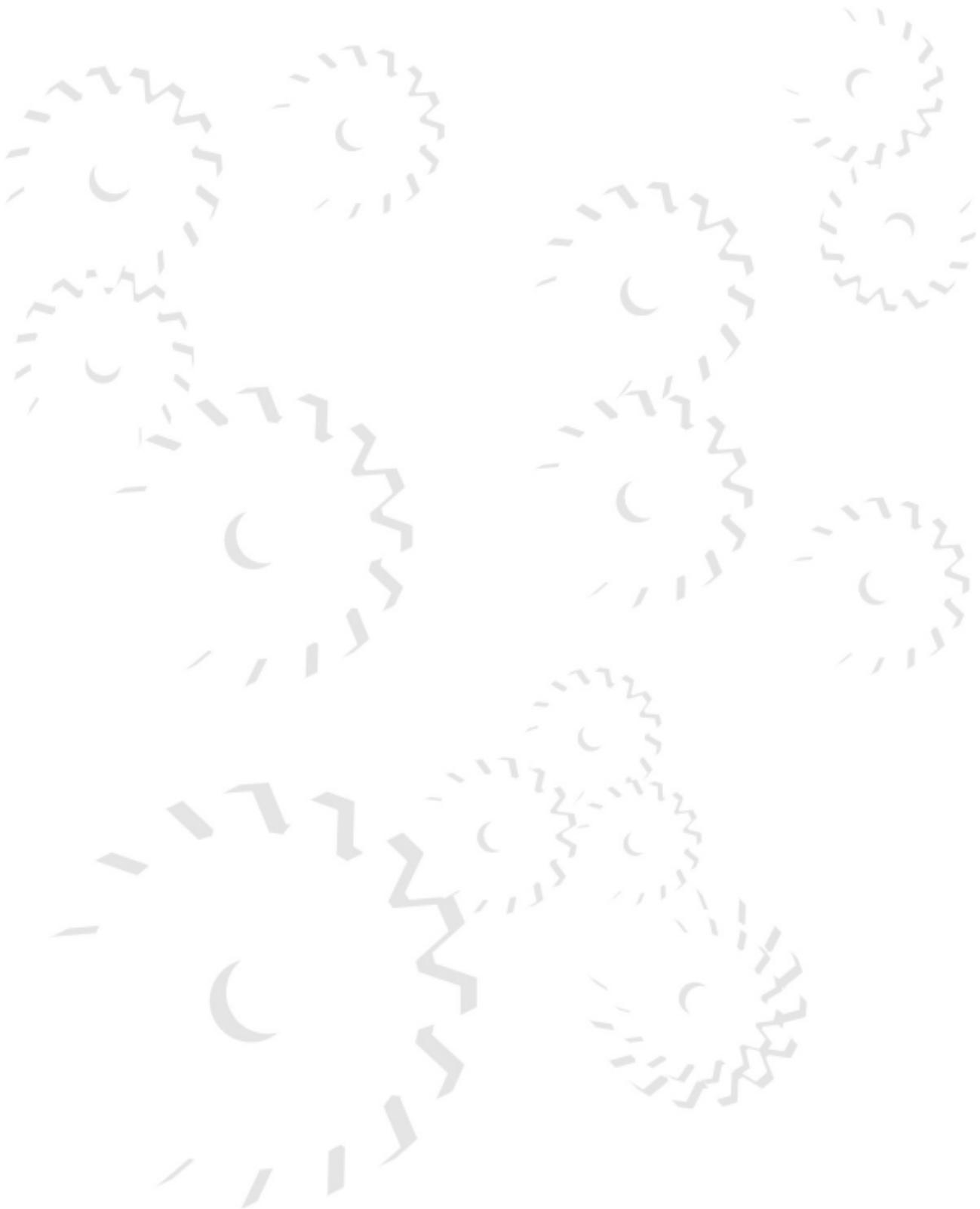
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\_\_\_\_\_  
**Signature**

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## My Thoughts & Action Ideas

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# *Begin The Winning Process*

*“There is only one corner of the universe  
you can be certain of improving  
and this is your own self.”*

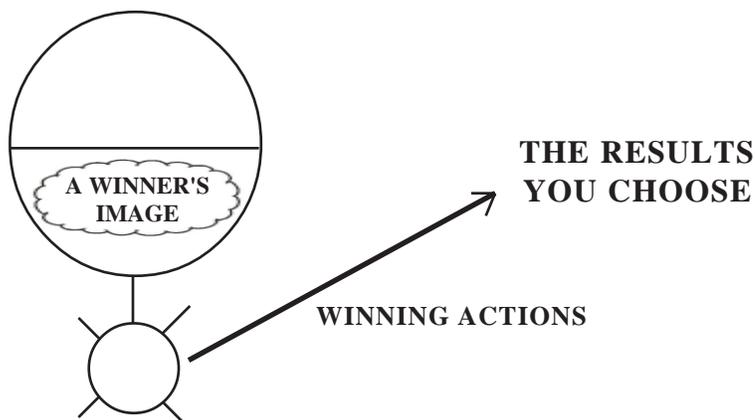
Aldous Huxley

**E**verything has a beginning. If you drive, you had to learn how to drive, if you type, you had to learn how ...the same is true for living successfully. When you learn how to do something, you begin by learning the basics and then diligently work with those basics until you have them mastered. Although you may be impatient in the beginning because of your desire for improved results, understand that the time you invest to master the basics will pay great dividends in the long run.

Mastering the basics of building **A WINNER'S IMAGE** is the same as laying a strong foundation upon which you build a skyscraper.

## **The Basics**

The basics begin with an understanding that all of the results you are or have been experiencing in your life have a very definite cause.

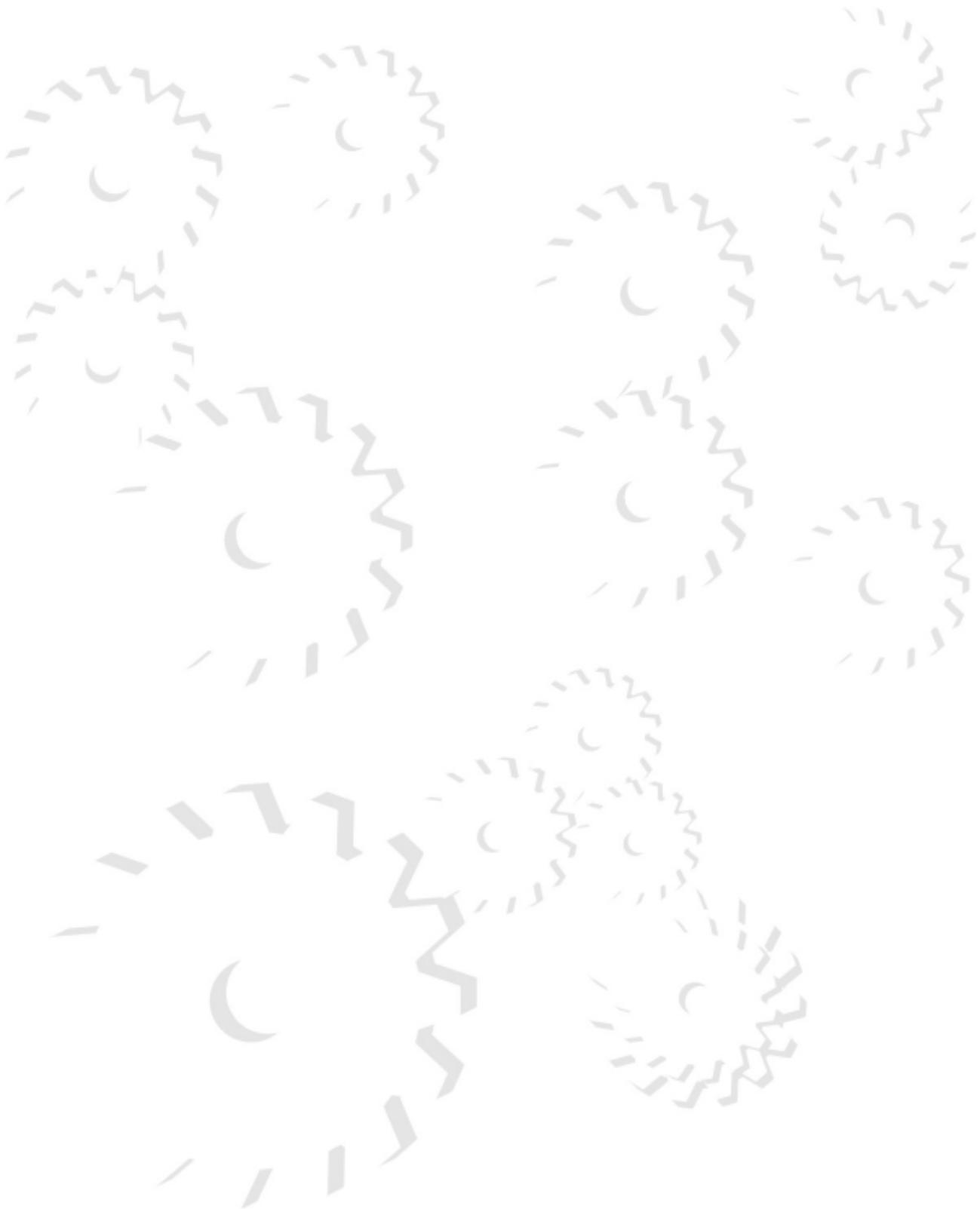


**A highly successful person has  
A WINNER'S IMAGE  
rooted in every molecule of their being.**

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## My Thoughts & Action Ideas

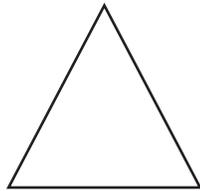
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# Basics Of Building Your Winner's Image

*1. FANTASY*



*2. THEORY*

*3. FACT*

There are two phases that must be completed in the process of building a new self-image, **A WINNER'S IMAGE**, that will cause you to:

**Think like a Winner!**

**Feel like a Winner!**

**Act like a Winner!**

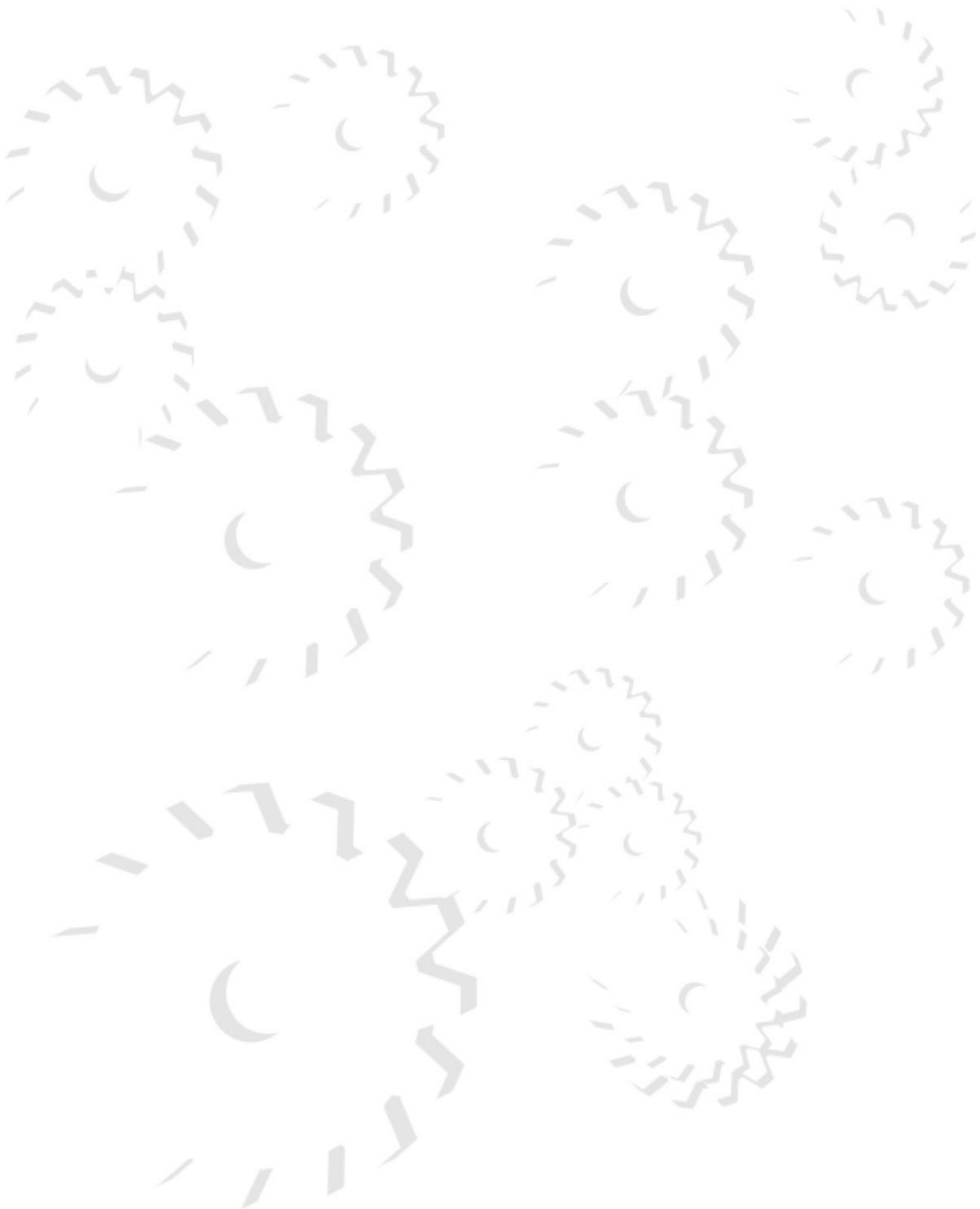
**Be a Winner!**

You must personally put each of these phases through two tests. If each phase does not pass the test, you could very easily sell yourself short and not properly complete each phase. Imagine being very hungry and going to a banquet, tasting the hors d'oeuvres but then leaving before the main course is served.

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## My Thoughts & Action Ideas

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## *Phase One: The Fantasy*

**E**verything that has ever been accomplished by anyone was at first, and for a time a fantasy. The fax, the phone and air travel were FANTASIES long before they became reality. Thomas Edison FANTASIZED, Alexander Graham Bell FANTASIZED, the Wright Brothers FANTASIZED. We could go on and on.

Your first step calls for you to do the same as they did and choose your FANTASY. Pick a highly successful person whom you admire and emulate. You should pick someone you know or have read about who lives the way you dream of living. Use them as a model to help you mentally build your FANTASY.

**Name six people who are doing what you would like to do or who are living as you would like to live:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**Now, choose various aspects of their lives that appeal to you and mentally put yourself in their position.**

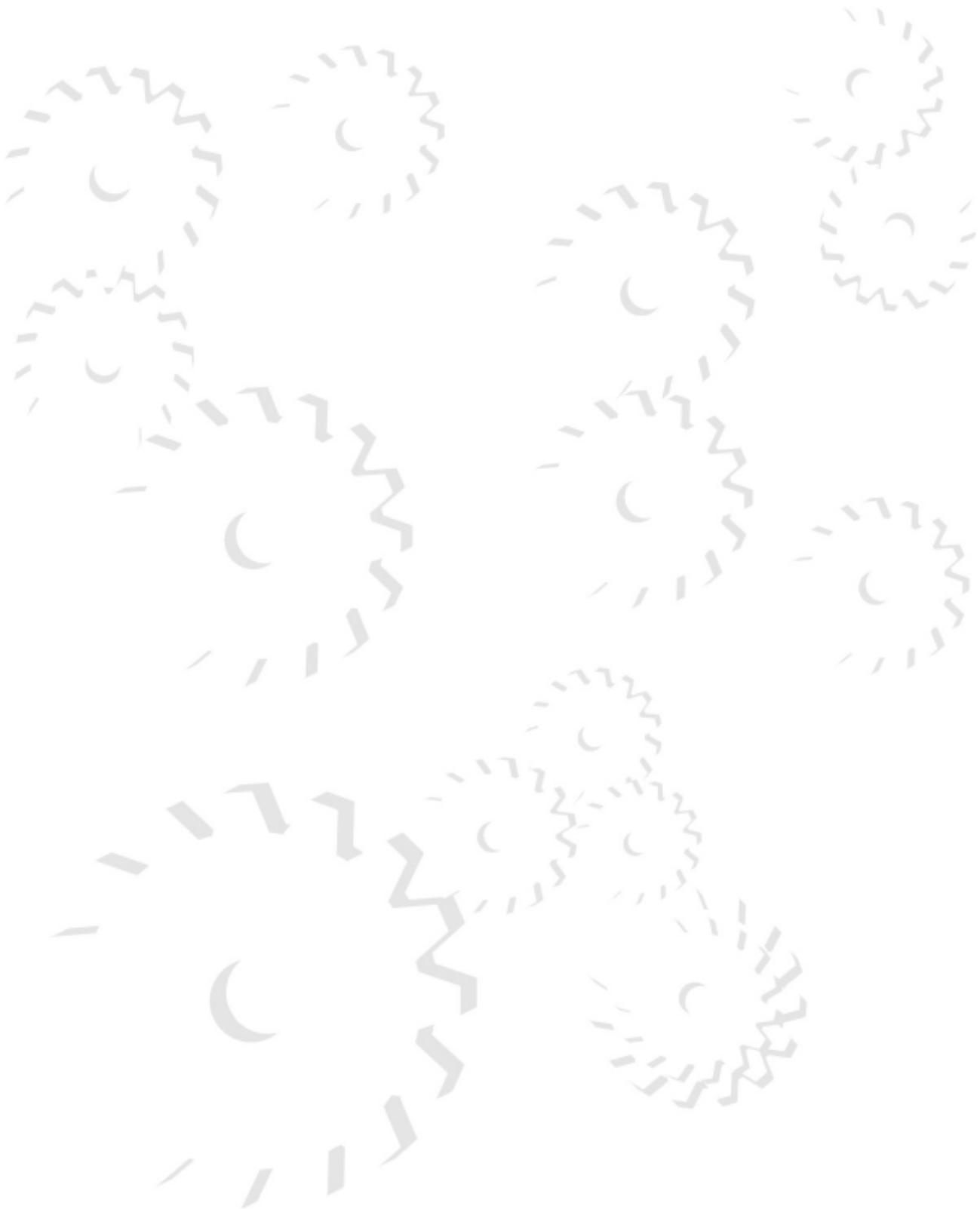
As you do this, be aware that you can see, with your inner eye, a beautiful vision ... with yourself in it.

FANTASIES are created in your conscious mind through the use of your imagination. It is very important that your FANTASY or image be complete. Use as much detail as possible. You could feel that this is a foolish, waste of time ... do it anyway.

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## My Thoughts & Action Ideas

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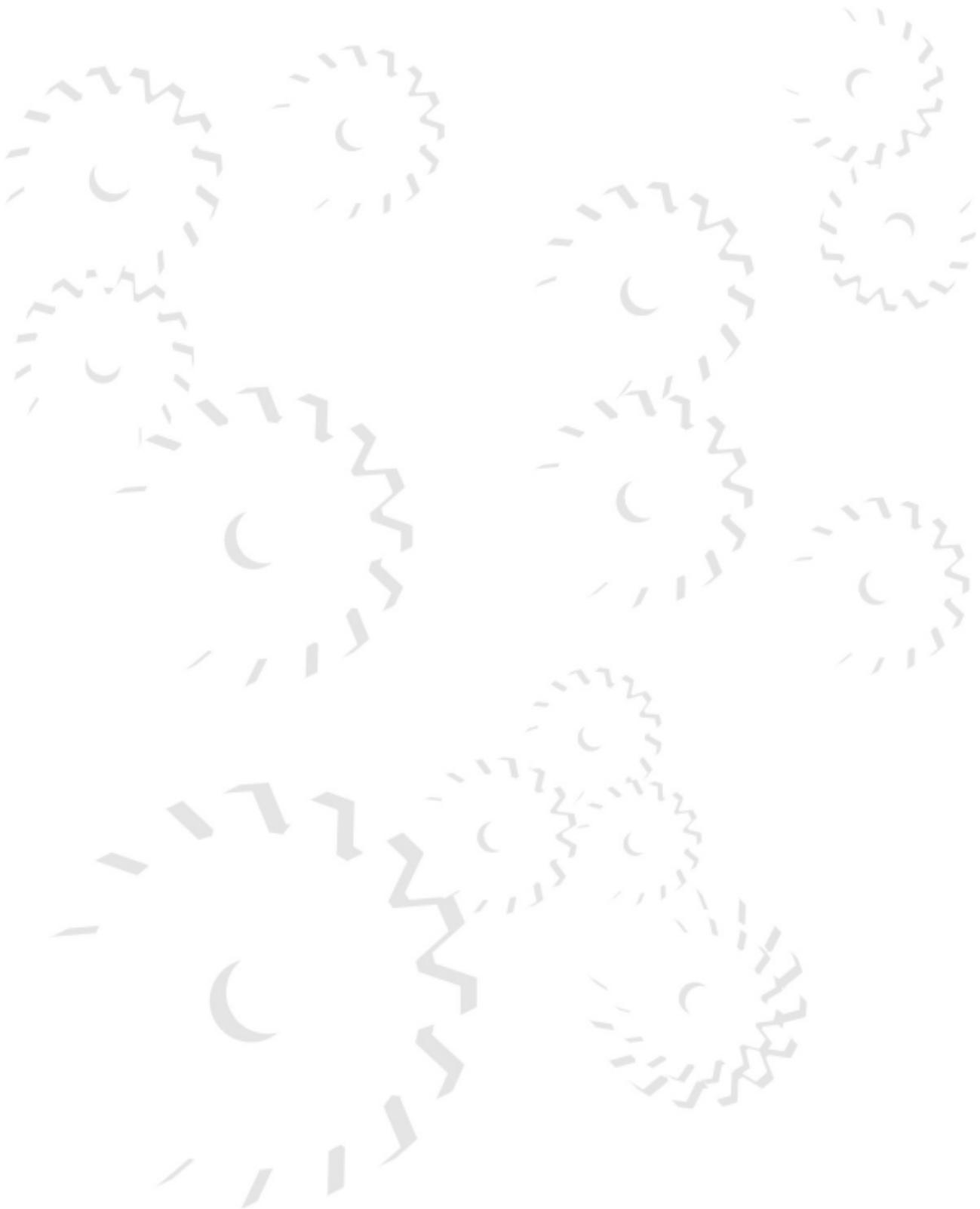
Listen to your CDs every day!



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## My Thoughts & Action Ideas

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## *Testing Your Fantasy*

If you are not well read in the area of mind dynamics or the creative process, these various exercises could appear to be ridiculous. Nevertheless, they do work and they will work for you. You are building **A WINNER'S IMAGE** that will enable you to live the life you have been dreaming about.

To turn your FANTASY into a THEORY requires a shift in your attitude. You must begin giving serious conscious thought to your FANTASY. **This is not a game ... it is your life you are working with.**

### *AM I ABLE?*

Are you ABLE to live your life in the manner your FANTASY suggests? Put an X in one of these boxes.

YES

NO

This is the point in life where every winner first separated themselves from the masses.

The FACTS or CIRCUMSTANCES clearly indicated they could not win. However, they ignored the facts and turned all of their conscious attention to their FANTASY. The FANTASY became real in their mind ... it turned into a THEORY. The vision was so stimulating they would only think of how they could live their dream. There was no room in their mind for thoughts of why they couldn't, and they became willing to do whatever was required to turn their THEORY into a new set of FACTS in their life.

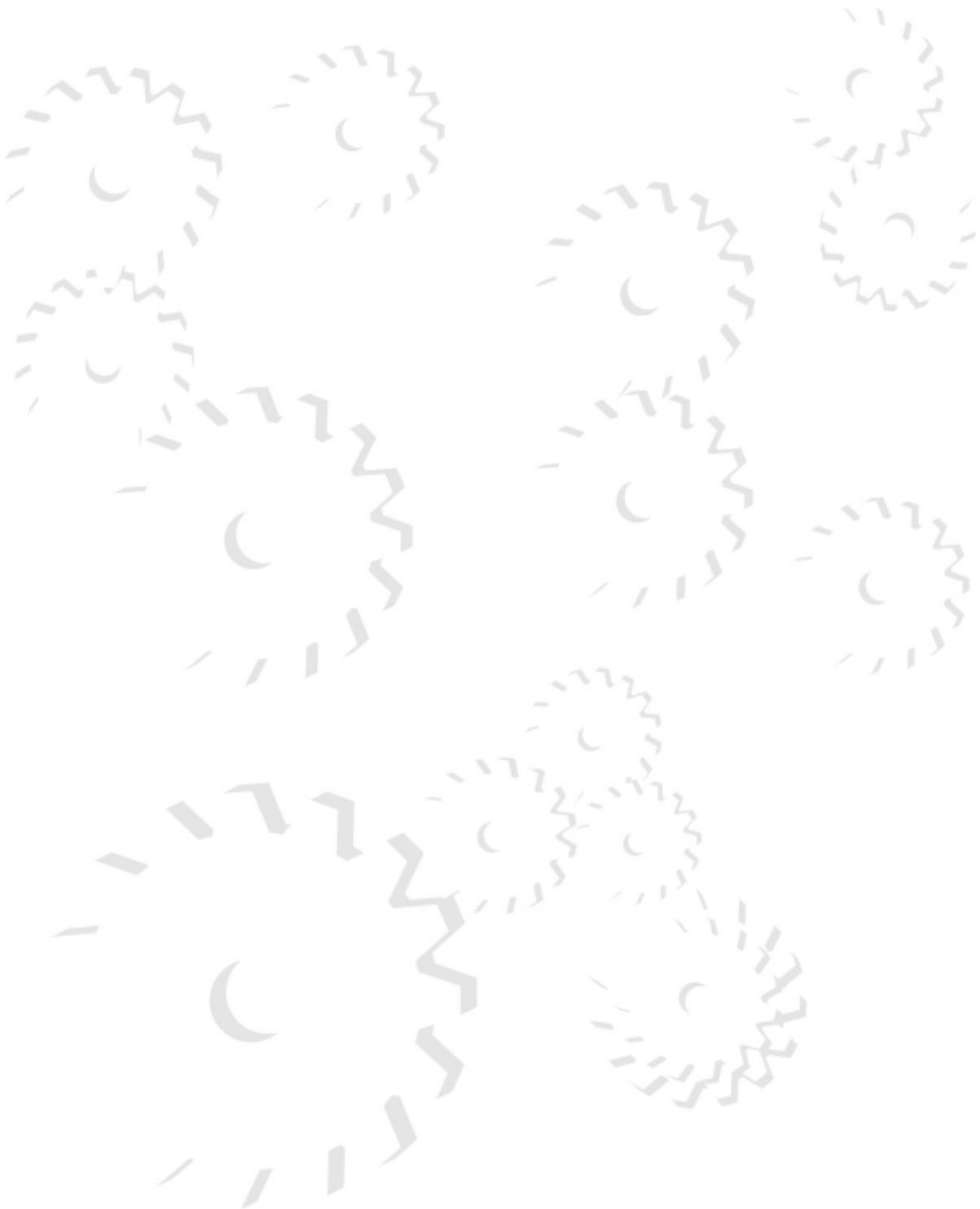
**You are able, definitely able.** There is no one alive who can even guess with any accuracy at the magnitude of your potential. You are a spiritual being. **For you, all things are possible.**

The next question is truly the only question you need ask yourself about attaining **A WINNER'S IMAGE.**

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

# *Am I Willing?*

This is the only question of any real importance that requires an answer.

To turn your FANTASY into a THEORY, are you willing to:

*Make sizable investments in yourself?  
Go where you have to go?  
Do what you have to do?  
Change what you have to change?  
Let go of what has to go?  
Move where you have to move?  
Study what must be studied?  
Take direction when it is required?  
Continue in the face of failures?  
Commit yourself 100% to living the way  
you choose to live?  
Possibly even receive ridicule, humiliation  
and rejection as part of the price to win?*

If your answer is ... **YES** ... a resounding **YES - I AM WILLING**, you are already on your way to being a **WINNER**. The material changes must, by natural law, follow.

You are going to be tested many times every day. Becoming a **WINNER** in life is not easy ... it is simple ... but it is definitely not easy. It requires rigorous honesty and an abundance of courage.

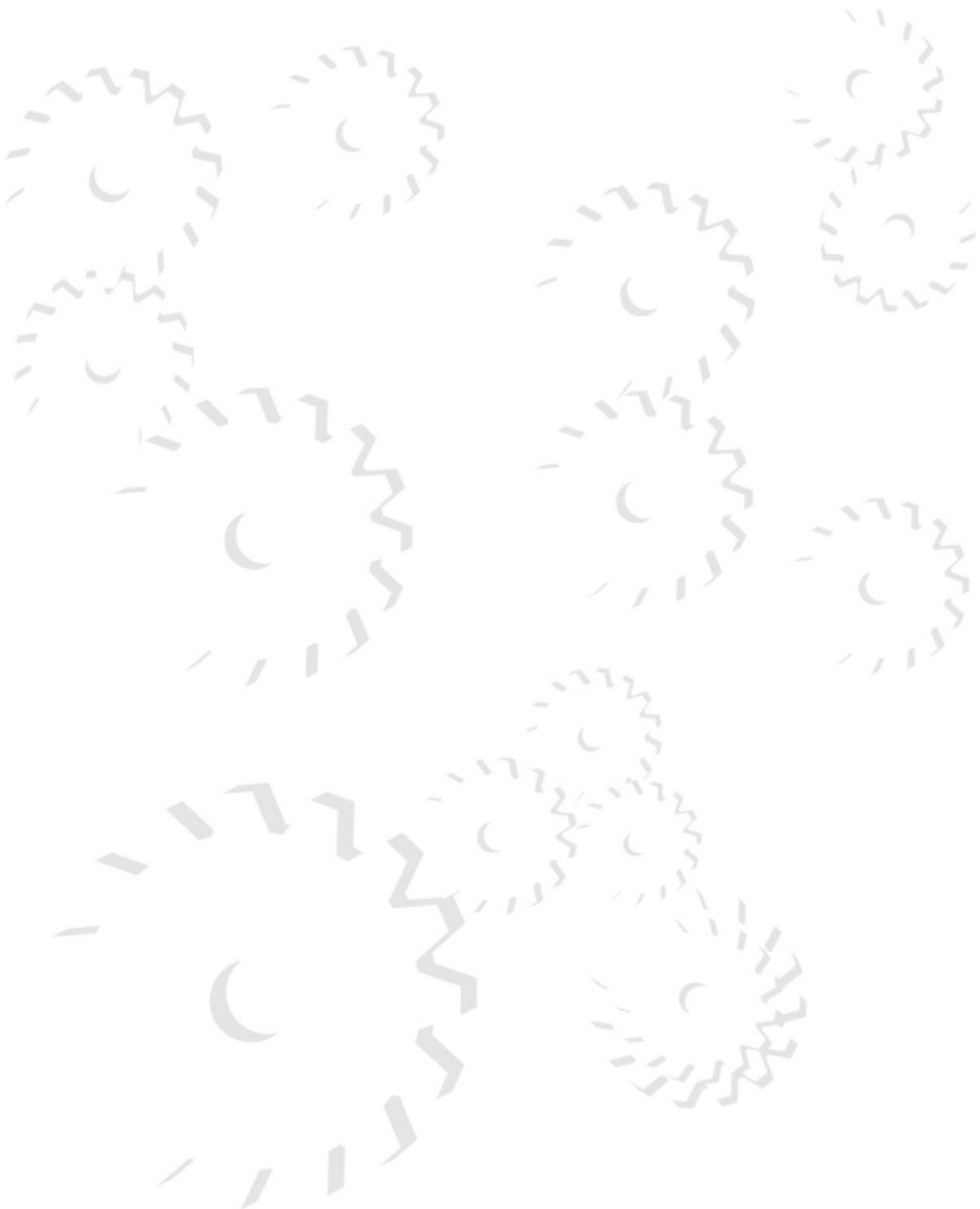
**The moment you answered the question  
about your “Willingness,”  
your FANTASY became a THEORY.**

You are now ready to turn your THEORY into a whole new set of positive FACTS in your life.

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## My Thoughts & Action Ideas

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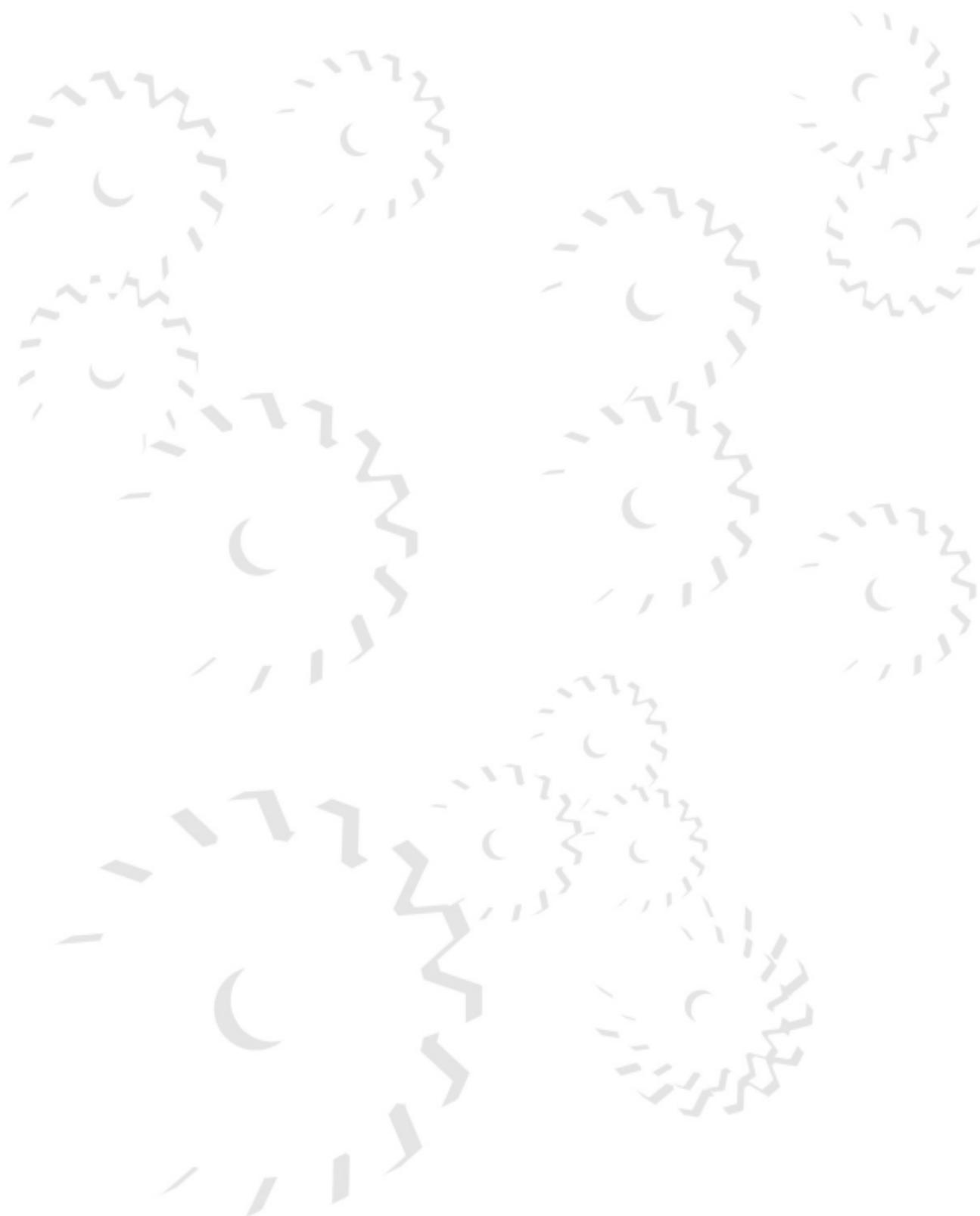
Phase Two:

Directives For  
Turning Your  
Theory  
Into  
**FACT**

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## My Thoughts & Action Ideas

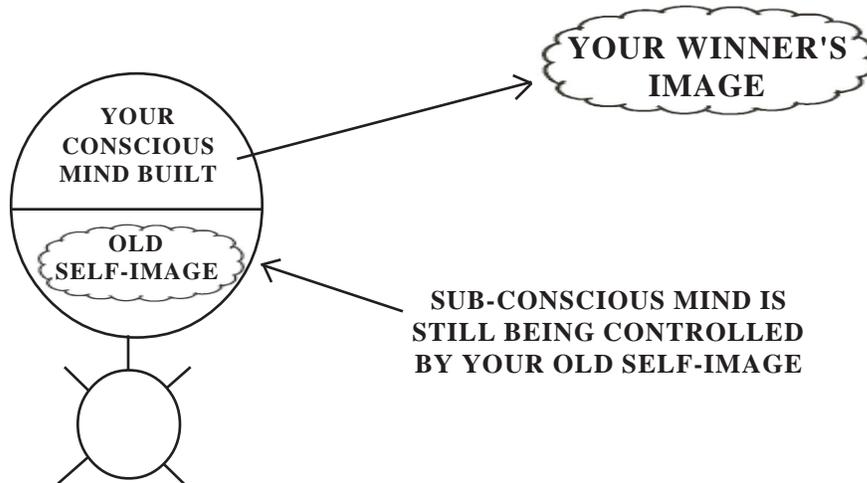
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# Create Your Winner's Image ...

*From Theory To Fact*



**L**et's quickly review what you have done. You have created, in detail, a FANTASY composite of your new self-image. Next, you affirmed that you are capable of living your life in the manner that your FANTASY suggests. And you have confirmed your willingness to work at transforming your FANTASY into your new self-image.

Your objective now is to deeply plant and root the vision of **YOUR WINNER'S IMAGE** in your sub-conscious mind, and keep nourishing it through positive input until your new **WINNER'S IMAGE** wrestles control of your life away from your old self-image.

This **WINNER'S IMAGE** system has a daily program to assist you in achieving **YOUR WINNER'S IMAGE**.

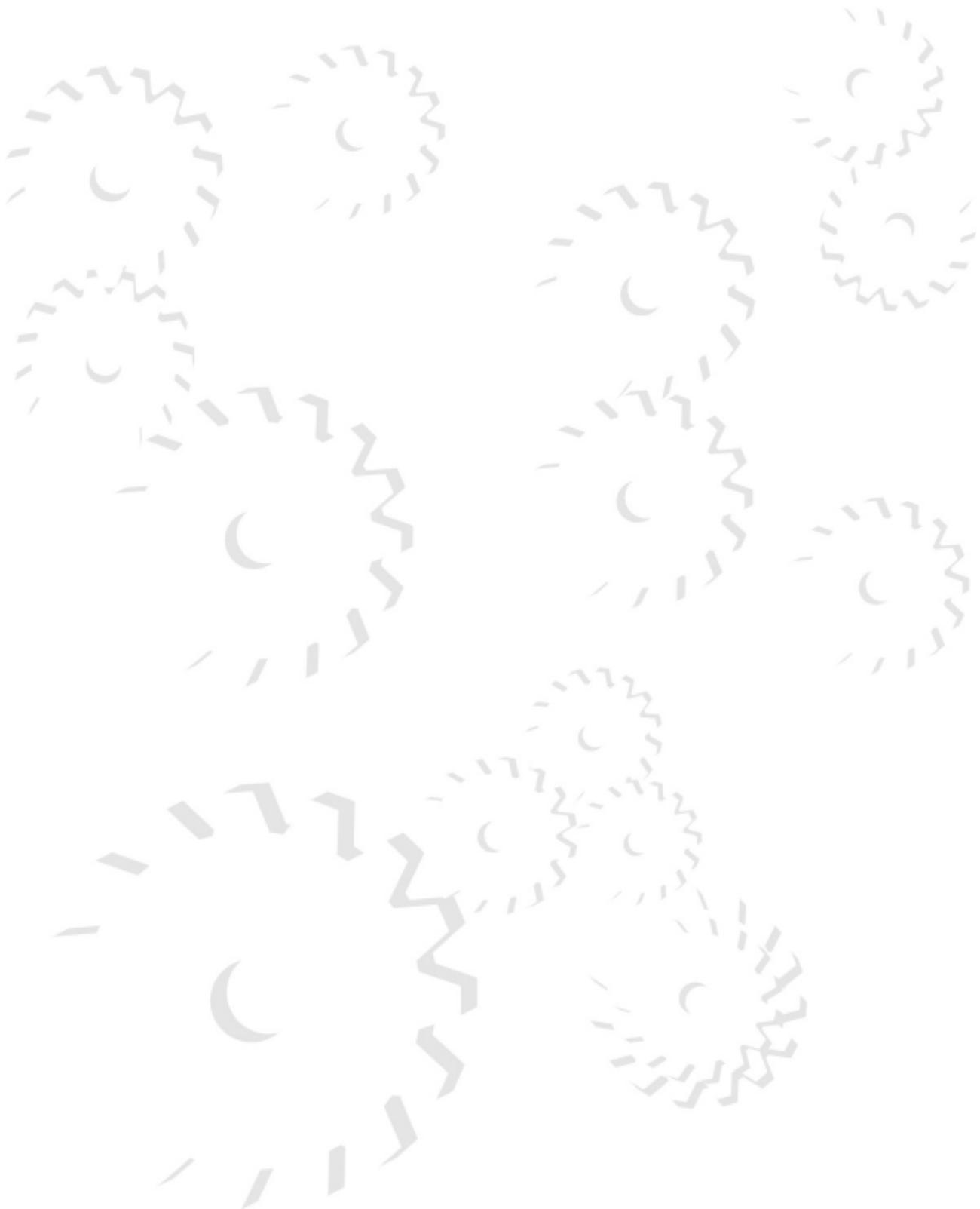
*"Doing at once what needs to be done  
will ensure the possibility of success."*

Leland Val Van De Wall

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

# *Daily 5-Point Program for Materializing The Winner's Image*

## **1. Relax**

Allocate 20 minutes three times everyday: MORNING ... NOON ... EVENING ... let yourself totally RELAX. Clear your mind and visualize yourself living your dream.

## **2. Change**

Completely review how you have been living and decide what changes must be made to become the person you have visualized yourself being in your new image. Then change them.

## **3. Watch**

Play your video tape of **A WINNER'S IMAGE** at least once every day for 90 days, being aware of how much more you retain the message every time you watch it.

## **4. Listen**

Place the three CDs from **A WINNER'S IMAGE** in your car. Clear your car of all other CDs. Play these CDs constantly every time you are in your car for the next 90 days.

## **5. Communicate**

Make a list of 15 Winners you respect and would like to socialize with. Phone one of them every day to say hello and ask if there is any way you can help them. You will be speaking to every one of them twice a month.

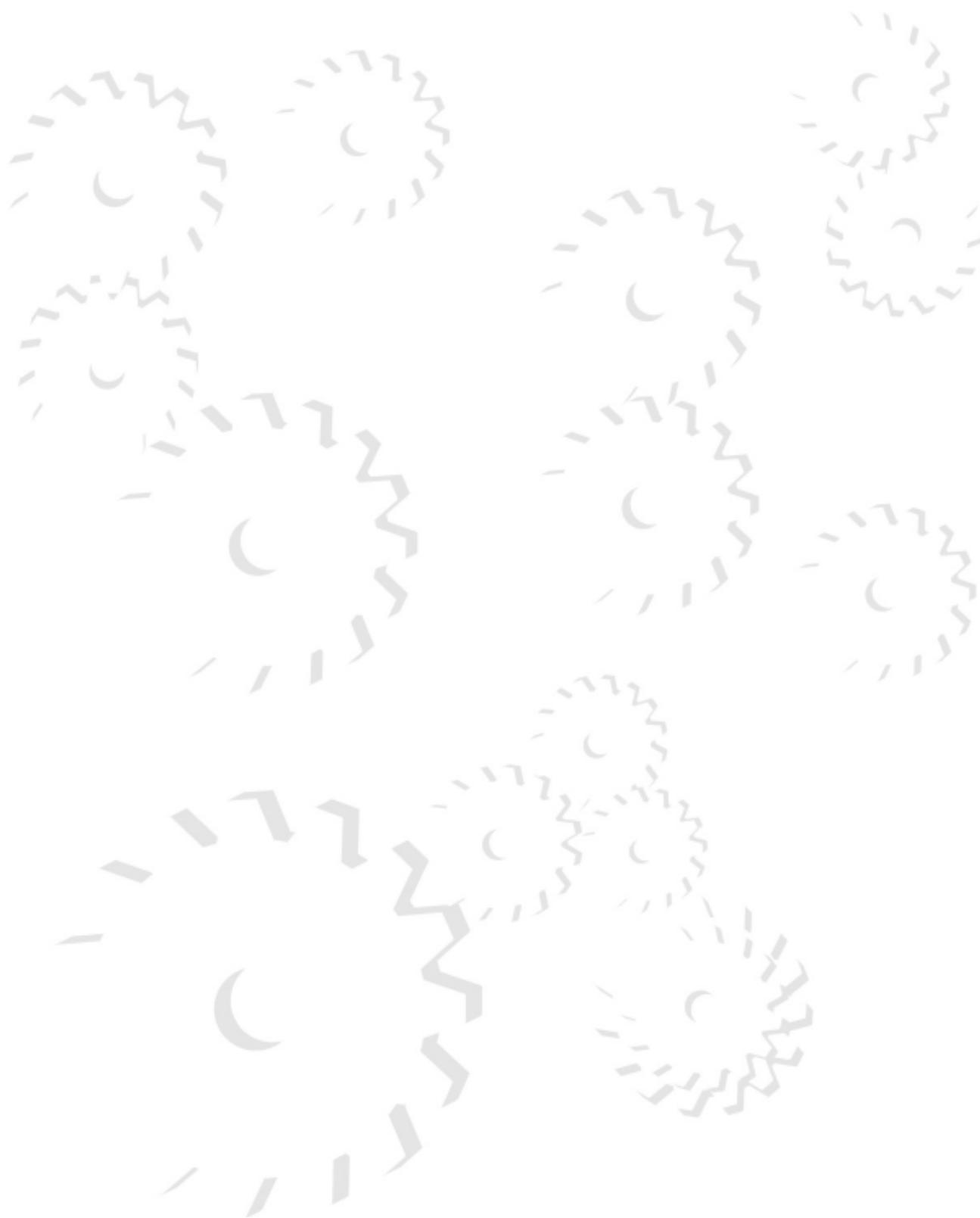
*“You only **HAVE TO** do something until you **WANT TO** ...  
then you don't **HAVE TO** anymore.”*

Leland Val Van De Wall

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## My Thoughts & Action Ideas

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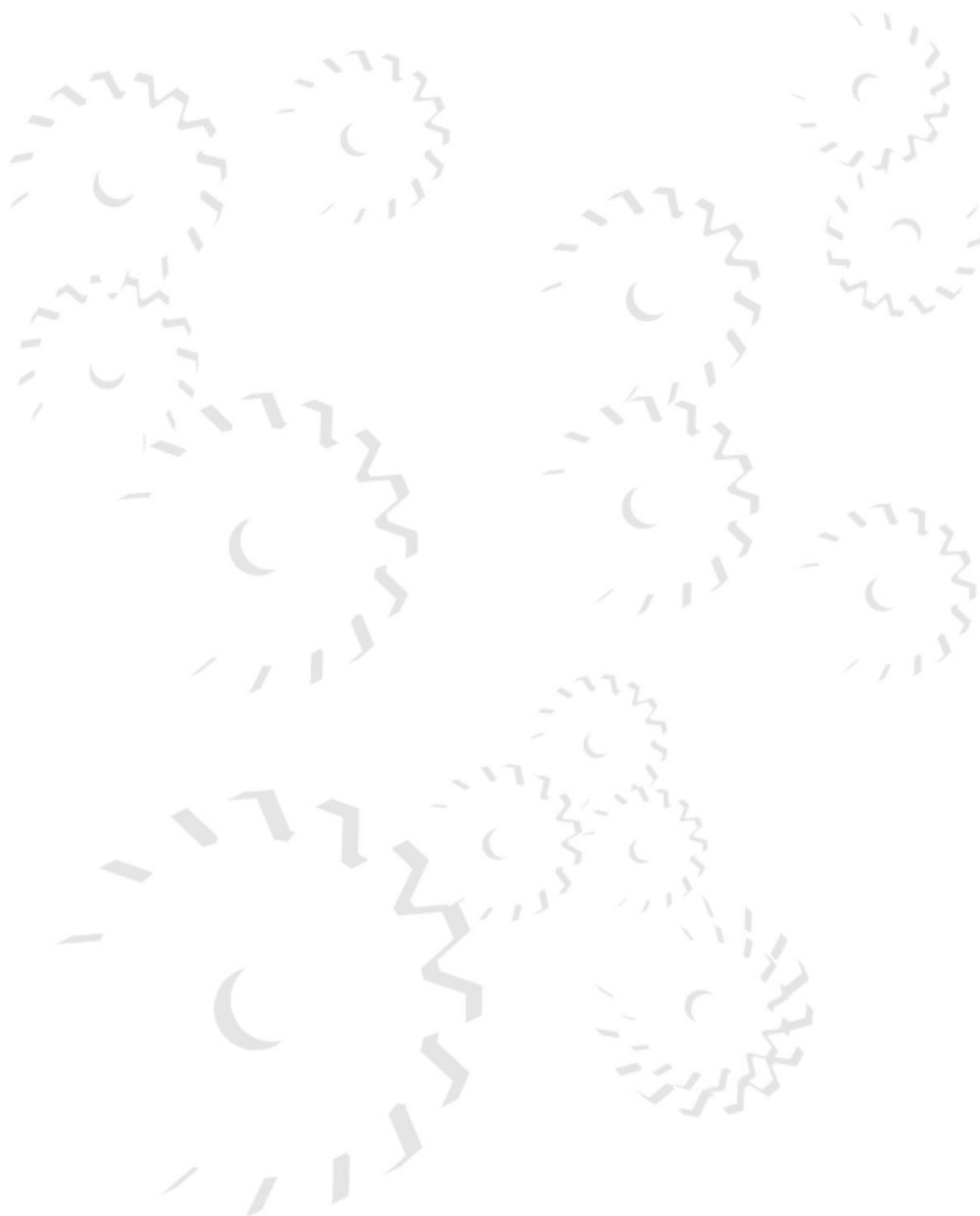
Listen to your CDs every day!



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## My Thoughts & Action Ideas

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Listen to your CDs every day!

*“Tension tires ... relaxation renews.”*

# 1. Relax

*Allocate 20 minutes three times everyday: MORNING ... NOON ... EVENING ... let yourself totally RELAX. Clear your mind and visualize yourself living your dream.*

**This exercise is vitally important.**

**R**eal **WINNERS** are highly results-oriented, and always have a number of projects going at the same time. They accomplish more in a week than most people would accomplish in a month or possibly a year. They carry out their duties in a calm, confident, relaxed manner.

Relaxing is not something **WINNERS** try to do, it is the way they are. Their sub-conscious mind is programmed to keep them in a relaxed state. Creative energy flows freely through the mind and body that is relaxed. Dynamic, creative, results-oriented ideas are built with creative energy.

When you have let yourself move into a totally relaxed state ... mentally throw the electrical switch in your brain that permits **THE WINNER'S IMAGE** to move onto the screen of your mind. This is the image you chose to create and that you described on page 35. See yourself winning in every way ... make it real—in the present tense. When that **WINNER'S IMAGE** dominates your mind, you are that person. The more often you practise this exercise, the more it will take root. Eventually it will dominate your mind all of the time. You are then the **WINNER—INTELLECTUALLY—SPIRITUALLY & PHYSICALLY.**

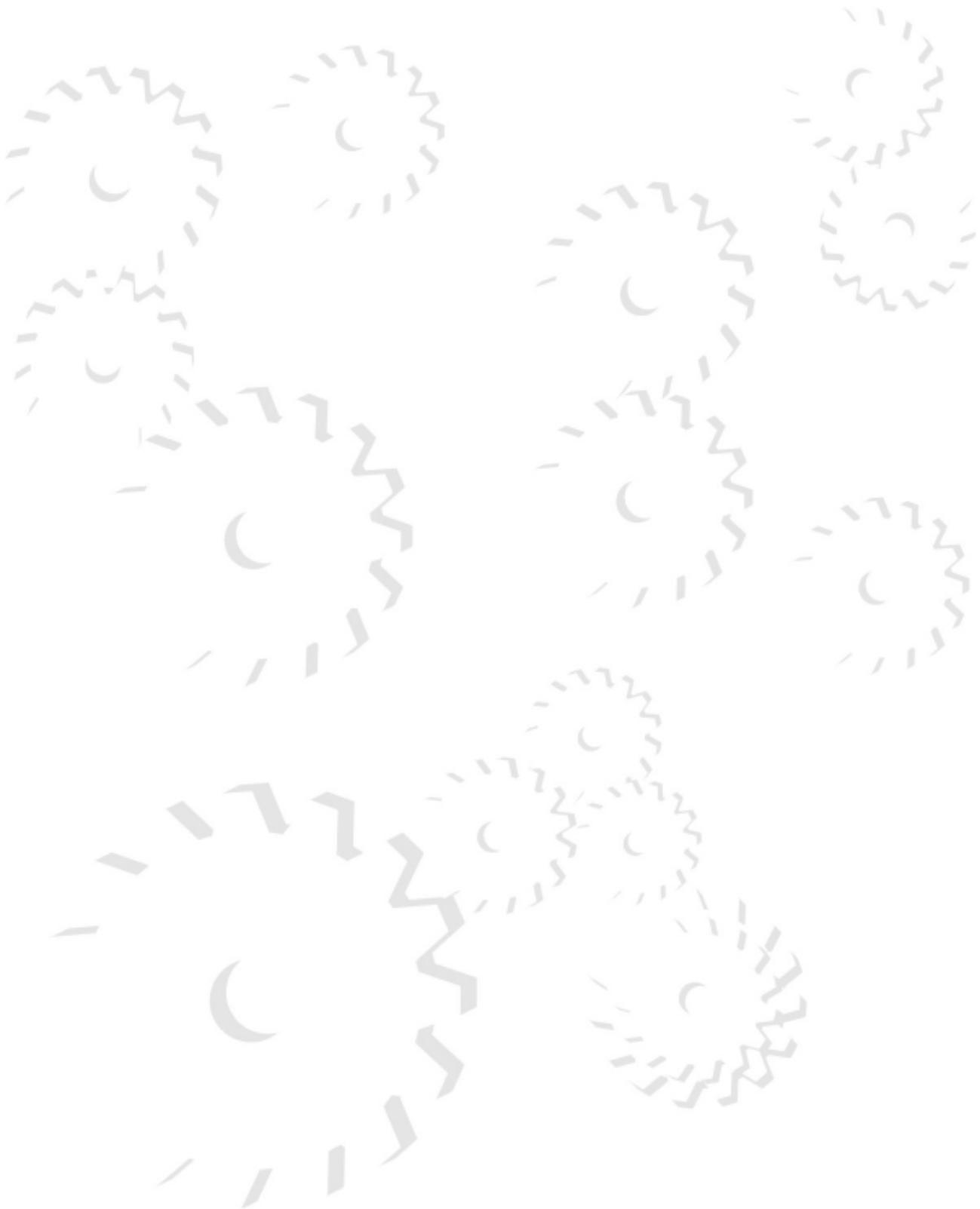
Habits are formed by repeatedly getting emotionally involved with specific ideas.

**For you to successfully form the habit  
of living a relaxed creative life  
you must *properly complete* this exercise.**

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

*“You cannot get new results with old habits.  
Change is essential for growth.”*

## 2. Change

*Completely review how you have been living and decide what changes must be made to become the person you have visualized yourself being in your new image. Then change them.*

**T**his is the one point that will require more effort than all of the others combined. Clearly understand, however, that the other points are of no value whatsoever if you do not systematically complete this exercise. Experience has taught all WINNERS they would not have properly completed this exercise had they not done the others. All pieces are necessary to complete the puzzle.

Here are 10 areas of your life you must review. You can and probably should add to this list. As you review them on the following pages, clearly indicate the changes you will make and when you will initiate the change.

1. Personal Appearance
2. Personal Life
3. Social Life
4. Personal Development Program
5. Health
6. Working Habits
7. Attitude
8. Time Management
9. Business Associates

*Example:*

**1. Personal Appearance**      **Completion Date:** *within 7 days*

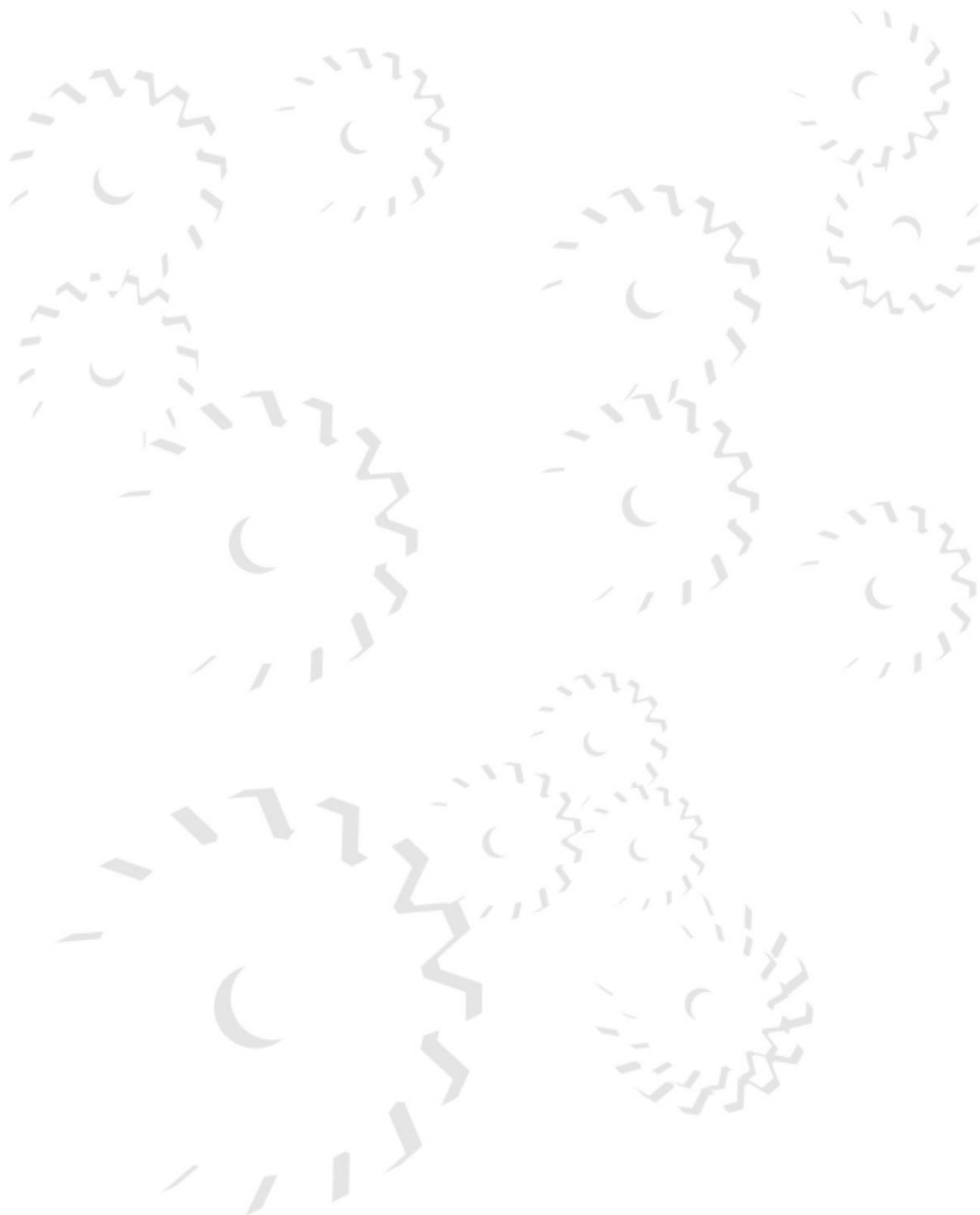
### **Changes I Will Make**

*I will visit an image consultant who has established a professional reputation. I will explain what I intend to accomplish and ask for professional advice. I want to be recognized by my peers as one of the best dressed people they know.*

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

**1. Personal Appearance**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**2. Personal Life**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**3. Social Life**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**4. Personal Development Program**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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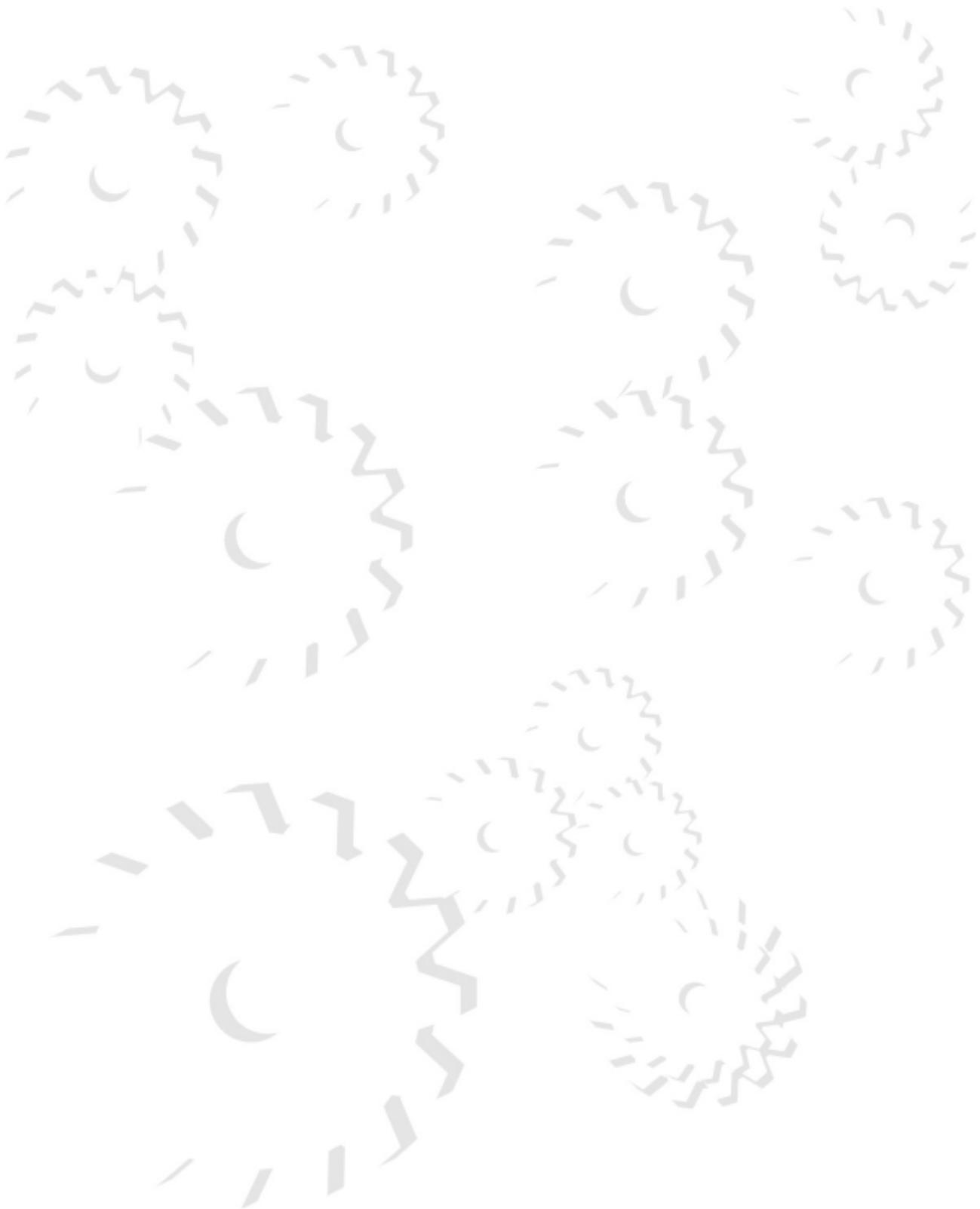
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## My Thoughts & Action Ideas

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**5. Health**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**6. Working Habits**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**7. Attitude**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**8. Time Management**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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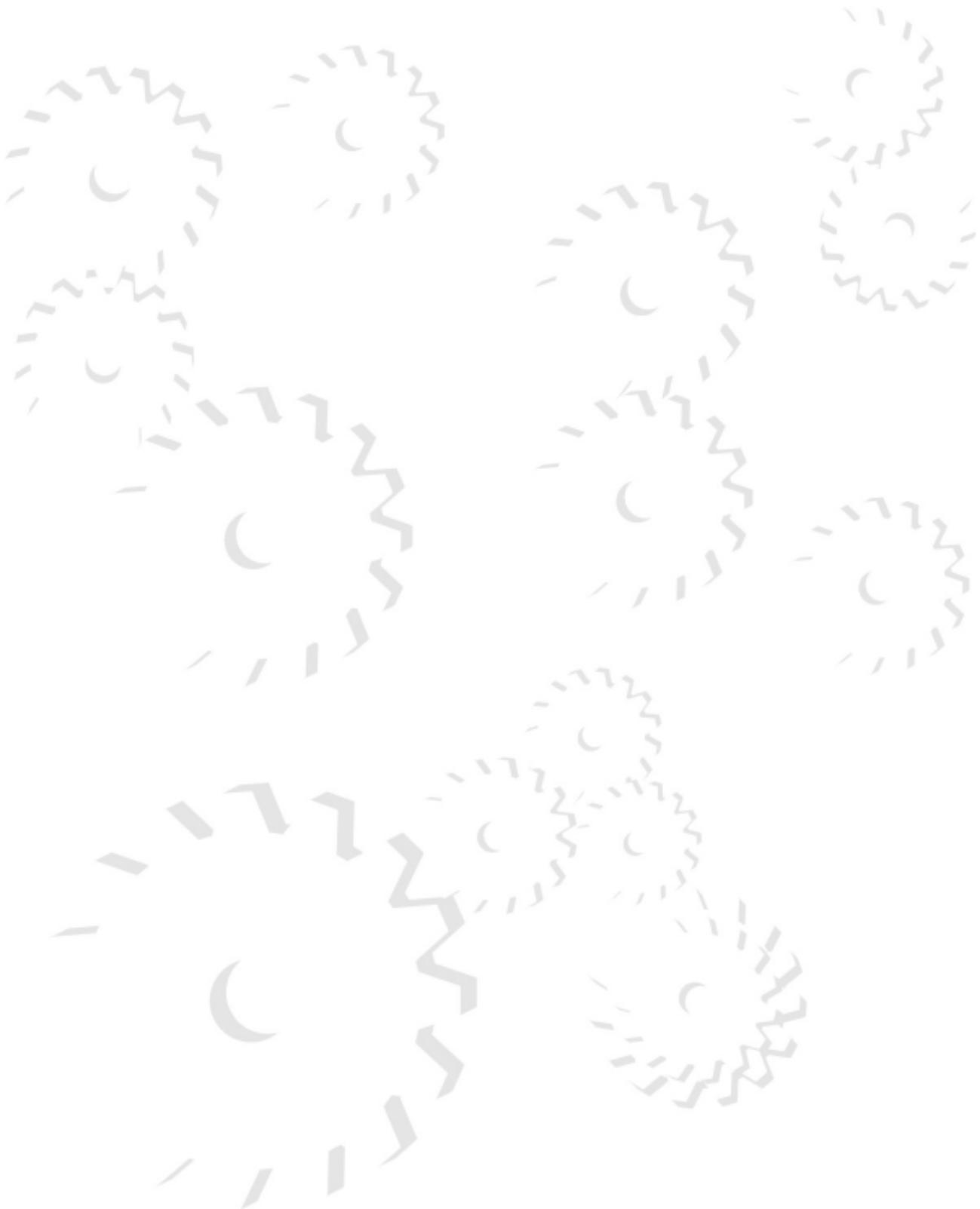
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## My Thoughts & Action Ideas

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Listen to your CDs every day!

9. Business Associates

Changes I Will Make

Completion Date: \_\_\_\_\_

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10. Leadership Abilities

Changes I Will Make

Completion Date: \_\_\_\_\_

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11. \_\_\_\_\_

Changes I Will Make

Completion Date: \_\_\_\_\_

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12. \_\_\_\_\_

Changes I Will Make

Completion Date: \_\_\_\_\_

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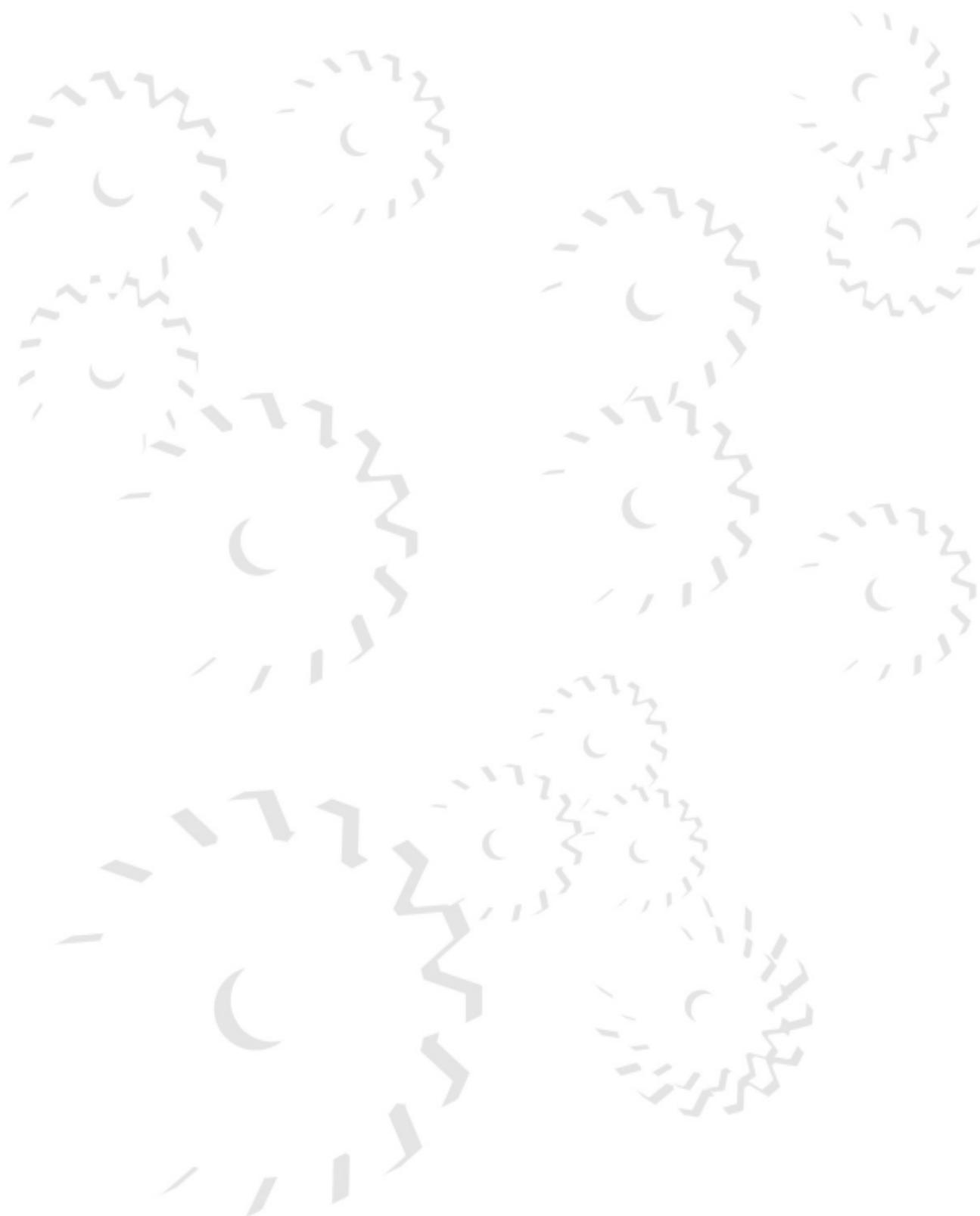
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## My Thoughts & Action Ideas

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Listen to your CDs every day!

### 3. Watch

*Play your video tape of A WINNER'S IMAGE at least once every day for 90 days, being aware of how much more you retain the message every time you watch it.*

**M**ake certain your mind is clear of any cares or concerns as you turn on your video of **A WINNER'S IMAGE**. The movie being projected onto the screen of your mind imparts the important images you want deposited in your emotional mind.

The repetition of watching the same images day after day plays an important role in dissolving your old, limiting self-image, and at the same time nourishing **YOUR WINNER'S IMAGE** in its place. You may be inclined to pack the video away after viewing it daily for a week or two because of your familiarity with what you are about to watch. That would be a grave error.

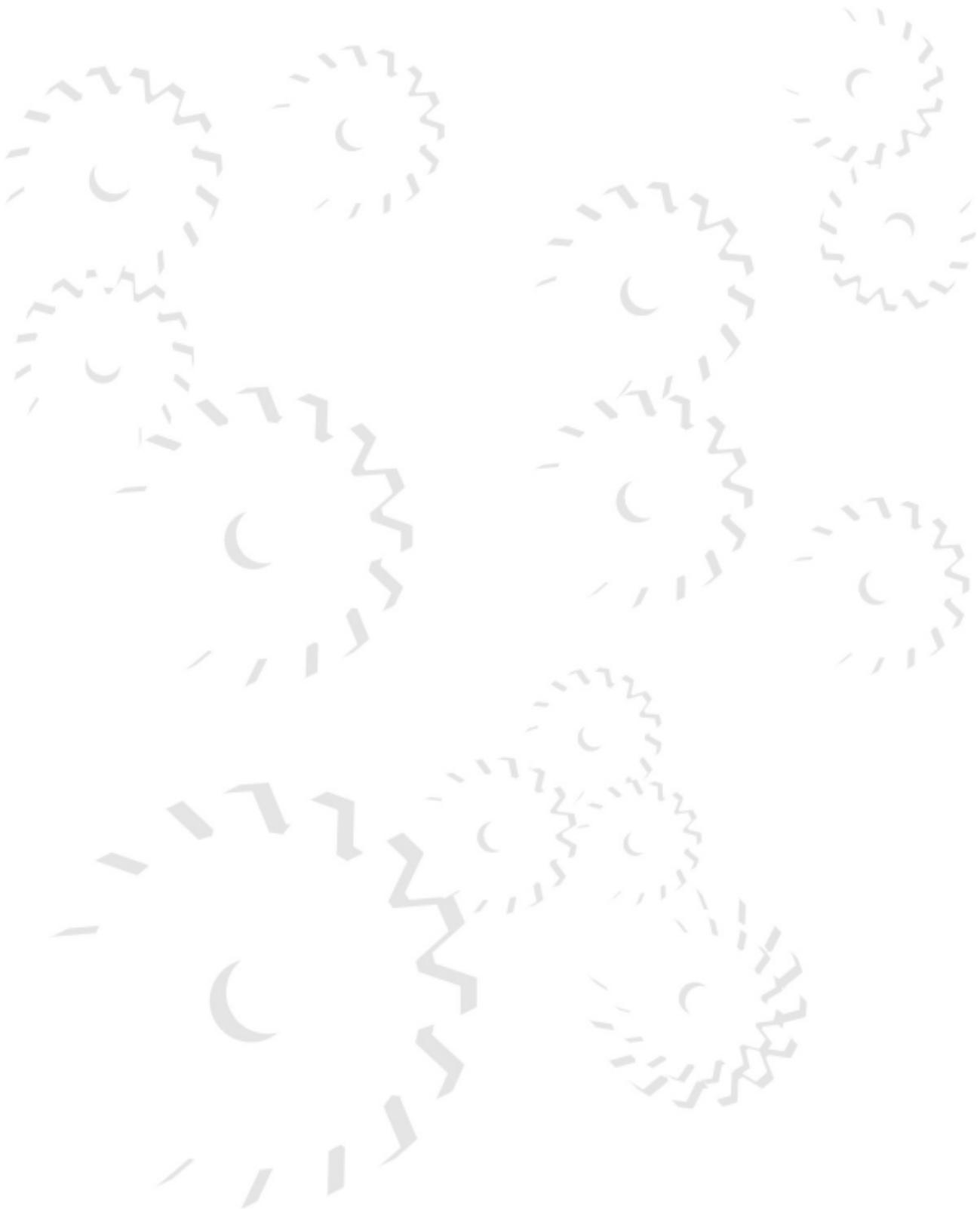
Your old self-image was placed in your sub-conscious mind over a long period of time through the repetition of false ideas. Turning that old image around will take a short time by comparison.

**Commit to watching your video *every day*  
for a full ninety days,  
and make it a *daily* ritual.**

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

## 4. Listen

*Place the three CDs from A WINNER'S IMAGE in your automobile. Clear your car of all other CDs. Play these CDs constantly every time you are in your car for the next 90 days.*

**C**learing your car of all other CDs is very important. It leaves you with the choice of listening to only those suggestions you require for the development of **A WINNER'S IMAGE**. That truly is what you want ... the proper theories and suggestions for you to plant in your sub-conscious mind.

Whenever you are in your automobile play the three **WINNER'S IMAGE** CDs constantly for 90 days. Play them until you can talk along with the messages. Your mind may wander as the CDs are playing ... that's OK ... the ideas on the tapes will still have a positive effect on your thoughts and actions.

**Repetition ... Repetition ... Repetition ...  
it is the first law of learning.**

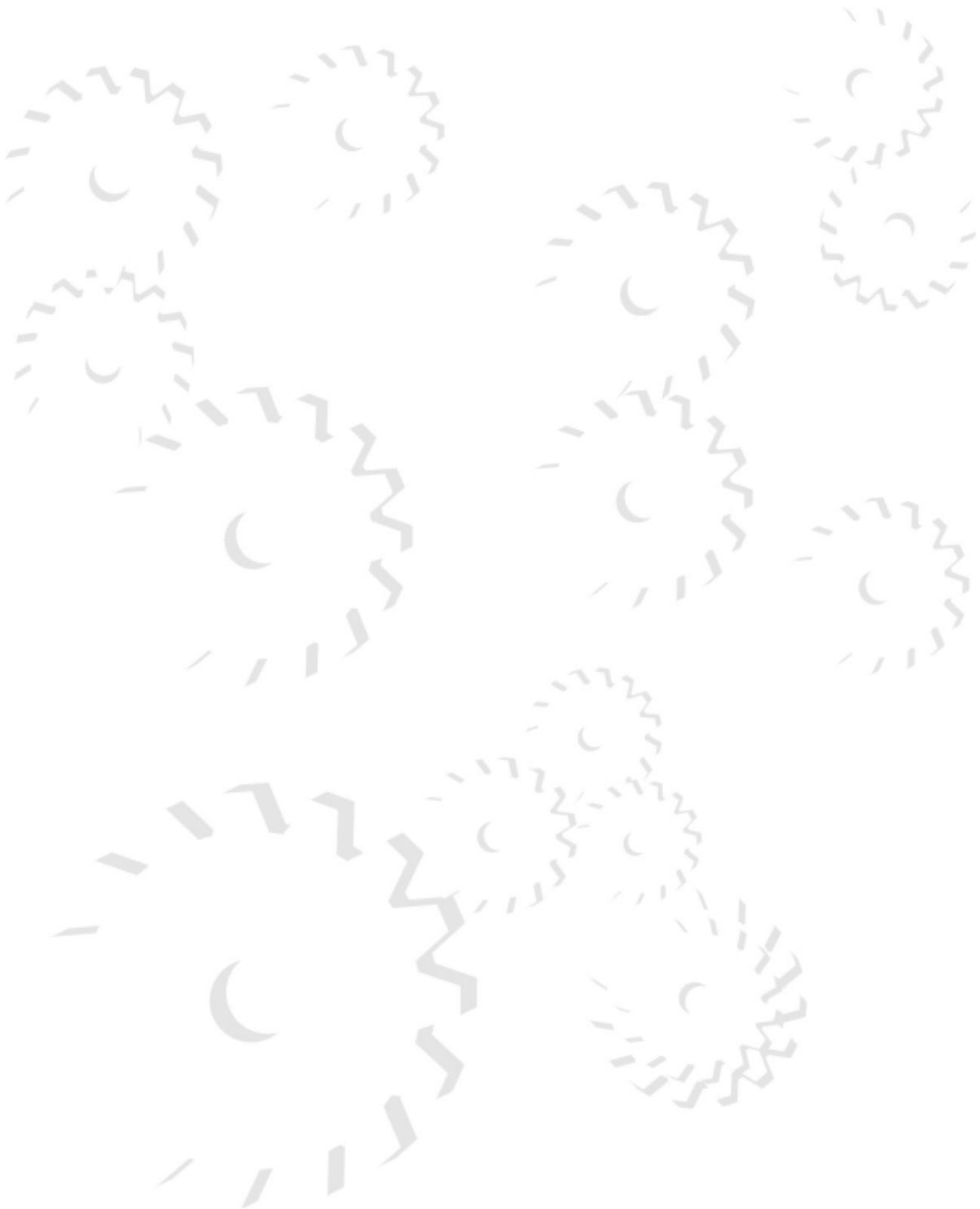
By playing these CDs over and over again, the ideas will become a part of your way of thinking, a part of your way of life.

Carry your **WINNER'S IMAGE** exercise book (that comes with the program) and review it on a regular basis. Once each month listen to all three CDs as you go through your exercise book and revise your notes as you go, completing each exercise as the message on the CD suggests.

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

## 5. Communicate

*Make a list of 15 winners you respect and would like to socialize with. Phone one every day to say hello and ask if there is any way you can help them. You will be speaking to every one of them twice a month.*

**M**aking contact and staying in touch with other **WINNERS** is a deeply rooted habit all **WINNERS** have firmly established. You don't have to be concerned with what they will do for you ... just think of how you can help them. This is an orderly universe you are a part of; the universe will always return to you what you give to it. People with **A WINNER'S IMAGE** operate within a network, they are continually helping one another.

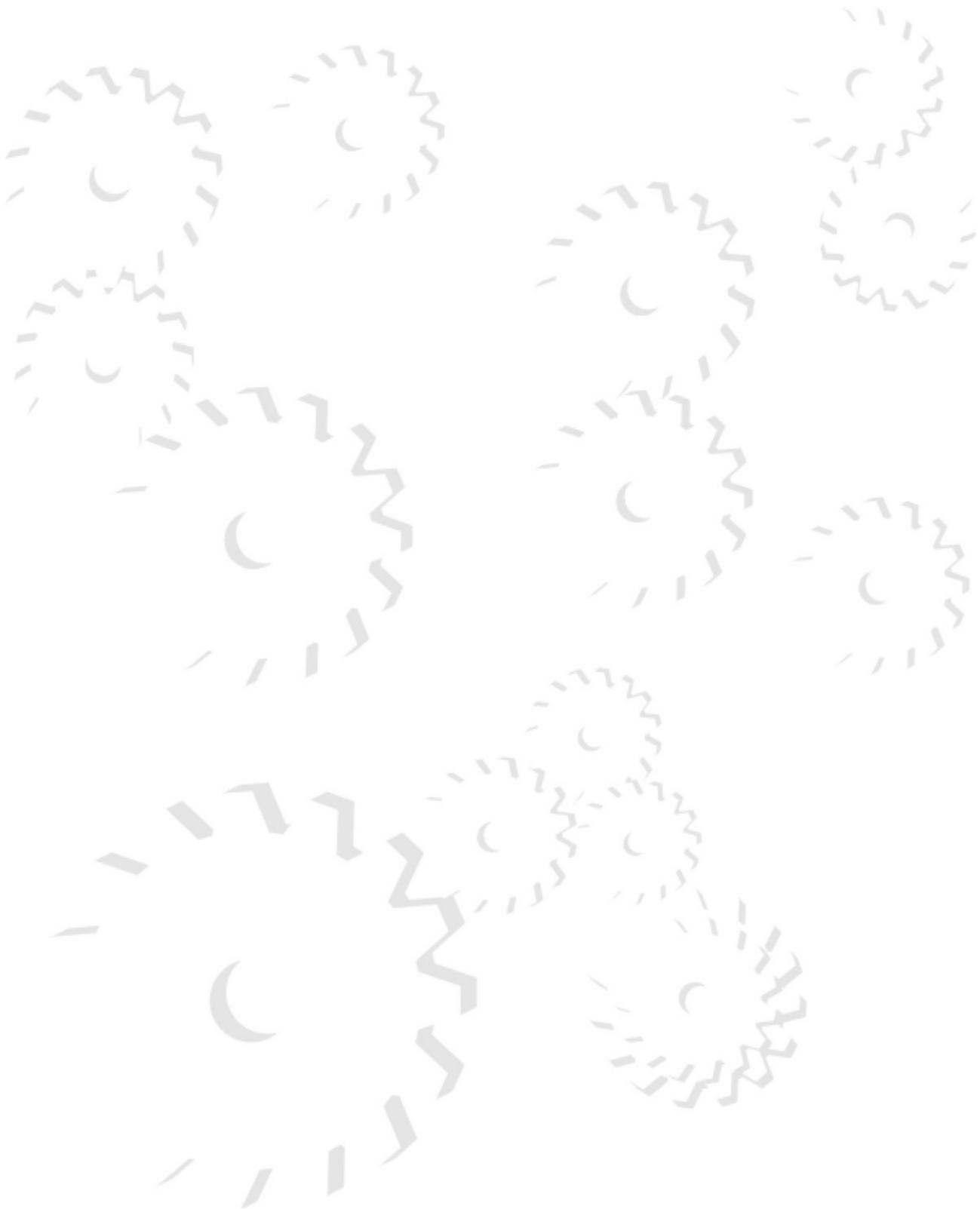
Send them a good book or tape every now and then with a friendly note, not to bribe them but to help them. If you can steer business their way, do it. Consciously and deliberately build yourself an excellent network of highly successful people.

Make your list of 15 successful people, put the list by your telephone and stay in touch with them on a regular basis. It won't be long before you are on their list to call.

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

## *To Your Success*

**T**he process of developing a **WINNER'S IMAGE** is simple but it is not easy. It requires firm self-discipline. Remember, the mark of a real **WINNER** is the person who can give themselves a command and then follow it.

It will not be long before the feelings you acquire from your studies of the **WINNER'S IMAGE** program will begin to create winning results. Don't force ... calmly imagine; the more you work upon your new **WINNER'S IMAGE**, the sooner you will develop a diamond-hard self-esteem that will be both unshaken by adversity and triumphant in success.

With study, **YOUR WINNER'S IMAGE** that began as a **FANTASY** and grew into a **THEORY**, will suddenly, magically become a **FACT**. **YOUR WINNER'S IMAGE** *will* affect and enhance your life significantly; please share your new-found mental and physical wealth with those around you.

And remember, when you are out there winning and succeeding with your new **WINNER'S IMAGE**, it will be you who is becoming the role model, the example of a true **WINNER**, for future generations.

To Your Success,

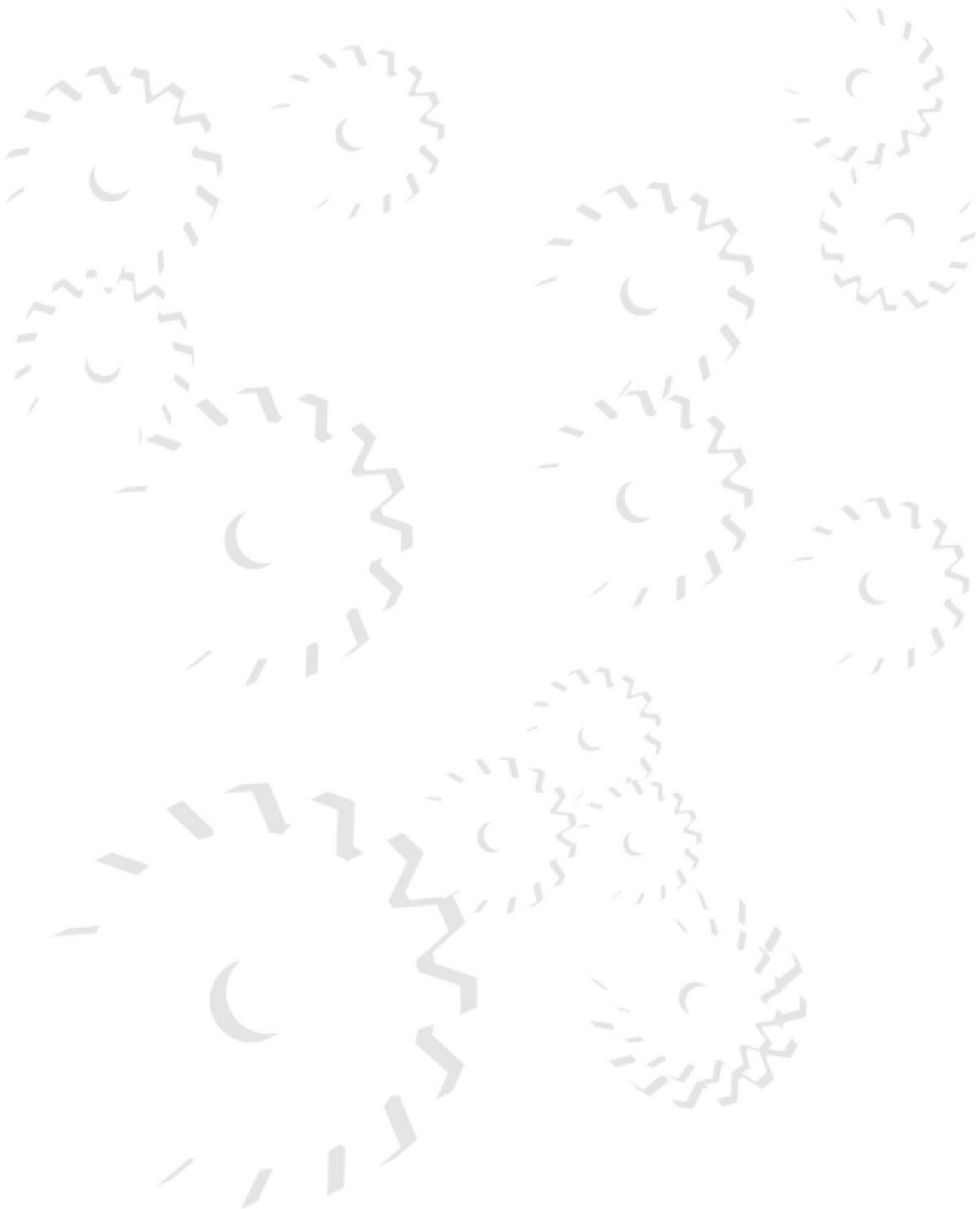


Bob Proctor

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## My Thoughts & Action Ideas

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Listen to your CDs every day!

*"Decide what you want.*

*Decide what you are prepared  
to give up to get it.*

*Set your mind on it.*

*Get on with the work."*

H.L. Hunt

## *Thoughts Are Things*

*I hold it true that thoughts are things;  
They're endowed with bodies and breath and wings:  
And that we send them forth to fill  
The world with good results, or ill.  
That which we call our secret thought  
Speeds forth to earth's remotest spot,  
Leaving its blessings or its woes  
Like tracks behind it as it goes.*

*We build out future by thought,  
For good or ill, yet know it not.  
Yet so the universe was wrought.  
Thought is another name for fate;  
Choose then thy destiny and wait,  
For love brings love and hate brings hate.*

Henry Van Dyke