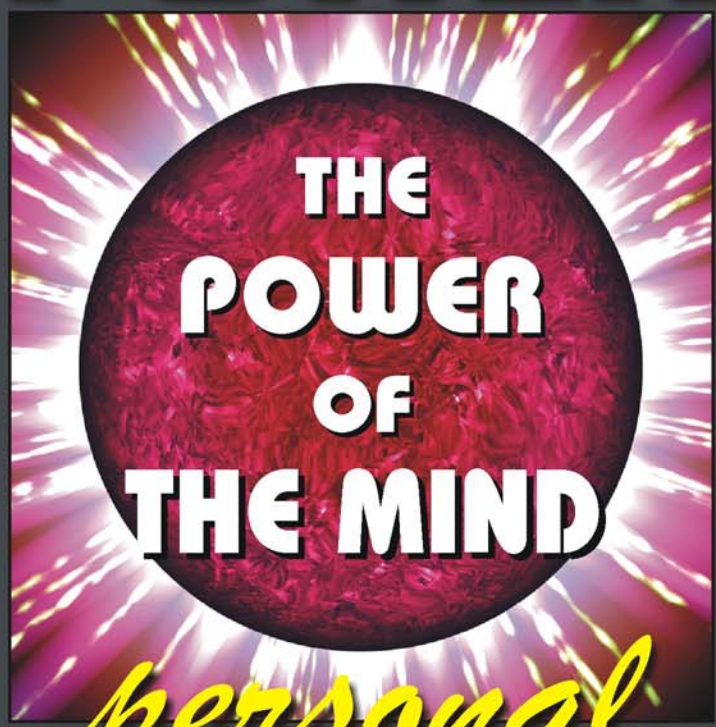




PURE POWER



personal

ULTIMATE  EMPOWERMENT

JAMES LEE VALENTINE

James Lee Valentine is the Man of **POWER!**

JAMES LEE VALENTINE is known as *The Man of Power!* From England, he is an empowering author, dynamic speaker and inspired creator of the wealth mastery **Empowered Millionaire Institute**. James Lee Valentine is also the author of more than sixty five **POWER** series books based on his own unique mix of financial empowerment and personal development. Learn his success secrets and be financially empowered for life!



James Lee Valentine is the recipient of multiple awards and accolades for his empowering books & events



PURE POWER

POCKETBOOK 8

The

Power

of

THE MIND

THE POWER OF THE MIND

PURE POWER POCKETBOOK 8

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PURE POWER - THE POWER OF THE MIND

Pure Power
Pocketbook Eight

The Power Of
THE MIND

THE POWER OF
THE MIND

*Every human being is divine in essence,
and contains within himself all the
qualities and powers which we associate
with Divinity in a germinal state
and these are unfolded gradually,
leading to an ever increasing perfection
and expansion of consciousness
which has no limit.*

I. K. TAIMNI

T H E M I N D

The outstanding leaders in all walks of life are the people who recognize and fully employ the extraordinary powers of the mind. These individuals know how to realize the full potency of their *own* minds, utilizing its awesome energy and directing it toward the accomplishment of their greatest objectives.

These people crystallize their hopes into strong beliefs, then into burning desires and finally into infernos of faith in their ability to achieve. The outstanding leaders focus the clear thoughts emanating from their incredible mental powerhouses to design for themselves lives of immense mastery and phenomenal achievement.

Once you can grasp the full impact of the power of *your* mind, it will change the whole way you live your life. Not only will you become greatly inspired and highly empowered as change affects your entire life, but you will become positively transformed by this power. There is a glorious life of affluence, possibility and remarkable opportunity awaiting you . . . it is all contained within your miraculous mind.

Harness the full forces of your mind and make your aspirations come true . . . success is an exhilarating experience. This book provides the insights into how success occurs, so that you can apply them to your own life. There are astonishing opportunities awaiting you. All that you can conceive within the kingdom of your mind is waiting for you now. The time is right. Are you ready to seize it?

You will command complete mastery over your life when you control how you respond or react to the thoughts, both empowering and disempowering, taking place in your mind at every moment. Utilize this vital power and go forth toward the fulfillment of your own magnificent aspirations having total dominion over your destiny.

— 1 —

T H E P O W E R O F
Y O U R M I N D

“With mind powers, a man can begin to live differently in himself. He can begin to think differently and feel differently and desire differently and love differently. If this happens, the man has another relationship to himself, internally. His life in himself then changes.”

MAURICE NICHOLL

M I N D P O W E R S

With an intense and detailed personal study of *The Power of The Mind*, this will reveal new and compelling material. To most of us, this is an area we are unfamiliar with. Our parents only shared with us a tiny glimpse of the powers of our minds, because they didn't know too much themselves. Our teachers and schools don't teach it to us, because they don't fully understand it. Our religions and church-leaders, generally, don't teach it. Only if we are fortunate to come across materials or specialized programs that teach us about the powers of the mind are we able to learn. We can then acquire knowledge about the unique mental powers and abilities that each of us does possess. This will lead us to understand that *everything* changes for the person who constantly develops the powers of their mind.

“Man has it in his power to perfect himself, and in time completely to transform himself. But this transformation must take place in his innermost self, in his thought-life.”

RUDOLPH STEINER

Can you imagine what wondrous changes will take place in your life when you begin displaying the full forces inherent in your mind? It is the grand view of what you can do and become that will compel you to work regularly at creating your new reality by these special forces. The powers of the mind are a very great science. They are the science of self, the science of personal power and the science of knowing and understanding how to manifest your future destiny.

“There is an impression that direction of mind action is a difficult and abstruse affair, something that requires hard study, leisure, and book knowledge to accomplish. Nothing is further from the truth. Every person has within himself all that is needful, and has all the time needful, to remake his intellectual nature, his character, and practically his body and his life.”

ORISON SWETT MARDEN

The powers of your mind will arouse the most potent abilities you possess. There are several ‘action-power’ disciplines you can utilize in conjunction with your mind powers to help you achieve even greater empowerment. The following four disciplines have already been discussed in detail — in Section Six, *The Power of Self-Talk* — and are ready for immediate use in positively transforming your life:

- Affirmations
- Visualization
- Imprinting
- Acknowledging

Armed with these four all-powerful ‘mind tools’ of *affirmations*, *visualization*, *imprinting* and *acknowledging*, an individual can take immediate control of their life. They can wield and direct the most awesome forces imaginable, unleashing the full potency of their positive potential, creating for themselves the reality of a scintillating life and materializing a spectacular existence.

We Live In Two Worlds At The Same Time

We live simultaneously in two worlds, independent and separate from one another:

- *The External World*: Consisting of our material possessions, environment, circumstances, events, and the situations that happen to us in our outer daily lives.
- *The Inner World*: Consisting of our everyday thoughts, beliefs, emotions, attitudes, feelings, and our inner mental experiences.

A major misunderstanding for many people is that they think this is all one world we live in. However, in reality, it is two: the *external world*, outside of us, and an *inner mental world* that exists within our minds. Many people think the inner world is just a mirror of the external

world. So this is how those people act, mirroring the external world with their inner thoughts. Reflecting the external world is certainly *not* the right way to develop immense self-empowerment.

For a person who doesn't yet understand the powers of the mind, when something happens in the external world it also has a profound influence on their inner mental world. For example, a manager implies to his secretary, in a nasty frame of reference, that she is doing a lousy job. He has said this in the external world but, now, in her inner world, her mind starts racing and she begins to think absurd and cancerous negative thoughts about herself. She doesn't have to experience this destructive *reaction* though. This secretary can learn to use the awesome power of her mind to *respond* positively, staying in control and directing her life as she sees fit.

You live simultaneously in two worlds . . . not one, but two. You must learn how to rule over your inner world and create harmony within it if you wish to have personal power to influence your direction in life for the better. One of the greatest powers of the mind will be unleashed when you take control of your inner world and direct it as a separate entity to the external world.

These are two different worlds, independent of each other. The secret of success is for you to think thoughts that are separate to and beyond what the outer reality of the external world would suggest to you. For instance, confidence doesn't exist in the external world, does it? Neither do the negative emotions of fear, doubt, guilt, anguish and inadequacy. These are all inventions of the inner world . . . *your* inner world.

"Happiness is an invention of the inner world, as are the multitude of other positive and negative emotions."

Everyone wants to be happy. Even the most dour of people yearn for happiness. Well, I have news for you . . . it doesn't exist out here. There is no happiness in the external world. Happiness is an invention

of the inner mental world, invented by people who live in the external world. The point being made is that you cannot buy happiness in a supermarket, or find some lying in the street, or manufacture some in a factory. Happiness, the same as all other positive and negative emotions, is formed in the mind. Therefore, *you* can control and direct *your* inner mental world to think only positive thoughts and have empowering responses. This power is yours.

You Are The Cause Of Everything That Happens To You

Every single thing that happens in *your* life, everything, whether you like these things or not, is caused by *you*. Your first reaction to this news may well be to tell me to wait a moment, that I do not even know you and that you are certainly not causing these things to happen in your life. My answer to you is: “Oh yes you are, you most certainly are. You are the cause of everything that happens to you in your life.”

As human beings, we do not like to accept responsibility for the things that happen to us, especially if they are bad or negative things. It is so much easier when we can believe it has nothing to do with us. We can then blame our environment, or the government, or our family, or our circumstances, or our situations in life.

Do you ever make these same kinds of pathetic disempowering statements, or excuses, to explain your present position in life?

- The reason I have difficulty in communicating with others and the reason I have a hard time in my relationships is because other people are idiots. It has nothing to do with my attitude toward them.
- The reason I have no money is because there is a massive recession going on. There are no opportunities for me right now. It is the fault of the government and the messed-up economy.

- The reason my health is all shot to pieces and I am in lousy physical condition is because my parents fed me too much as a child and over protected me as I grew up. Now I am not even capable of properly fending for myself.

Oh yes, we are all capable of inventing excuses for why our lives are not working as good as we would like. However, these are not the real reasons. There is something within each of us, deep in our inner mental world, that we can use to control our life and manifest our reality: *This is to think empowered thoughts.*

“People become really quite remarkable when they start thinking that they can do things. When they believe in themselves they have the first secret of success.”

NORMAN VINCENT PEALE

We like to pretend that our lives somehow have nothing to do with us. Like, here's me and there's my life over there. But this is nonsense, as our lives have *everything* to do with us. Your life is a reflection of you, a perfect reflection. If you do not like the reflection, do not blame life. Do not blame the situations and events of your external world. Have a good look at yourself and realize it is all a manifestation of your inner mental world.

Take responsibility for your life. It may be so much easier to believe that what is happening in your life has nothing to do with you, but this will not lead you to mastery over your circumstances. Becoming an empowered human being, understanding how your life is unfolding, and *being in control of it*, gives you an immense amount of power. This means that as you change, from the inside out, then your whole world will begin to change. Realize that it is all created by you. As your thoughts, beliefs, attitude, emotions and feelings all change, for good or for bad, your life will change to match them. Use the unlimited power of your mind to feed positive thoughts to yourself on a regular basis and watch your life explode into wondrous and phenomenal change.

— 2 —

T H E L A W O F
S O W I N G
A N D
R E A P I N G

*“Every man is where he is by the law of his being.
The thoughts which he has built into his character
have brought him there, and in the arrangement
of his life there is no element of chance, but all
is a result of a law which cannot err.”*

JAMES ALLEN

S O W I N G A N D R E A P I N G

Successful people possess a wealth of valuable attributes. One of the most important being that they recognize the awesome power of their magnificent minds. As you begin to understand the sheer magnificence and absolute power of your mind, every aspect of your life will be enhanced. You will be better able to influence your conditions, direct your circumstances and attain your most desired objectives. Your mind is far more powerful than you have ever been taught. It is only your negative belief systems that have held you back from accomplishing all that you could.

“The vision that you glorify in your mind, the ideal that you enthrone in your heart, this you will build your life by, this you will become.”

STANTON KIRKHAM DAVIS

The essence of ultimate personal empowerment is stated as such: *Each and every day of my life, I wake up with unlimited power at my command. This power is my ability to choose empowering thoughts and make definite decisions.* Through this capacity, my life becomes an expression of my magnificent mind and I become the infinite creator of the most glorious destiny one can ever imagine.

*“Imagination is the voice of God.
If there is anything Godlike, it is that:
He dared to imagine everything.”*

HENRY MILLER

You must radically alter the way you think if you are to affect the flow of your thoughts from mainly negative to predominantly positive. You will be amazed at the rapid transformation this act affects in the material conditions of your life. Bold thoughts of courage and faith will solidify into circumstances of achievement and success. Though you cannot directly choose the conditions and circumstances influencing

your life, you can choose your thoughts, which form your attitude and which ultimately shape your destiny here on earth. Stated another way: *If you will first sow the seeds of an empowered mind, you will eventually reap a harvest of good fortune and abundance during this lifetime.*

*“Don’t judge each day by the harvest you reap,
but by the seeds you plant.”*

ROBERT LOUIS STEVENSON

All accomplishment, whether in the business, social, personal, financial or intellectual world, is the result of concise, directed thinking. No individuals but themselves can choose their own thoughts. Therefore, no people but themselves can change their own conditions in life.

Your actions, and resultant capacity for persistent effort, are motivated first and foremost by your thoughts. In other words, the ability you have to *think*, to *act* and to *persist* are all directly and powerfully interrelated . . . the stronger your thoughts, the bolder your actions, the greater your capacity for persistent effort. Whatever your present circumstances may be, you will rise or fall, strengthen or weaken, dependent on the power of your mind. You will eventually become as tiny as your controlling belief system — your worst fear — or as great as your dominant thought — your highest aspiration.

The Law Of Sowing And Reaping

Imagine walking in the countryside one lovely day, with the warm sun shining and a cool breeze blowing. You come across a friendly farmer sitting by the side of his field. You say to him, “Hello farmer, what crop are you growing there?” He replies that he has a fabulous crop of rice coming up. You ask, “When did you sow the rice seeds?” He says that he hasn’t planted any. You respond, amazed, “But I thought you said that you have a lovely crop of rice coming up?” The farmer tells you, “Yes, that’s correct.” So you ask him, seriously, “How can you expect to harvest a crop of rice if you haven’t sown any rice seeds?”

The answer, rather obviously, is that the farmer cannot harvest a crop of rice until he has first sown the rice seeds. The same is true of your life . . . you must first sow the seeds of a good and abundant life before you can reap the harvest of good fortune and abundance.

*“Always do your best. What you plant now
you will harvest later.”*

OG MANDINO

Think of your mind as a rich, fertile and well-nourished garden, with yourself as its master gardener. Whatever thought you plant in this garden that is tended and nourished will grow and bear fruit. Your mental powerhouse may be intelligently cultivated, or it may be neglected and left to the weeds. A vital point to understand is that you must consciously choose to feed your mind on a regular basis with empowering thoughts that are positive and constructive. Otherwise your mind will continually feed itself negative and destructive thoughts. You must intelligently cultivate your mental garden to manifest your greatest aims. First you sow and cultivate good thoughts, and then you harvest a good life.

This is stated here in a thought-provoking, mind-stretching way to help you realize the overwhelming power of your thoughts:

- Sow an empowered thought . . . reap an empowered attitude
- Sow an empowered attitude . . . reap a winning discipline
- Sow a winning discipline . . . reap an immutable character
- Sow an immutable character . . . reap a supreme destiny

Whatever you have in your life at this point in time, is a result of all the mental sowing you have been doing until now. Another way to quote the *Law of Sowing and Reaping*, which will open up your life to incredible and endless possibilities, is:

*“Whatever you have harvested until now
is a result of what you have sown.”*

MAHATMA GANDHI

If you have a burning desire to know what is causing your present harvest, ask yourself soul-searching questions. However, of infinitely more value to you, really study your answers thoroughly:

- Q. *If I don't like my present harvest, who is to blame?*
- Q. *Where will I find who planted my harvest?*
- Q. *How many success seeds have I planted on a regular and consistent basis during the past one year?*
- Q. *Have I read many inspirational personal development books lately or listened to any empowering audiocassettes recently?*
- Q. *Do I have a substantial list of dreams that records everything I ever want to do, be, have or create during my lifetime?*
- Q. *Do I have a list of what values are most important to me in my life at this precise moment in time?*
- Q. *Have I established specific short-term, long-term and lifetime goals for my life, and decided upon exact deadlines for their attainment?*
- Q. *Have I established specific Action-Plans to achieve my greatest objectives and written them on paper?*
- Q. *Have I taken any Action-Steps today toward the achievement of my greatest objectives?*
- Q. *Do I possess the determination to read this book from cover to cover and utilize the principles as outlined for the betterment of my life?*
- Q. *Will I buy the entire Power System series and apply the empowering strategies for the good of myself and the good of those people close to me?*
- Q. *Am I really living the dream life I would most love to live? If not, can I understand that I must change before my life can change?*

At this stage, you should do a detailed analysis of your life and come to some honest conclusions. If your success is not yet assured, you will have to sow good, clean, pure, powerful, positive, constructive success seeds. If your current harvest is a few skinny morsels you have to be unimpressed with your own performance. In future, you must plant more seeds, and better quality seeds, if you are to achieve the absolute maximum from your life.

Four Parts To The Law Of Sowing And Reaping

1. *If you sow bad, you reap bad:* Weed seeds will produce a crop of vile, ugly, noxious weeds. Negative thoughts of hatred, anger, revenge, fear, greed or jealousy will result in a 'bad' life of evil and destruction.
2. *If you sow good, you reap good:* Corn seeds will produce a wonderful crop of golden corn. Positive thoughts of a pure and constructive nature will produce a 'blessed' life of joy, good fortune, abundance and fulfillment.
3. *You do not reap the amount you sow, you always reap more:* A cupful of corn seeds will result in a bushel of corn. When you project a loving aura of happiness, enthusiasm and confidence, you will receive untold blessings and kindness back into your life.
4. *If you do not sow, you cannot reap:* If you do not plant any corn seeds, you cannot harvest a crop of corn. The same applies to life. When you do not even try, you never even have a chance to succeed and all possibility is gone. You cannot reap a crop of any value unless or until you first sow the seeds.

Your mind is a far greater success-mechanism than you have ever realized. It is an almighty powerhouse, with unlimited empowerment at its command. Now . . . utilize it to its maximum potential.

— 3 —

T H E
S U P R E M E L A W S
O F T H O U G H T

*“The possibilities of thought training are infinite,
its consequences eternal, and yet few take the
pains to direct their thinking into channels
that will do them good, but instead
leave all to chance.”*

ORISON SWETT MARDEN

L A W S O F T H O U G H T

We are all part of the great universe and our lives are governed by the same creative laws that control and rule the cosmos. We need to stay balanced, as does the rest of nature. There are laws and principles of the universe affecting our lives at all times. We know about the laws of gravity and magnetism, and the laws that govern the cycle of the tides, the changing of the four seasons and the orbiting of the planets. There are various invisible laws too, such as electricity and radiation, which we cannot see but which help to influence and shape our lives just as greatly.

“You are a part of the universe, no less than the trees and the stars, and you have a right to be here. And whether it is clear to you or not, no doubt the universe is unfolding as it should. Therefore be at peace with God, whatever you conceive him to be. And whatever your labors and aspirations, in the noisy confusion of life, keep peace in your soul. With all its sham, drudgery and broken dreams, it is still a beautiful world. Be cheerful. Be happy.”

MAX ERHMANN

Your life is governed by laws just as absolutely as are the tides, the seasons and the planets. Some of the laws governing your life are concerned with the mind, and in particular your thoughts.

Here are three such *Laws of Thought*:

- Your thoughts are energy and have real power
- Your predominant thoughts direct your destiny
- Your mind can create and introduce thoughts

1. Your Thoughts Are Energy And Have Real Power

Your thoughts are amazingly magical, yet they are so prevalent and ordinary in your life that you possibly fail to recognize their true strength.

This law will have a tremendous impact on your life . . . perceiving and understanding that your thoughts *are* energy and have real power.

“We are what we think. With our thoughts we make our world.”

THE BUDDHA

Marcus Aurelius wrote that a man’s life is what his thoughts make of it. Plato spoke of these forces when he said that reality is created by the mind and we can change our reality by changing our mind. Single thoughts, all on their own, don’t have much power. Just repeat the thought over and over, though, and it becomes concentrated. Through repetition, its force is multiplied many times. The more times the thought is repeated, the greater its energy and the more power it generates.

Weak and scattered thoughts will not be of any use to you in your search for success and achievement. You need to develop strong and concentrated thoughts, which are creative and vibrant forces. Thoughts will only become strong and concentrated— or positive, dynamic and empowering— through repetition. It is this continuous reinforcement that magnifies the power of the thoughts.

*“Weak and scattered thoughts
are weak and scattered forces.
Strong and concentrated thoughts
are strong and concentrated forces.”*

JOHN KEHOE

To illustrate this, imagine a magnifying glass in the sunshine. If the rays of the sun are simply allowed to shine through the glass, nothing will happen. But if the magnifying glass is held at the right height and focused at the correct angle, the same rays of the sun will become concentrated . . . enough to start a fire. So it is with your thoughts. Learn to focus your mental magnifying glass, concentrating your thoughts and utilizing the full powers of your mind to set your ambitions ablaze in an inferno of achievement.

2. Your Predominant Thoughts Direct Your Destiny

By thinking with emotional intensity, the condition of your thoughts change and they become magnetized. They then attract similar thoughts the way a magnet attracts iron filings. You will attract the conditions and circumstances that match your predominant thought patterns and, as such, these will direct your destiny. As an example, if you wish to be radiantly alive and experience vibrant great health, then you must make these conditions your predominant thought patterns. Likewise, if you desire wealth and success, you must saturate your mind with thoughts of prosperity and abundance. What you think is what you get . . . and the more you think the more you get.

*“So think as if your every thought were to be etched
in fire upon the sky for all and everything to see;
for so, in truth, it is.”*

BOOK OF MIRDAD

Your current circumstances and status in life are a direct result of the predominant thoughts that have gone into your mind over a long period of time. You absolutely can change what you are, change where you are, and change who you are, by changing your predominant thoughts. You need to decide what circumstances you desire for your life, then consistently feed your mind thoughts of those conditions.

3. Your Mind Can Create And Introduce Thoughts

This is the greatest law of thought, for this is where you can create the thoughts that will bring your reality into existence. You have the power within your mind to create any thought and introduce it into your mind. This is an extremely powerful principle. Even if the reality of the thought is not real or realistic, you can still create and introduce it into your mind. Such as creating thoughts that suggest to your mind that you are prosperous before the actual conditions of wealth have materialized in your life.

*“It is the mind that maketh good or ill,
that maketh wretch or happy, rich or poor.”*

EDMUND SPENSER

Learn to create at all times using this law and do not limit yourself to reality. Every day, through self-talk, visualization and imprinting, you should create and introduce thoughts into your mind on vibrant health, possibilities, prosperity, success, abundance, opportunities, enthusiasm, joy, love, vitality, happiness and empowering thoughts of any other conditions you desire.

Begin by paying attention to what thoughts you think throughout the day. Check the quality of your thoughts and analyze if they are of a predominantly positive and constructive nature, or if they are mostly negative and destructive. The ideal condition is to think harmonious, empowering thoughts at all times.

“Always look on the bright side of life.”

MONTY PYTHON

Therefore, if you ever find yourself indulging in a ‘private pity party’ of pessimistic, melancholy and discouraging thinking, turn this around by thinking thoughts from the brighter, funnier and sunnier side of life.

Dynamic Techniques For Destroying Negative Thoughts

Your mind cannot tell the difference between a real or imagined thought. Also, it cannot tell the difference between constructive, positive thoughts or destructive, negative ones. Your mind makes no distinction, they are all the same. It may not matter to your mind what thoughts it thinks, but it absolutely matters to *you*. Your achievement, success and fulfillment all depend on your predominant thoughts being of an empowering nature. The negatives must be stopped . . . and it is within your supreme power to control them.

“When an object or purpose is clearly held in thought, its precipitation, in tangible and visible form, is merely a question of time. The vision always precedes and itself determines the realization.”

LILLIAN WHITING

Here are three dynamic techniques that can stop all negative thoughts in their tracks before they have time to become disempowering:

1. *Amputation*: Immediately cease thinking the negative thought. Just cut it off . . . *amputate* it! Then take enthusiastic *Action-Steps* to get yourself moving forward toward the attainment of your goals.
2. *Substitution*: Focus on the negative thought for a short moment only, then substitute it with something of a brighter, sunnier, more uplifting nature. Swapping sad thoughts with happy ones and disempowering thoughts with empowering ones is substitution.
3. *Exaggeration*: Dwell on the negative thought, then exaggerate it beyond all realms of belief. Mentally go to the extreme of visualizing the negative as so huge that it appears ludicrous and becomes comical. This will totally drain the negative thought of all its power.

One vital point is that a negative thought only has power over you when you *react* to it. Once you develop the ability to ignore all aspects of a negative thought, then it loses its strength and dies.

*“Thoughts are things; they have tremendous power.
Thoughts of doubt and fear are pathways to failure.
When you conquer negative attitudes of doubt and fear
you conquer failure. Thoughts crystallize into habit
and habit solidifies into circumstances.”*

BRYAN ADAMS

You will retain total mastery of your life when you can control how you respond or react to the thoughts, both negative and positive, taking place in your mind at all times.

— 4 —

P O W E R F U L
A S P E C T S O F
M I N D P O W E R

“Mind is the master-power that molds and makes, and man is mind, and ever more 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

P O W E R F U L M I N D

Human beings truly are fabulous, miraculous and awesome creations . . . mental, physical and spiritual. We possess extraordinary mental powers, which our creator has blessed us with, so that we are able to accomplish magnificent feats and live lives of glorious splendor. Let us make the most of these tremendous powers by utilizing them to their maximum potential.

*“With each returning night we’re born again
and naught of all our former life retain.
Today, estranged from all past joy and strife,
is radiant with new opening life.”*

PALLADAS

Here are six aspects of mind power to assist you in grasping the astonishing and totally illuminating powers of the human mind:

- Sensation
- Attention
- Perception
- Memory
- Concentration
- Contemplation

1. Sensation

Sensations are the raw materials from which you build your thoughts. It is through sensation that you relate yourself to all of the physical and material conditions of the external world. The first step in the process of thinking is *sensation*, for without color, without sound or without feeling, there are no building blocks for thought. Think about consciousness. Here you are, a soul, a mind, a personality, functioning through a material body. While the soul lives in the body, it is absolutely dependent on the five senses to bring it the impressions and sensations

of what is happening in the external world. You create color, form and sound. These are the creative marvels of your magnificent mind. It is your choice whether you create a wonderful world of brilliant color and harmonious sound, or whether you experience a dull world of darkness and discordant noise. You are the one with the power over how you translate the multifaceted sensations of your world.

2. Attention

At all moments, sensations from many sources and all directions are bombarding you. Only those to which you pay *attention* actually enter your consciousness. You receive the sensations, but they do not register in your mind until you attend to them voluntarily or involuntarily. It is vital to train your powers of attention, because if you can't acknowledge sensations, you will be incapable of the thought processes that follow. In which case your own thinking world will be a meager affair.

To train your powers of attention, you must practice focusing for several minutes each time on an object or idea . . . then relax for a moment. Look for points of interest and your attention will follow as a matter of course. Shut out matters from the external world and learn to center your mind on the inner nature and meaning of things. Consistent, focused practice will greatly increase your powers of attention.

3. Perception

You do not perceive everything that your five senses report to your brain. You perceive only that to which you personally *direct your attention*. The difference between sensation and perception is that the sensation is the vibration or energy which comes to you from an external source, whilst your thought about that sensation, or your attention to it, is your perception. The *Sensation* is the raw material, *Attention* directs your notice to the sensation, and *Perception* is the first actual thought process about the sensation. As Lao-Tzu stated: "To perceive things is the birth of intelligence."

Wisdom is a process of learning by building up perceptions. Your success is determined by your power to learn . . . to observe, to perceive and to know. If you will be a perceptive observer and become alert to opportunities for achieving successful results, you will immensely increase your chances of positively transforming your life.

4. Memory

There is no such thing as a ‘poor’ memory. You can of course have a poor ‘use’ of memory — many people do — but the actual tool of memory, seated in the inner consciousness, is infallible. Those individuals who complain of having a poor memory are simply unaware of proper memory use and unable to release its full power. There are two distinct and independent phases of memory: *retention* and *recall*.

- *Retention*: Getting things fixed in the memory banks.
- *Recall*: Calling it up and using it.

The first step to an infallible memory is to be fully aware of the super memory power you do already possess, which is always ready for your instantaneous application.

Memory Retention

Here are the six power-packed, common sense keys to improved memory *retention* and superior mental comprehension:

- i. *Pay attention*: Your goal is to make clear and deep impressions of the things you want to remember. The entire clarity and depth of the memory will come from the degree of attention and concentration you first give to the subject matter.
- ii. *Perception*: Have a mental reaction, a *thought*, and perceive the thing to be remembered. It is not enough that you just remember, you must remember *what*?

- iii. *Visualization*: If you want to remember a thing, see it in your mind in mental pictures. Visualize the thing to remember.
- iv. *Understand*: The greater your knowledge and understanding of something, the easier it is to remember. Therefore, learn all you can about the thing to remember.
- v. *Association*: Associate the thing to remember with something else. Give it a partner. This is an excellent strategy for both retention and recall of your memory.
- vi. *Repetition*: Hammer it in! The best way to really remember something is to understand it, visualize it, then repeat it over and over and over again. Hammer it in through solid repetition.

Memory Recall

Here are three keys to improved memory *recall* and greater mental recollection:

- i. *Make the association*: Take a mental fishing line, bait the hook with the association and throw it down into the depths of the inner consciousness until it catches the memory.
- ii. *Vigorous retention*: Once you have recalled the thing you wanted to remember, send it back with renewed force. The next time you will be able to remember it right away.
- iii. *Demand and expect*: Demand infallible memory recall from your mental powerhouse and always expect to get it.

5. Concentration

Concentration is precise focus of your thoughts . . . on *one* specific thing at a time. Developing powers of concentration is like strengthening

a muscle . . . the more you work at it, the more capable you will become. Your first few tries at concentrating will not be nearly as effective as they will be after you have been mentally ‘working out’ for a while. Be patient and give yourself time to develop these new skills. When your mind wanders, firmly bring your powers of concentration back to the subject of your reflections. Perhaps your mind is not used to being disciplined in this way, so sometimes it prefers to meander about, thinking what it wants, when it wants. When the mind becomes bored with concentrating, it will want to move on to something more interesting. When this happens, just bring it back again and again to your central theme of concentration. Have you ever sat through a movie, totally engrossed for two hours? If so, you *can* concentrate on anything. You *do* have the ability, this is an absolute certainty, you just need to develop it.

6. Contemplation

Contemplation is thinking intensely about *one* thing, often something of an inspiring or uplifting nature. Since it is through contemplation that you deepen and strengthen your self-awareness, it must form an integral part of your personal development program. The idea is to set aside a certain amount of quiet time for contemplation. This is known as your *Creating Period*. Fifteen to twenty minutes of calm and relaxed thinking in a tranquil environment is about perfect.

“One is not idle because one is absorbed. There is both visible and invisible labor. To contemplate is to toil, to think is to do. The crossed arms work, the clasped hands act. The eyes upturned to Heaven are an act of creation.”

VICTOR HUGO

Reality is not allowed in during this period and you are free to think about anything you desire in relation to what you are contemplating. The development of *Action-Plans* should immediately follow all *Creating Periods*. In turn, these periods should be followed with enthusiastic *Action-Steps* towards the attainment of your objectives.

— 5 —

Y O U C R E A T E
Y O U R U L T I M A T E
R E A L I T Y

“The one and only formative power given to man is thought. By his thinking he not only makes character, but body and affairs. Prejudice is a mist, which in our journey through the world often dims the brightest and obscures the best of all the good and glorious objects that meet us on our way.”

LORD SHAFTSBURY

U L T I M A T E R E A L I T Y

Who and what you are in your life, at this instant, is an accumulation and a conglomeration of all your thoughts, all your beliefs, all your feelings, all your emotions and all the incidents that have happened to you, ever since you were a young child. Also, all your experiences, all your hopes, all your worries and all your fears . . . everything that has happened to you, up to and including this present moment in time.

*“The mind is its own place and in itself can make
a heaven of hell or a hell of heaven.”*

JOHN MILTON

Your thoughts, your attitudes, your beliefs, your words, your actions and everything about you, create a vibration and energy that manifests your life. You have your personal vibration and energy. I have my ‘James Lee Valentine’ vibration and energy. Every person has their own vibration and energy that creates their own life.

Burn this massively important point into your memory bank: *Your vibration and energy create and manifest the uniquely personal experiences that happen to you in your life.*

You are an accumulation and a combination of all your thoughts, all your beliefs, all your feelings and all your emotions. It is your vibration and energy that is directly interacting with life at every moment. As you begin to work on your personal vibration and energy, and as it changes, your life will always change to match it.

You are in control of your mind, therefore, you control your life. You will develop an immense amount of personal power once you begin working consciously on strengthening your mind. You will be infinitely empowered as you learn to create your life through the laws and principles by which reality unfolds.

There Are Only Two Realities

There are but two realities we are absolutely certain of that will happen to us every day:

- We *think* thousands of thoughts every day.
- Countless *circumstances* happen to us every day.

What is the effect of thinking thoughts? It is true that we think thousands of thoughts each and every day . . . but this is a *cause*. What we want to know here is . . . what is the *effect*?

Why is it that we humans cannot fully comprehend that these two realities — of thinking thousands of thoughts every day and having countless circumstances happen to us daily — may have something to do with each other? Could they be connected? Could it be that the reality we manifest is a *delayed reaction* of our personal vibration and energy? Could there be some interaction between our inner world of thoughts, beliefs, feelings, emotions, attitude and the circumstances materializing in our external world? Certainly, I believe so.

As we previously discussed, we reap the present harvest of the seeds we have previously sown. If we desire to be happy, we sow seeds of happiness. If we want to be healthy or wealthy or wise, these are the seeds — in the form of empowering thoughts of that nature — we first have to sow before we can harvest those realities in our lives.

Banish Negatives . . . Forever

You must accept maximum responsibility for what transpires in your life. You are responsible for the things happening to you. One fact that is irrefutable is that you are one hundred percent responsible for what occurs in your inner world . . . within your own mind. You must take absolute responsibility for that. You have total control over the inner world. As you begin to cultivate your mental garden it becomes ideally

ripe for seeds to be sown. Therefore, at this time, you do not want any negative thoughts, negative beliefs or negative memories in your mind. What you want is positive, empowering thoughts only.

You have total control over your mind . . . take full responsibility for this fact. What this means is that any negative thought persisting in your mind is there because you are allowing it to be there. Ask these questions for verification:

- Q. *What negatives am I currently carrying around in my mind that I should have put down a long time ago?*
- Q. *What jealousies, what inadequacies, what difficulties, what grudges and what utter nonsense am I still carrying around in my mind?*
- Q. *What negative garbage is going on inside my head that I should have discarded a long time ago? How long will I continue to carry it with me, my whole life?*

You have the power to either entertain thoughts or dismiss them. You are the one with complete control over your inner mental world. So take responsibility for what is happening in your mind at all times.

You Have The Power To Insert Any Thought Of Any Kind Into Your Mind

Yes, every day I insert into my mind — either through affirmation, visualization or imprinting — thoughts of a positive nature. This winning discipline will help to develop my ultimate personal empowerment:

- Every day I insert into my mind positive thoughts of great health, vigorous vitality and a highly energized physical state.
- Every day I insert into my mind positive thoughts of love for mankind, peace on earth and inner harmony of my soul.

- Every day I insert into my mind positive thoughts of wondrous abundance, unlimited prosperity and fantastic riches.
- Every day I insert into my mind positive thoughts of enthusiastic action, massive achievement and colossal personal empowerment.

Why do I insert positive thoughts of this powerful nature into my mind on a regular daily basis? Well, why not? I would be absolutely crazy not to take advantage of this wonderful opportunity. How about you? Are you feeding your mind with the good, the clean, the pure, the powerful, the positive and the empowering on a regular daily basis?

Is your life at the level of success you desire? If not, I'd highly recommend that you feed your mind with positive thoughts *every* day. Such as: "I recognize that I, James Lee Valentine, have the power and ability to insert *any* thought of *any* kind into my mind at *any* time." Yes, you can be absolutely sure that I take maximum advantage of this awesome self-empowering principle.

Know Thyself

Know thyself. This is the inspired message the Greek philosopher Aristotle had engraved above his classroom door over two thousand years ago. Know and understand the power of your mind. Know and understand your capacity for learning and continued mental growth. Know and understand you can manifest the things that happen to you. Know your power! Use your power! Display your power!

Your life always perfectly reflects the condition of your inner mental world. Therefore, if your life is not growing as you would wish — if you have objectives to be achieved, but are not reaching; if your life is not unfolding exactly the way you want it to; if your harvest is not to your liking — what kind of thoughts have you been thinking to attract this harvest? What kind of vibration and energy have you been sending out to bring yourself this reality?

Wield Your Ultimate Power

This is the empowering statement that I repeat to myself to wield my ultimate personal power: *“During my lifetime, I am not interested in being realistic. I am interested in wielding and directing the most powerful forces I have at my disposal . . . I am interested in stepping into the world and creating and manifesting the circumstances I want to see . . . I am interested in being a power and a force. Yet I know that any thought I plant into my mind, that I tend and nourish and cultivate, will grow, will develop and will produce spectacular results in my life.”*

Here are three *Power Questions* to wield personal power:

- Q. *If I want to be blissfully happy, when will I start thinking blissful, happy thoughts?*
- Q. *If I want to be radiantly healthy, when will I start thinking healthy, vibrant thoughts?*
- Q. *If I want to be phenomenally successful on a massive scale, when will I start feeding my mind on a regular basis with thoughts of magnificent success and incredible abundance?*

Now is the time to unleash the immense power of your mind. Display your full mental ability, control your future via your positive thoughts and live the brilliant life of accomplishment you yearn for. When will *you* begin to unleash the incredible power of your mind — the source of your supreme empowerment — to achieve all of the spectacular and scintillating aspirations you desire for *your* life?

When? *Now* is the time to take command and fulfill your ultimate destiny. Godspeed on your spirited journey through life. May you live each moment with the understanding that deep within your mental powerhouse you have the vital force to shape and direct your most glittering future. This force is the absolute power of your mind.

I have a personal request . . .

Please write and tell me how any aspect of PURE POWER has positively affected your life. Why not share your success stories with me so that I may use them as inspirational examples to others? What action-steps have you taken to dramatically change the direction of your life for the better? Please explain what you have done different as a result of reading this book? What have you been motivated to achieve? In how many ways has your life been empowered? How have you improved as a person?

What secrets have you learned about living your life to the maximum? What tips do you have that I can pass on to future readers? Do you have a favorite story, quote or insight about life that you'd like to share with others? Please send your illustrations to me and soon they may appear together with your name in a future book for all to see. I am eager to hear from you. Thank you for reading my work and for fully participating in the journey of life.

Please contact me at the following e-mail:

jl@empoweredmillionaire.com

I look forward to hearing from you soon.

Enthusiastically yours,

James Lee Valentine

James Lee Valentine
is the Man of
POWER!

JAMES LEE VALENTINE has made a life-long commitment to help YOU positively transform YOUR life through his highly empowering range of **Empowered Millionaire Success Systems**.

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