

CHAPTER 1

LIGHT – Your Realized Dream



ANALOGY: Turning on the Light is to the Electric Circuit as Realizing your Dream is to your Life Circuit

INTERLATION: “Turning on the Light” ~ “Realizing Your Dream”

Let your light shine. Shine within so that it can shine on someone else. Let your light shine.

- Oprah Winfrey

A leaf, a sun-beam, a landscape, the ocean, make an analogous impression on the mind. What is common to them all, -- that perfectness and harmony, is beauty. The standard of beauty is the entire circuit of natural forms,-- the totality of nature...

- Ralph Waldo Emerson

So *what* exactly is it that we are trying to do here? *What* do we want? *What* is the desired outcome? **Turning on the Light is the analogy we will use for the realization of a dream.** It's actually pretty simple. If the light is off, your dream has not yet been realized. You've got some work to do. If the light is on, then your dream has been made a reality!

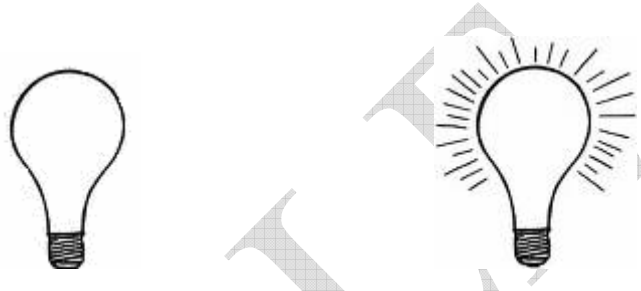


Figure 1.1 – Light OFF (Unrealized Dream) and Light ON (Realized Dream)

In the first picture, the light is off. In the second picture, the light is on. Pretty simple, right?

Keep this concept in mind as you read through this book. You must always know what your light is! Otherwise, how do you know whether it is on or off?

Although nothing is more important than knowing exactly what specific light it is that you want to turn on, the actual choice of the light really doesn't matter. Who cares what it is as long as *you* know what it is and *you* choose it and it is a light that *you* want to turn on. What I'm saying here is that *you* must know the dream you want to realize and *you* must choose it—no one else can do it for you.

I stress this point for two reasons: 1) Many, many people have no light at all. They have no clue what they want to do with their life. They have no dream to realize. Can you turn on a light that doesn't exist? No, you cannot. 2) Most people are too easily influenced into turning on a light that is not truly theirs. How many people do you know who are doing something they absolutely hate because they were influenced by people around them to do it? The problem with turning on a light chosen by someone else is that the 'beautiful glow' doesn't actually belong to you; it belongs to the person who influenced you to do it.

There is a saying that opportunity is like a gold mine. If you don't pick up the shovel and

work your own mine, then you will be living in someone else's shaft.

Never let anyone choose your light! Choosing your light is both your responsibility and your right. Again, the light you choose is not important. What is important is that you do in fact choose one, because if you don't ever have a light to turn on, your light will effectively always be "off", and you will spend your life working to turn on someone else's light (i.e., you will be living in their shadow.)

Think for a second about how many different types of lights are out there. There are regular light bulbs, fluorescent lights, flood lights, street lights, head lights, Christmas lights, and many more. Even within the category of Christmas lights, the light can be green, red, blue, white, orange, flashing, bright, dim, etc. I mention this because the type of light is not important. The important idea is that each light, no matter the type, is either "on" or "off". The same holds true in life. Different people will have different types of dreams. However, each of these dreams either has or has not been realized. Either the light is "on" or "off". That is the focus of this chapter.

Don't Get Overwhelmed

In choosing your light, do not get bogged down in the beginning about exactly *how* you are going to turn it on. The larger your light (and thus the bigger your dream), the less clear it will be in the beginning as to *how* you will actually turn it on. At this point, the "how" is not important because help from other people and better information will become available to you as you move forward.

Focus on exactly *what* light you want to turn on, and *why* you want to turn that light on. Keep this important concept in mind.

Here is an example to illustrate. Fundamentally, turning on 40,000 lights in Yankee Stadium is very similar to turning on a single light in your kitchen. The only difference is that you have a much greater amount of light to turn on. Therefore, you require a much greater amount of power (which we will discuss in Chapter Six) to turn them all on. But the *process* of turning on light, whether it is 40,000 lights in Yankee Stadium or one light in your kitchen is the same: there is either enough power to turn on the light(s), or not.

Now, paralleling the electrical principles, turning on a single light can be seen as the equivalent of realizing a small dream, perhaps learning your alphabet backwards. On the other hand, turning on the 40,000 lights in Yankee Stadium may be seen as a huge dream, similar to becoming the first person to walk on the surface of Mars. Just as it will take more power to turn on those 40,000 lights than the one single light, it will similarly take

more power to realize the huge dream of becoming the first person to walk on the surface of Mars than to realize the small dream of learning your alphabet backwards.

I will show you how to create sufficient power to realize your dreams in Chapter Six. But for now, the key is to understand that no matter what the dream—and no matter whether it is big or small—realizing your dream is analogous to turning on the light. This is the first and most important concept in the book, and it bears repeating: realizing your dream is analogous to turning on the light. Got it?

Before we move on, you may as well know something from the start. Large lights also emit large amounts of heat. The lights shine very hot and bright! If you turn on a large light (realize a big dream), you are going to create a lot of heat and you will outshine many people around you who are still dim. This has a tendency to make some people uncomfortable. The easy thing for them to do is to try to dim your light so you do not outshine them and make them uncomfortable with the heat you put out. Watch out for these people, otherwise known as “haters”.

What they should actually be doing is working to turn their light on as well, but that requires effort and dedication. It is much easier to try to dim your light. A smart person whose light is dim will seek out a person whose light is on, and try to find out how they managed to turn it on. And when they come to you (because your light is shining), that’s when you say, “The first thing you need to do is go out and buy *Electric Living: The Powerful Life!* by Kolie E. Crutcher III.”

But back to the lesson: A light does not just turn on by itself. This is evident by the countless hours of work put in by inventors such as Thomas Edison and Lewis Latimer while trying to perfect the light bulb. Thomas Edison and his staff tried over 10,000 combinations before they found one that worked.

Do not be confused, though. Turning on your light is not a matter of chance. *Specific* parts must work together and be organized in a deliberate plan. It’s exactly the same with life. Your dreams will not just “turn on” by themselves. You must bring together certain parts and organize them in a specific and methodical way. Edison *knew* exactly the light he wanted to turn on. Ironically, the light he wanted to turn on (his actual dream) was...literally just that—the light bulb. ☺

Do you now better understand how the electrical principle of **TURNING ON THE LIGHT** is analogous to the life principle of **REALIZING YOUR DREAMS**?

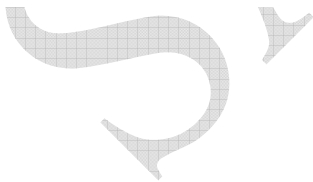
If so, it's now time to move on to Chapter 2, and to introduce you to the electric circuit. And after reading Chapters 2, 3, 4, & 5, you will never look at an electric circuit in quite the same way again.

CHAPTER KEYS

- The light you want to turn on is the dream you want to realize. Equate the two.
- Choosing your light is your responsibility and is your right. No one can do it for you.
- The light you choose is not important. What *is* important is that you choose one.
- Do not get overwhelmed with *how* you are going to turn on your light. The bigger your dream, the less likely you are in the beginning to know *how* you are going to realize it.

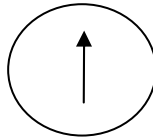
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LIGHT ~ *DREAM*



CHAPTER 2

ELECTRIC CURRENT – You in Action!



ANALOGY: *Electric Current is to the Electric Circuit as your Actions are to your Life Circuit*

INTERLATION: “Electric Current” ~ “Action”

Some people want it to happen, some wish it would happen, others make it happen.

- **Michael Jordan**

Do not wait to strike until the iron is hot; but make it hot by striking.

- **William B. Sprague**

No Rules. No Excuses. No Regrets.®

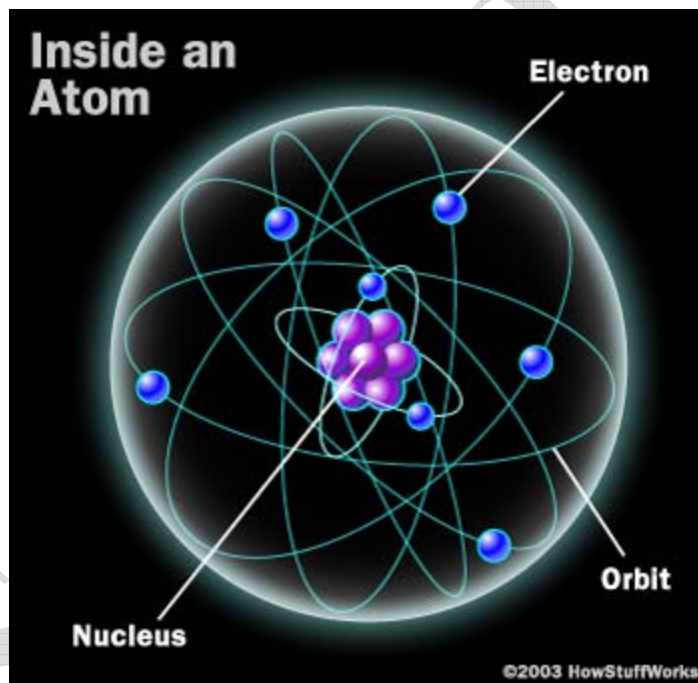
- **Monroe Mann**

Electric current is defined as *the continuous directed flow of electrons from atom to atom*. Depending on your knowledge of science, you may ask, “What is an electron?” Without getting overly technical, an electron is the part of the atom that is free to move.

Okay, so what’s an atom?

The Basic Atom

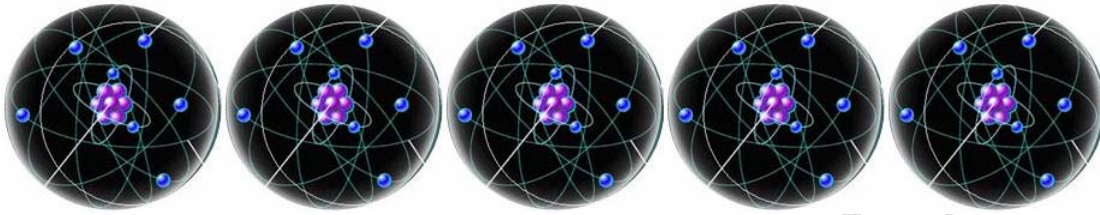
Everything on this earth is made up of very, very, very small parts called atoms. Because atoms are so small, we cannot see them individually. But if we could, they would look something like this:



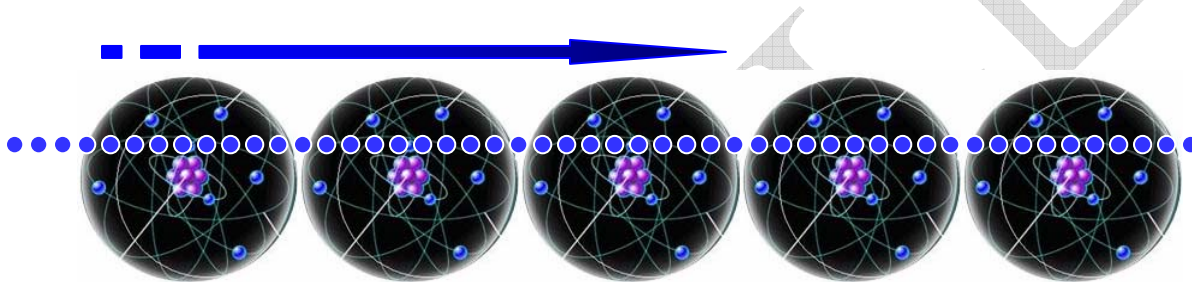
Courtesy of HowStuffWorks.com

Figure 2.1 – Basic Atom

Normally, electrons simply move around in an orbit around the nucleus inside their atom:



However, under certain conditions, electrons will flow continuously from atom to atom:



This continuous flow is called electric current.

In order to better visualize the difference, it may be helpful to think about how the water in a pond differs from the water flowing in a river.

The water in a pond does not go anywhere. It is not in motion flowing toward some other destination. On the other hand, the water in a river is constantly in motion, never in the same place as time passes. This is why there is a much better chance of finding algae and stagnant water in a pond than in a river: the water in a river is constantly in motion, and therefore, algae and stagnation do not have time to form because river water is always in motion, flowing on to bigger and better things.

How then does this principle of electric current relate to our personal lives? Well, let's consider two hypothetical people, both different. One of them is a person with no definite direction who moves through life by wandering around in his same common environment day after day. He stays around the same common people and does the same common things in the same common places. This is the motion of a plain old electron. How boring!

Now think about someone you know who moves in the opposite fashion. This person is always in action. This person moves with quickness and authority, from one place to the next. He goes to new places, meets new people, and sees new things, always on the go! This is the motion of electric current.

So, do you want to simply be an electron, or do you want to be part of the electric current? Remember, electrons and electric current are not the same. The difference lies in the way they move. Electrons “hang out” in relatively the same area inside their atom. But the electric current is the continuous flow of those electrons in a definite direction from atom to atom.

If you want to become a professional basketball player, you have *to go* to practice, you have *to go* to games, you have *to go* watch sports films, and you have *to go* study your competition. These are all things you have *to go and do*. These are all actions—specific actions—that you have to take in order to become a professional basketball player. The going, the doing, and the action in a specific direction for a specific purpose is your electric current.

The best laid plans in the world are of no value unless you can actually go out there, pull the trigger, and make it happen. You must have a plan, yes, but that is not enough; You must plan the work, yes, but you must also *work the plan!* Although planning is important, working the plan is even more important. There is no possible way to complete any plan without definite action being taken. Without action, those plans are useless.

I am not devaluing planning in any way. What I am doing, though, is emphasizing action, because many people use planning and excessive thinking as an excuse for delaying or not taking action.

Bottom line: Get your ass in gear and start moving like electric current! Move fast. Move continuously. Move with direction. Move with authority. Move with purpose. Random, indefinite, half-hearted actions—whether concerning electrons or people—create no power. The mathematical proof of this is given in Chapter Six on power. But for now, understand that people are analogous to electrons. And the types of people who are “go-getters”—constantly moving, flowing, and taking action toward some definite major purpose—are analogous to electric current. Electric current, *not regular electrons*, creates power.

PROACTIVE -vs.- REACTIVE

WARNING! ALL ACTIONS ARE NOT CREATED EQUAL.

When everything boils down, there are only two types of people—Proactive and Reactive. Proactive people seek and accept responsibility, and tend to initiate their actions based on some desire, want, or need for the future. Reactive people tend to be forced to act to compensate for something that has already taken place because they have not acted quickly enough, do not have a plan, or do not have a dream strong enough to cause them to move on their own. The Universal Law of Motion is simple: Either move (Proactive) or be moved (Reactive).

Proactive people get rich. Reactive people get what is left over after the Proactive people are done.

It's really that simple. The universe seems to be in favor of those who initiate action rather than those who must be told or forced to take action.

Think about that deeply as we go over the key points for this chapter.

CHAPTER KEYS

- **The continuous directed flow of electrons from atom to atom is known as Electric Current.**
- **You are an electron. As such, you create no power unless you are continuously flowing in a definite direction, i.e. you should seek to live like an electric current.**
- **Proactive people get rich. Reactive people get whatever is left over after the Proactive people are done.**

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LIGHT ~ ***DREAM***



Most recent analogy appears in box

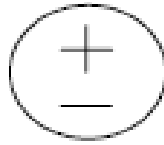


CURRENT ~ ***ACTION***



CHAPTER 3

VOLTAGE SOURCE – Your Source of Motivation



ANALOGY: *Voltage is to the Electric Circuit as Motivation is to your Life Circuit*

INTERLATION: “Voltage” ~ “Motivation”

Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly.

- Stephen R. Covey

Okay, from Chapter Two we know that “under certain conditions” electrons will move continuously in a directed flow from atom to atom. This is electric current.

We also know that people are like electrons, and people who are “go-getters” are like electric current because they are continuously flowing and taking action toward some definite major goal or dream.

But *why* do people get moving toward the attainment of a goal or dream? The “why” is the topic of this chapter. By discovering why electrons take definite action, we can discover why people take definite action, and apply the principle to our lives.

The question is, “What exactly pushes or motivates electrons to flow from atom to atom?” I mean, they don’t just move on their own. The push or source of motivation of electric current is known as *voltage*. In some text books, this voltage is even referred to as *electromotive* force. Look again at this word.

In fact, let’s look closely and break it down together. Electromotive force is the force that *moves* electrons. It is the source of motivation for those electrons to become electric current.

What is your source of motivation? What is your voltage? Going back to electric current, we can see that if there is no voltage pushing on the electrons then there is no flow. There may be a few electrons moving around inside their atom, but there is no continuous directed flow, and thus no electric current.

So how does the principle of the voltage source apply to you and your life? Simple: electric current will not flow without a source of voltage—a source of motivation.

This is also true of people as well. Think about it. You, me, and every other person on the face of this earth needs a motivation before we will take any action of any kind. This is true even of the simplest actions. Most of the time, we are not even aware of what our motivation to take a certain action may be, but it is *always* there.

Let’s take this very moment. What is your action? You are reading this book. See if you can figure out what the source of motivation is that caused you to take the direct action of reading this book. Your motivation may be that you want to learn about the basics of electricity. Your motivation may be that you want to create more power in your personal life or business. Your motivation may be that you want to read a certain number of self-help books by the end of the year. The point is that no one moves in any direction or takes any action without having sufficient motivation to do so.

Let's look at a few examples:

Source of Motivation

Resulting Action Taken

HUNGER

YOU EAT

ITCH

YOU SCRATCH

GOOD CREDIT

YOU PAY YOUR BILLS
ON TIME

Figure 3.1 – Sources of Motivation and Corresponding Actions Taken

If you are not doing something, then it is simply because your motivation has not reached a high enough level to push you into action. Your motivation is not strong enough to cause you to hustle and flow. I've been there. I know.

And here's the solution: stop making excuses and get real with yourself. Every task, job, or function requires a certain amount of motivation in order to be accomplished. Some require more motivation than others. For instance, it takes more motivation to become a professional basketball player than it does to watch Jerry Springer and Judge Judy all day long.

You might also notice that if you are doing one thing, it consequently then means you are *not* doing something else.

Think about it. There are only 24 hours in a day. Not only does your motivation cause your actions, but *your actions reveal your motivation* (Actions do speak louder than words.) If I want to know what you want—what you *really* want—all I have to do is look at what you *do*. And acting in a manner that is the opposite of what you want to do makes a very unhappy person: this contradiction between what you want and your corresponding actions will not last long. Sooner or later, your actions must fall in line with what you truly want. And it could be very painful to discover that what you really wanted all along... was failure.

Do you now understand how the electrical principle of VOLTAGE parallels the life principle of MOTIVATION?

Is Your Voltage Source The Wall Outlet or A Duracell?

It is very important to know your source of voltage because you must know how to get more of it when needed, and also how often you will need to replenish it.

If you have a device that is battery powered, such as a flashlight, it would be foolish to not have extra batteries around. On the other hand, it would also be foolish to expect to use a device that plugs into the wall outlet, such as a hair dryer, and neglect to pay the electric company.

There are only two ways to get voltage: through a cordless source, or a wired source. If you need voltage for a flashlight, you can get it from a Duracell battery. If your flashlight begins to dim or goes out, you must know to get more Duracell batteries. If you need voltage to power a hair dryer, you must know to get it from the electric company (wall outlet). If your hair dryer does not work (and there is nothing wrong with the dryer itself), you must know to pay the electric company. You need to understand the difference between the two sources of voltage. For instance, if your flashlight does not work and you are trying to contact the electric company, you are in trouble.

In the same manner, you as an achiever must know what motivates you. You must know your source of voltage. Personally, pictures of Lamborghinis and Ferraris motivate me. Certain music motivates me. If at any particular time, I am feeling lazy and don't want to take action towards my goals, I turn on my Ipod or pull out my Lamborghini pictures. That motivates me. It would be foolish of me to bake a cake or plant some flowers when I feel unmotivated. Those things do not motivate me. To each his own. Your motivation is *yours*. Use it!

Motivation is also analogous to the voltage source because no source of voltage lasts indefinitely without re-charge. Just as batteries will fade out and die, your motivation will fade out and die if you do not deliberately re-motivate and re-charge yourself daily. According to Zig Ziglar, "People often say that motivation doesn't last. Well, neither does bathing. That's why we recommend it daily." And Andrew Carnegie once said that people who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents.

Just as the amount of voltage that pushes electric current can vary, some people have stronger motivation than others. You guessed it. People with stronger motivations push themselves more and take more action than people with weaker motivations. A person who has a high level of motivation is always moving, flowing, and taking action toward his or her goal. That person is known as a self-starter or "go-getter."

CHAPTER KEYS

- The Voltage Source in an Electric Circuit is what “pushes” or motivates the Electrical Current.

- You must know what your motivation is. Only then can you continuously re-motivate or “re-charge” yourself.

Note: This is *the most* important principle in this book after the idea of light as your dream. It is *absolutely essential* that you understand this relationship between your motivation and success. No one can give you your motivation. Each individual must know what it is that causes him to act. Without a continuous source of motivation in your life, you will not have sufficient power to achieve any dream. I call it your voltage; Monroe Mann calls it your ‘Why’; it doesn’t matter what you call it, but what does matter is that you understand that without it, you will have a lot of difficulty reaching your dreams.

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LIGHT ~ ***DREAM***



CURRENT ~ ***ACTION***



VOLTAGE ~ ***MOTIVATION***

