

# The Difference



Personal Power Mastery  
Exclusive Training Material  
NOT FOR SALE

By Douglas Vermeeren



# The Difference™

An exclusive program by Douglas Vermeeren

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# The Difference™

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*What if your life was exactly as you wanted?*

*What would you desire?*

*What would your life look like if you had everything that you ever wanted?*

*In his landmark recording, *The Strangest Secret*, Earl Nightingale said, “ Tell me what you want, and I’ll show you how to get it. In this program I am going to unfold for you not only some of the things that Mr. Nightingale talked about, but I will also share with you a very interesting principle that I learned in my direct research with more than 400 of the worlds top achievers.*

*This principle will unlock doors of possibility and opportunity for you. This principle will increase your productivity and personal effectiveness. This principle will also help you in business and grow your profits.*

*This principle will improve your relationships in every aspect of your life.*

*In short, this principle will make a Difference!*

*You’ll soon find that *The Difference* is actually quite simple. But it is too often overlooked and forgotten. But you should not overlook*

*it! This important principle will change everything for you and it will make the difference.*

Before I unfold the principle of The Difference I want to share a few thoughts:

My journey did not begin with everything in place. In fact, as I have taught this material around the world I have often been astounded by how much I actually have in common with my students at the outset of their journey. Many of them have desires to change their circumstances. They want to improve their outcomes and achieve more favourable circumstance in their personal lives and their businesses. Sometimes they have clearly identified goals, other times they do not. Sometimes they just simply know that they want things to be better than they currently are. Sometimes they know what that looks like other times they haven't got a clue - they just know they want it to be better.

Most of the time even when they do know how they want things to look they don't know what to do to start bringing their lives closer to the outcomes they desire.

There seem to be so many unanswered questions. I can relate because this exactly the state I was in as I began my journey.

As I said we started in such similar circumstances. We are identical in so many ways. It was once said that it is our common feelings, experiences and natures that make the best friends. Considering these common beginnings we have between us I guess it would be okay to start by calling you my friend.

Naturally we all want to help our friends. And that's the position I am taking in this program. I want to help you. I consider you my

friend and I want you to succeed. In fact, not just succeed I want you to experience more success than you've ever had before.

*I want you to experience more success than you've ever had before.*

### **What qualifies me to teach The Difference?**

Since learning the difference I have experienced some incredible shifts in my life. I was raised in a lower income middle class family. My father worked in construction and my mother babysat kids in the home to make ends meet. We weren't rich by any means.

While they worked very hard and taught me the best they knew - the end result was that I was more or less average. I didn't have financial freedom. I wasn't living the life of my dreams. I often had more bills than I could afford. I had a car repossessed. I didn't do well in college. Yet at the end of it all I still had the student loans - which I could not pay. My grades were weak. University wasn't an option. I took jobs that I didn't like and I couldn't keep them. My relationships were stressed and unfulfilling. I went through a divorce at a young age. In fact, a lot of the time I felt I was going backwards. Things weren't looking particularly bright.

It was about this time that I took a job selling pest control door to door in California. I hoped this was the opportunity that would change everything. Well, it did but not in the way I expected.

As per my patterns with everything else in my life at that time it wasn't long until this new job wasn't working particularly well either. Selling door to door isn't easy to start with - but add to that I was selling pest control it became more difficult. Nobody likes

door to door sales or being told they have bugs crawling around their home. It was discouraging.

I once estimated that over that summer I knocked on more than 22,000 doors. I came to know rejection and I believed I experienced it here in massive doses. I grew more and more discouraged every day. Eventually I felt as though all my strength was gone and I made a decision to quit.

It was just at this moment of despair that a miracle happened. I was sitting out front of my apartment complex on a bus bench. I was debating whether or not to even go into work that day. An elderly friend of mine saw me from his window across the street and came out to talk.

He was a wealthy widower who I had met at our church weeks ago. He was completely financially free and gave back generously to the community. He spent his day mentoring students in a business program at a local college.

I suppose he decided I needed help. He sat down on the bench next to me.

It didn't take him long to discover that I was not doing well. I told him I was thinking of not going to work that day. He smiled and told me I could do whatever I wanted.

I was happy he didn't start by telling me what to do.

As we talked for a while he told me that he had a gift for me but I would only get it on condition that I went to work that day. He had my curiosity.

He told me to come and see him later that night and he would give me the gift that would change everything for me. With the hope of

some big changes, which I desperately needed I decided to join my coworkers and put in another day.

All through out the day I wondered what the gift would be. Would he give me money to take care of all of my obligations? Would he teach me the secret of how to become financially independent as he was? Would he offer me a position with one of his businesses?

When the work day finally ended the van with all of the workers dropped everyone off I rushed over to his apartment. He was waiting for me and welcomed me into his home. He motioned for me to sit at his kitchen table as he disappeared into the other room. He was gone for what seemed like forever.

Finally he returned and he brought with him two small paperback books. He introduced them as a doorway to my future. He told me they were the same ones that had opened all of the doors to his success in life. The two books were *How to Win Friends and Influence People* by Dale Carnegie and *Think and Grow Rich* by Napoleon Hill.

I wasn't expecting this. I wasn't very excited by this. I had never done much reading - at least not unless it was an assignment in school. And I wasn't confident that reading a book was going to change much of anything.

Boy, was I wrong.

While these books gave me some powerful insights and lessons that still change my life today - this program isn't going to share those lessons. You want to know how I came up with ideas you are about to be exposed to here in *The Difference*. So let's continue with what happened next.

After completing both books my thinking had elevated to a level I had never experienced before. Things instantly began to change for me. I was later to find out that this really was in part to the raising of my vibrational frequency, my personal standards and my expectations. We will chat more about these concepts in a future time together as well. But simply put, raise the level of your thinking and you will raise the level of your results.

As my results began to change I began to recognize people in my life who were influencing me to stretch higher and become more. I decided I needed more people in my life like that so I decided to do what I have seen Napoleon Hill do in order to write *Think and Grow Rich*.

For those of you unfamiliar with how he wrote *Think and Grow Rich*, he essentially went out and interviewed 400 father worlds top achievers in his day. I decided to do the same.

The only difference is that I decided to include not just business leaders in my research, but all definitions of success I could discover. By the time I was done I had spent time with movie stars, world-class and olympic athletes, internet millionaires, leaders of Network marketing companies, entertainers, musicians, spiritual leaders and others.

As you can image the things I learned were incredible. It was a massive eye-opening experience for me. Looking back I feel truly fortunate with this lifetime experience.

One of my students who is a lawyer put it an interesting way to me once. Speaking about my unique experience with top achievers he said this, "If I needed to present a case to a judge I would be pretty confident if I had one good eye witness, If I had two I would feel even better. If I had three I could establish the facts beyond a

reasonable doubt. You have had over 400 top achievers who have shared their strategies for success. I'd say you've got it."

And get it I did. As I began to learn from these top achievers my financial status changed. Inside of six months I earned my first million dollars, my relationships and my results began to change. Everything began to improve and expand. I began to reach higher levels in all aspects of my life.

*Success is contagious. You become like those you surround yourself with.*

My self confidence, self worth and self fulfillment all expanded. It was interesting for me to notice that as I expanded who I was what I was able to have in my life also expanded. Those who knew me before the change testified that it was indeed a miracle. It was literally from a going 'no where to now anywhere' situation.

My life did an a complete 360 degree shift.

Soon I was being invited to speak in all kinds of settings to groups of hundreds and then thousands of people. And then it wasn't long until the media began to invite me onto various TV and radio shows. I'll never forget one appearance I had on ABC news where the reporter pointed out something I hadn't realized. I had become exactly what and who had inspired me. After pointing out that Napoleon Hill had interviewed more than 400 top achievers in his day and that I had now done the same, I was "the new modern-day Napoleon Hill."

I guess it is true that success does come full circle and we often become like the masters we allow to influence and teach us.

Now it was this experience with the top 400 achievers and many others just like it that led me to discover the Difference. And now I'm going to give it to you....

Are you ready?

### **What is the Difference?**

Every year I teach a powerful three day seminar called Personal Power Mastery. It is regularly recognized and considered as one of the top personal transformation seminars in the world today. Recently one of the Fox News programs rated it as among the top three personal development experiences in the world!

The materials in this training come directly from my research and interviews with the worlds top achievers. So it's really no wonder that it's getting such great results for people!

If I were asked what makes it so unique I would have to answer the *practical, real results strategies*. One of the television programs I was once on said that "the thing that sets my programs and materials light years ahead of the others was the fact that I actually went out and met with the world's top achievers and witnessed what they ACTUALLY do."

"So many of the other programs today," This reporter pointed out, "are coaches and speakers only sharing what they've read in a book or learned at someone elses seminar." I had the real patterns that successful people used.

That stuck with me. In other words, if you are learning from someone who simply learned it from a book or a someones training, you are essentially getting a photocopy of a photocopy of someone else material.

I am so excited that I am able to give my students the real tools to get the results they need and these tools come from as close to the source as possible.

I have seen amazing changes take place in the lives of those who have attended my events. I have seen life experiences changes just like I had. I have seen people turn around situations of financial difficulty to financial freedom and security.

I have seen more than one of my students escape from severe debt and in some cases foreclosure and bankruptcy to create a life of flowing financial freedom.

I have seen people with crumbling relationships restore them to vibrant and meaningful connections. (And not just husband and wife, but parent/child, sibling situations and even failed and challenged business connections.)

I have seen people who were really struggling to find their purpose and passion to suddenly exploding with the power and excitement of a new mission and vision. Confidence, self worth, connection, power, appreciation and so much have literally flowed from this course. If you haven't been to A PPM (Personal Power Mastery) course may I suggest that this set a goal to do so. This will be one of the best things you ever do.

Needless to say, As much I would love to keep talking about PPM (It's my favourite course to teach) I want to unfold to you *The Difference* as I promised.

I was recently invited onto Fox Business to discuss success principles and productivity. As often goes on live TV one can never predict where the conversation will go or where it will lead.

The reporter for the show is a lady I have been on with quite a few times, her name is Lauren Simonetti and she is a great interviewer.

As I sat across from her she caught me with a great question that I have thought about often. Her question was, “With all of the interviews that I have done with more than 400 of the worlds top achievers and all the teaching I have done since, Is there one specific principle that stands out above the rest as a key to accelerating success?”

*What is the one principle that stands out above the rest?*

At the time I gave my answer on the show I didn't have any time to really think about it. Looking back I don't honestly remember what I said or the answer I gave. I am pretty sure that I gave a few thoughts rather than just one. I am sure that what I gave was a good answer - but looking back I now recognize that whatever I said, there was a better answer.

And there is only one answer.

As I have taught PPM now for almost two decades and as I continue to meet with top achievers all the time, the answer becomes more and more clear. This answer has done more than any other single thing.

This answer has helped people make more money.

This answer has gotten results quicker than any other strategy. This answer has been at the root of more promotions.

This answer has made companies more profitable.

This answer has rescued relationships.

This answer has more sales from salespeople.

This answer has built customer loyalty.

This answer has opened more doors of opportunity.

If there was a principle that made people luckier - this too would be it.

In his book, *The Master Key to Riches*, Napoleon Hill refers to this principle as Going the Extra Mile. That is The Difference.

At first glance this principle may seem very simple. I believe that its the simplicity of this powerful concept that actually keeps most people from reaping the benefits and extracting the power it contains.

I caution you as we talk about it that you don't dismiss it without giving it careful consideration. I would even invite you to go even further and try and experiment with the insights and ideas I am just about to share. I can promise you that it won't be very long until you discover this principle to be the golden door way to everything you've ever wanted.

The principle of going the extra mile is actually a form of commitment and willingness. I explain this in greater detail in *Personal Power Mastery*. But for simplicity sake now there are different degrees of willingness in life. The lowest form is obviously unwilling and requires someone else to force you to do something. The other end is extreme willingness and this includes going the extra mile - even without being asked.

One side is a reactive behaviour. Meaning that we respond to outside influences. The other is a pro-active power which means that we decide and determine our activities. The proactive side always has more benefits, compensation and blessings. Like I said we will talk about this in much greater detail in *Personal Power Mastery* and also show you how to use this knowledge to increase your profits, productivity and more!



Extremely Willing Going the extra Mile PROACTIVE

Unwilling Forced to do something REACTIVE

## **Why did I decide to call it the Difference?**

Because it really is the difference between success and failure, and even the difference between people who have created amazing outcomes. It is the difference. You can do the same.

Right now you are somewhere on this continuum. You're either approaching your world in a proactive way or a reactive way or varying degrees of both. You will always experience more success if you can move towards a more proactive approach.

## **Before and after the mile**

Often times going the extra mile is a very misunderstood principle. Most people think that going the extra mile is a decision we make to simply do more than expected while we engaged in an activity or doing a specific job. While this may be part of going the extra mile, the true definition of going the extra mile can often begin long before you get involved in a job or activity.

I am going to also suggest that most people who engage in the concept of going the extra mile are actually willing to do so because they expect or can see a reward in view. The truest form of going the extra mile actually requires we don't do it with a reward or expectation in mind. We'll talk about this concept a little later.

## **What is a a pre-mile event?**

A pre-mile event as we define it in our seminars is when we choose to go the extra mile and do something before being asked or even before the need is expressed. This is the highest form of going the extra mile. It is the most proactive.

You will find in life that the more proactive we can be the more advantages and benefits are that flow from that action.

Some examples of a pre-mile event are pretty easy to spot. All you had to do is think of any activity and add the words “before being asked,” “Before it was needed” Before anyone thought of it,” “Before anyone noticed” or something to that effect.

For example:

Iron the shirts - before it was needed

Call the client - before anyone asked

Complete the paperwork -before anyone thought of it

Sweep the floor - before anyone noticed

All of these pre-mile events will earn you massive points in building trust, positioning yourself as someone who can be counted on and pleasantly surprise all effected by the event.

## **What is a During -the-mile event?**

This one most people don't think about but I believe you can actually go the extra mile even when you are just doing what is expected of you. In other words its not really he extra mile yet.

Essentially this concept is explained like this: There are varying degrees of doing a task. You can do a crappy job or do the job with excellence. Naturally there are varying degrees between both

standards. I am going to suggest that the more you do a job with excellence - the more you are going the extra mile.

I believe that many others (especially the top achievers that I interviewed) recognize that excellence arrives in doing your best in the smallest things. They step up and make everything they do better. They complete even the most trivial tasks at a standard of excellence. This is what I mean by a during the mile event. While you are doing it - you do your very best and the quality of work is above that of others just looking to get he job done.

### **Going the extra mile**

This is the definition that most people would expect. Once everyone else has finished up and packed away their things you are still working to get things done and do a little more than the next fellow. This is the extra mile.

Most people discount how valuable this extra little bit is worth. In the sports world (and there were many among my top achiever interviews that were athletes) even a fraction of a second can make the difference between 1st place and second, a gold medal and a silver, a big financial pay-off and nothing.

*Too many dismiss that one extra little push that means so much.*

Recently I was chatting with a friend of mine who is a Olympian medalist in speed skating. He has broken many world class records and has achieved some of the fastest times ever accomplished in his sport. He revealed to me that sometimes its that decision to push just a little harder that instantly secured him that edge of just fractions of a second that made all the difference.

I compete in MMA and specifically Brazillian Jiu Jitsu. I have had many personal experiences with this principle. Many times I have

recognized where just one powerful push in an instant helps me accomplish what is needed in the moment.

When you know that required moment is present - go for it! Give that boost of energy and claim your prize!

*As I interviewed the top achievers in the world I heard stories literally hundreds of times of how people were recognized for leadership positions, multi-million dollar raises and incredible opportunities simply because they got in the habit of doing more than they were asked to do. This is going the Extra mile!*

### **Going the extra mile made my wife and I almost \$200,000**

I had a powerful experience that solidified for me the importance of the extra mile in my life. As with most of the ways that the power of the extra mile manifests itself I never expected how this story would play out. Let me give you the context and the true and surprising story:

When my wife and I were quite young we went to buy our first home. It was a small and modest condominium-style town home. For us it was a massive step up and a significant investment. We scrounged some money together and borrowed a little more and had enough for the downpayment. We put our money down and signed the appropriate agreements and anxiously awaited our possession date.

During this period of three or four months there was a massive spike in real estate market in our community. There was a massive shortage of inventory for homes and I remember hearing about people literally bidding up properties on the front lawn of homes that were for sale just to get in. Almost overnight property values in our city rose by hundreds of thousands of dollars.

We had locked into our little town home for just under a hundred thousand dollars - or so we thought. During this time we received a letter from the real estate builder and they informed us that our offer had been rejected. Inside the envelop was a full check for our deposit. My wife and I were confused we thought we had signed a purchase agreement - not an offer.

We called the offices of this company and they told us that we had no agreement. And if we wanted to make an offer we had better step up to the current market values. The place

we thought we had bought was no longer for sale at the just under a hundred thousand dollar mark, if we wanted it now we needed to be offering at least two hundred and fifty.

There was no way we could do that. We didn't have that kind of money at that time.

Together we looked over the agreement and thus it appeared that we did indeed have a contract to purchase at the original price. To us it did not look like an offer at all.

We called the real estate office again. They basically told us that they had before and to take a hike unless we were to step up our offer. My wife and I really felt that most likely what had happened is that the real estate company we were dealing with was hoping to cut us loose on this deal so they could capture the excitement of the market.

Discouraged I decided to drive in person to their office that maybe if I could talk to someone in person things could change.

As I got to the offices there was an older man in the parking lot struggling to unload some boxes and a set of golf clubs from the trunk of his car. I stopped and helped him. I didn't know him or

anything about him. He was just a guy that looked like he needed a hand.

As we walked into the building I carried one of his boxes and slung a laptop bag over my shoulder for him. I followed him through a door and to his desk and unloaded. He thanked me and I left and grabbed a seat in the waiting room.

About twenty minutes later the receptionist asked what I wanted. I tried to explain to her what my wife and I understood with the documents we had and the deposit we had given. The young girl who presumed was trained to do so began to tell me everything we had experienced up until then.

It was then that I had a most interesting experience. The same gentleman that I had helped with the boxes and laptop bag poked his head from around the corner. He listened for a moment then simply said, “Give him what he wants.”

The receptionist stopped in her tracks and simply said, “Yes sir.” The man I had helped came towards me shook my hand and passed me his card, “Sorry for the misunderstanding and thanks again for your help.” I looked down at his card and saw that he was the President of the company.

### **Receive the extra mile**

It's pretty easy to talk about going the extra mile but I think its important that we allow others to serve us from time to time and put ourselves on the receiving end of the extra mile.

Often times allowing others to go the extra mile is another manifestation of the extra mile principle. I think that too often we feel that we don't want to burden others or take up their time when they want to help us or get involved in a project.

When we interrupt their desire to serve or support us we are robbing them of experiences and compensation that the universe may want to bless them with. It's important to trust the process of things as they unfold and allow this law to manifest what it will.

When I was working on the film *The Opus* I had many people that wanted to volunteer and help with the production of the film. At first I was a little bit selfish and thought that if I allowed too many people to help I would lose the credit or recognition or that they may even do something wrong.

It wasn't long before I recognized that I needed the help and so I began allowing people to serve.

One specific memory comes to mind where one of my friends went the extra mile and tracked down antique vehicles for the film that added incredibly to the production value.

Another friend managed to help us find period costuming for our entire cast and the extras.

Another helped us secure a top notch cinematographer and lighting team.

Overall looking back the collaborative efforts of several people willing to go the extra mile made the entire project rise to levels higher than I expected or hoped for.

And the positive thing is that they also received massive benefits and rewards for their involvement too. This experience taught me first hand that the extra mile is actually most powerful when people are willing as a group to make something big happen.

*As a side note: You never want to compel others to feel though they must contribute and go the extra mile. It must be a choice that*

*others make. And the best way to do that is to inspire them with a vision and a mission that they can grasp and want to be a part of. Inspiring activities attract and inspire awesome people.*

### **Why do most people NOT go the extra mile?**

Robert was a student of mine in Los Angeles California. He had attended scores of seminars and read literally piles of self-help and personal development books before arriving on my doorstep. As I talked with him on one of the breaks I asked him why he hadn't gotten results before and what he expected would be different this time. He had after all, spent thousands of dollars and hours of his time on learning. I wanted to know why it wasn't clicking for him.

As we had this conversation it became apparent that there are really only two things that will hold anyone back. One of these things is easy to beat, the other is not. The two things are a willingness and an ability. Remember we have talked about willingness above in this material.

If a person is willing I can help him become able. If he is unwilling ability won't matter.

As we talked together Robert had to admit that he had learned a lot, but he had always been unwilling to really try and make things happen. It was always easier for him to hold to an excuse rather than put himself on this line to try. Trying meant the possibility of failure. Trying meant risk. Trying meant sacrifice and commitment.

These were scary things for Robert. As a result he was experiencing difficulty at his job as a financial planner. His sales just weren't happening. In fact, clients were dropping off like flies. According to him chances were pretty good he'd be looking for a

new job soon. Obviously this was creating stress at home and financial stress for the future.

Again it wasn't that he couldn't create a better outcome - he was just unwilling.

After recognizing and admitting that this lack of commitment was the problem, Robert also recognized that until he made a decision to become willing nothing would ever change for him. As long as he held back a commitment to become willing he would always be left out of the winners circle of life.

He would always be a spectator instead of a participant.

It was upon that realization that Robert recognized he needed to start playing life at a higher level. He made a commitment to really start participating in life with a full commitment.

It wasn't too long after this conversation that the principle of *Going the Extra mile* was introduced to him at the PPM event.

I could see that it was already a stretch to ask him to get more active in his own success. This idea of going beyond what was expected was even more scary to him. I challenged the entire audience to accept what I call the *7 day Extra Mile Marathon*.

In this challenge I invite my students to simply experiment for one week going the extra mile on every task and during the week they are to record their results. (I'll talk more about this later.)

He came up to me after the break and in a very timid voice said that he would accept my seven day challenge. I was excited that was going to do it. I told him that I would be his accountability partner on this exercise and I asked him to get back to me personally with his results.

After the event I heard back from Robert about three weeks later. To be honest when I didn't hear back at the end of the first week I assumed that most likely Robert went back to his old ways of thinking and was too embarrassed to call. But he did call and I'm so glad he did.

Robert informed me the reason he hadn't called is because things had actually gone great. He began immediately on his way out of the seminar room to go the extra mile in the principles of before and after the mile.

His first opportunity to participate was on his way out of the seminar room. There was another student who he met in the hallway. They were having struggles with a few suitcases. Robert immediately jumped to the rescue and seizing this moment to go the extra mile helped this fellow get his suitcases onto a trolley cart and helped push it towards his car. As they talked along the way it turned out that the fellow was interested in Roberts services as financial planner.

He became a client a few short days later.

Robert continued to look for opportunities to go the extra mile. At work he found opportunities to receive the extra mile and put in his part on developing the extra mile.

He began to seek out support from his leaders and began an active study program on his own. (What we do in private can also be part of going the extra mile.) As everyone else in

the office started heading for the door at lunch time he stuck around and made extra calls on the telephone.

Robert decided as part of his journey to create more success that he would call each of his clients over the next several weeks simply to

make sure they were okay. No sale, no pitch - just checking in. This proved to be a golden key.

As he called these individuals they expressed appreciation and while not all of them had new business for Robert, several of them did. They expanded their investments with him or gave referrals.

Within the week he had already begun to experience incredible growth through the extra mile principle. He told me that within the first three days he had a personal witness that this idea would work. And he was having fun doing it.

It worked at home too. Where there had been stress and criticism the extra mile principle brought a sense of interest and commitment. Robert pointed out that as he gave to those around him at home they responded by doing likewise. Now I want to share that Robert pointed out that “things weren’t perfect. but,” said he, “they were 1000% improved.”

So why did Robert wait the three weeks to reach out to me?

Going the extra mile was going so well that he turned it up. He went above and beyond as much and as often as he could and at the end of the three weeks he won a contest that his office was holding for that quarter based on a combination of the highest number of new clients and account size. Robert had gone from second to last place to winning the entire contest in that three week time.

Incredible! And not only congratulations - but a sure vindication of the Extra mile principle!

Obviously the reason I share Roberts story is clear. You must be willing and then go for it!

*You must be willing and then go for it! Proactivity always wins!*

Willingness and commitment are not the only obstacles holding some people back from going the extra mile. I find more common is that people simply don't feel like it - so they don't do it. Or that they feel like it only some of the time.

I suppose one could be bold and call this inconsistency laziness or a lack of focus. I prefer to be a bit more gentle. But in doing this don't think I'm giving you an excuse to sit back and remove yourself of participation.

Sometimes even with something as simple as going the extra mile it is easy to not feel like it.

It's moments like these when we really need to understand how big going the extra mile can pay off. Too often people trade what is big for things that are important.

I know this idea will require a leap of faith for you. And some of the things you will need to understand this concept you'll learn at PPM. But it's important to remember that everything in existence is some form of energy.

Hold your hand in front of your face and look carefully at it. What you are looking at is energy organized and vibrating at a very specific frequency.

*Everything in the universe vibrates at a specific frequency.*

Without getting this idea too complex to apply I want to share the even the things that you want in your life vibrate at a specific frequency. If we really feel after those things, especially at a highly emotional level, we start putting ourselves into that frequency. What we want and opportunities to help us will begin to appear.

According to the law of attraction we draw or attract to us things that are in harmony with our frequencies.

Now this is where it gets kind of freaky. Most people have a hard time attracting what they really want into their lives because they try to control those frequencies. In other words most people want to dictate how what they want in their life should arrive.

This is where things get messed up. The way the law of attraction really works is that while we need to do our best to do everything in our power to create the outcomes we want in our lives, the things we want will arrive as we pay attention to and act on the little opportunities the universe delivers.

Let me share an example that happened to me.

I was so excited on a recent flight to New York to work on my book. My goal was to really do something very special. I wanted people to love it and win with it. I was doing

everything I could to make this an amazing book. I was to stress that I I felt that if I could work really hard on this book and make it outstanding it would be recognized. (Notice how many times the word I appeared in that last paragraph.) That was my idea and my way.

As I got onto the plane and took my seat there was a lady right beside me that smiled and wanted to start talking.

In my heart, I must admit I started to feel myself becoming frustrated. I started saying to myself that this was going to interrupt my ability to create this incredible book. How would I be able to create an awesome book if I couldn't even write.

Finally I saw a break in the conversation where I could pull out my laptop and start working. Just as I got my book file open and literally typed three or four sentences she interrupted me again, “What’s that you’re working on?”

I could literally feel my insides turn. I could feel the little voice inside me shout. “I will never get this book done!!!!”

I smiled as pleasantly as I could, “I am writing a book.”

She then wanted to know what it was about.

Again, the smile on my face cancelled the thoughts in my heart “AHHHHHHH! Leave me alone! I WANT TO GET THIS BOOK DONE!!” I put on a pleasant smile and explained the content.

She then asked, “When will it be out?”

“In the next few months I’ll submit the manuscript.” I answered but again the voice inside me shouted back, “Never if you don’t leave me alone! I want to get started so I can get on it done!”

Then she turned and reached into her bag, passed me her card and said that she’d like to take a look at it. I looked down at her card and it read acquisitions, Penguin Random house.

I share this story to illustrate that sometimes we think we know the easiest and fastest way to get things done while the universe has another plan. Generally the universe is quicker.

But we don’t listen because we don’t feel like it. I have since made it a practice to do my best, but be open to changing my strategy if the universe wants to present a better way.

*If you want good success try your best.*

*If you want great success let the universe help you.*

## **A sure way to fail**

While going the extra mile is almost a sure fire way to bring more success, abundance, connection and opportunity into your life there is a way you can mess this up. And to be quite fair if you make this mistake you may not only mess this up you could create some massive problems that will leave you far worse off than if you had decided to do nothing at all.

Let me share the mistake in an example before pointing it out. You'll probably notice the mistake long before we get to the point though.

Imagine that you are at home with your spouse. You decide that right about now would be a good time for a pre-mile event. (Remember above this the most proactive form of going the extra mile.) Let's say you are at home in your kitchen and you decide to create a powerful pre-mile event and sweep and then mop the floor before your spouse can request it or even know it was needed.

At first glance that's a pretty impressive pre-mile event. So you get to work. You are done in no time and it didn't really take you long. You feel good about it! Your spouse arrives and recognizes the effort - She feels good about it! Wow! You went the extra mile!

Are you ready for it to go wrong? Here's what some people do that kill the power of the extra mile:

Now you point out that since your did all the cleaning that your spouse now owes you. Perhaps you suggest they must make dinner, or take you out, or go vacuum another room or whatever - you fill in the blank.

The power of the extra mile has just been defeated because you made it a trade. Going the extra mile is NOT a trade.

Some people even make this moment worse by using it as a tool to manipulate or establish a debt or frame it in guilt. Often it is referred to as scorekeeping. "I did this, so you owe me that."

This will not work. In fact, any time this has been tried it ends in some form of contention or difficulty.

*I will repeat this again - Going the extra mile is NOT a trade.*

Very similar to the example above if you're also intending to go the extra mile to get praise or recognition it will also fail. If the person who received your extra mile wishes to thank you or recognize you be gracious, say thank you and let it go.

This reminds me of the oft quoted verses from the Bible:

*Take heed that ye do not your alms before men, to be seen of them: otherwise ye have no reward of your Father which is in heaven.*

*Therefore when thou doest thine alms, do not sound a trumpet before thee, as the hypocrites do in the synagogues and in the streets, that they may have glory of men. Verily I say unto you, They have their reward.*

*But when thou doest alms, let not thy left hand know what thy right hand doeth: That thine alms may be in secret: and thy Father which seeth in secret himself shall reward thee openly. (Matthew 6: 1-4)*

Too often rewards are lost because you have already sought to pay yourself. Don't force things. Trust that the universe will compensate you. This is an expression of faith. Go about doing good without expecting compensation and you'll find that you will always get more back than you ever expected.

**The 7 day extra mile marathon**

Here's the test I mentioned that I want to challenge you to try. I've mentioned this test a few times within this material so I'm pretty sure you saw this challenge coming.

One of the reasons I am so excited about it is because this is a challenge I have been inviting my students to participate in for several years now and I have yet to find one person among the thousands who have accepted this challenge and say that it did not give them a massive return.

I have seen results that have include financial gain, relationship connection, more clients, closed sales, improved confidence, doors open for opportunity and n early every other positive result you could imagine.

So to begin I want you to open up your calendar and mark the date seven days from today. Mark that this will be the conclusion of your marathon and make a commitment that you will not quit this experiment until that day arrives. It's not really a Lon g stretch of time. So get committed.

Mark on your calendar that on this day you will reflect and measure the actual results of this experiment. I am serious. Take a moment right now and block off that meeting with yourself. I believe this is important to do. If you have an actually space of time allotted, let's call it an appointment, where you know you will need to look back and evaluate this situation you will do something about it.

*That which which we measure improves.*

I have also found through sad experience that if we just say something, we rarely do it.

If we think about it, it gets done 10% of the time.

If we plan it out, that percentage rises to about 50%.

If we actually schedule it with a plan the chances that will actually act on things rises to 80-90%.

Plan it and schedule it! (It might be interesting to observe that this effort of planning and scheduling actually applies to many other areas of our lives as well. If you want to have greater success in seeing something through to completion don't just talk about it or think about it. Plan it and schedule it. Then there is an 80-90% chance that it will get done. Don't just rely on good intentions.)

Now here's where it gets kind of fun. I would like to invite you to create a chart like the one below or if you are part of the online version of this be sure to download the PDF worksheet for the *7 day Extra Mile Marathon*. I would encourage you to print one for each of the upcoming seven days.

It looks like this:

Time	Event	Feeling	Results

I encourage you to carry the sheet with you. Keep it in front of you and with you. Remember the old saying that if something is out of sight it is also out of mind.

Keep this in your awareness.

Now as you complete each events of going the extra mile mark it down on the worksheet.

You'll notice the worksheet asks for the time at which the event occurred, a description of the event - include whether it was a pre-mile event or a post-mile event, your feelings about it and any results you may have noticed.

Now obviously with some of these events you may not see a result immediately or at all. Don't worry about that. Have faith that a result will arrive or did arrive even if you didn't see it. It is very common for the universe to hide results to test our faith. Trust the universe and the eternal law of compensation and know that a reward will arrive.

*Side note: I actually prefer if the universe hangs onto my compensation. I have found that if the universe waits to pay me until later I usually get my blessing with interest added onto it. One of the things I often say to myself is that I hope the reward isn't immediate. I really thrive on blessings compounded with interest. In fact, I prefer it.*

As you are completing the form and experiencing the process of going the extra mile remember it is important to be silent about the event to others.

If you share it to get praise, gain from another or heaven forbid, to guilt or manipulate someone else into doing something for you this entire process will backfire. Remember what we talked about above. Keep this extra mile experiment to yourself and watch the rewards flow.

I would encourage you to be sure to fill out the portion of the worksheet that requests your feelings about the event. This is a

great way to be recognized within yourself for a job well done. I also have a fond appreciation for this part because I found with myself and my students who have reported back that this specific exercise has made going the extra mile so much easier and even instilled it in my life as a habit. In fact, you'll find that soon you'll seek out extra mile events instinctively just because of how they make you feel. You won't need the worksheet after a while.

If you would like you can copy more of these worksheets and use them beyond the seven days. Many of my students do because the results will certainly astound you.

I'd love to hear about how your 7 day extra mile marathon went for you. Feel free to email me directly at [doug@douglasvermeeren.com](mailto:doug@douglasvermeeren.com), please put in the subject line *7 Day Extra Mile Marathon Results*. If you are alright with me sharing your results I am always on the look out to read and share stories in my seminars or trainings about this lesser known law of the universe. And I am so excited to see and hear what your are going to do with it. So don't be a stranger.

## **Conclusion and last thoughts**

The conclusion of this conversation is quite simple. If you can learn how to go the extra mile in everything you do you will be rewarded. There is never an instant of going the extra mile that is left uncompensated. You may not see it instantly but it will arrive.

Often when I present this concept in corporate settings it is not unusual to hear people in their office settings say that going the extra mile makes them stand out as a "brown-noser" or "the teachers-pet." Often they also say that going the extra mile brings criticism and judgement from others.

There is an old saying that scares many people into playing small and keeping to just the things that are required, maybe you've heard it:

The tallest blade of grass is the one that gets cut down.

This is scarcity thinking. It is also reactive thinking. You are letting outside forces influence and control you. You will never be a success if you give your power to outside forces.

When we choose to play small because of what others think or because of what others may say we are choosing to stay where *they* are at. People who are not prepared to do big things are always jealous of those who are.

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When we let outside forces dictate the way which to approach life we are giving them our power. This is a reactive and not a proactive approach to life. Those who live a reactive life will always be slaves to the proactive.

You need to decide which side of the fence you will be on. You can either act or be acted upon. In the words of Napoleon Hill in the Master Key to riches, *"There are two ways of relating one's self to life. One is that of playing horse while life rides. The other is that of becoming the rider while life plays horse. The choice as to whether one becomes the horse or the rider is the privilege of every person, but this much is certain: if one does not choose to become the rider of life, he is sure to be forced to become the horse. Life either rides or is ridden. It never stands still."*

What will you choose to do? Will you let your fear of what others think rob you of the possibilities before you? Or will you decide that you are in control of your destiny?

I can assure you that if you choose to go the extra mile (both in pre-event and otherwise) you will be recognized as someone who can be trusted and counted on. When a big job needs to be done people will come looking for you. And with big jobs big compensation and rewards follow.

This is not a wish or a dream. This is not speculation or a hope. This is the way that it is and the law of the universe will always deliver more than is deserved to the person who is willing to step up and do more than is asked.

*The universe will always deliver more than is deserved to the person who is willing to step up and do more than is asked.*

I challenge you to start today. Start right now. And claim the blessings and compensation that is ready to arrive for you.

### **About the Author**

What would you do with the secrets of the world's top achievers? Would you level up your income? Your business? Your opportunities? Now you can find out because those secrets are now available to you.

Over the last two decades Douglas Vermeeren has conducted extensive first hand research into the lives of the worlds top achievers. He has the success strategies of top business leaders from Nike, Reebok, Fruit of the Loom, FedEx, KFC, United Airlines, Microsoft, Disney and others to share with you. ABC television and FOX Business refer to him as the modern Day Napoleon Hill.

In addition, he is the producer and director of 3 out of 10 of the top personal development movies ever made. He is the producer of The Opus (featuring Jack Canfield, Mark Victor Hansen, Joe

Vitale, John Demartini, Marci Shimoff, Morris Goodman, Bob Doyle and others.) The Gratitude Experiment (Bob Proctor, Marie Diamond, John Demartini, John Gray) and The Treasure Map (John Demartini, Loral Langemeier, Raymond Aaron, Marshall Sylver, Randy Gage.)

He has authored 3 books in the Guerrilla marketing series and is the creator of Personal Power Mastery which has been consistently rated as one of the top events for personal change and development worldwide.

He is a regular featured expert on FOX, CNN, ABC, NBC, CTV, CBC, The Huffington Post, NY Daily News and others.

For more info go to [www.DouglasVermeeren.com](http://www.DouglasVermeeren.com)