



AN INVITATION

The simple experience of waking up from sleep is natural and easy. It requires no effort, struggle, or will power.

This book invites you to “fall awake” with similar ease. First, you can fall awake to a full awareness of what you really want in all areas of your life. You can invent new possibilities and unleash inspiring passions. You can fall awake to all of the amazing details that make up the life of your dreams.

Second, you can fall awake to what you already know. You can recognize all of your achievements and acknowledge how accomplished you’ve become. You can tap into your natural brilliance. You can become more fully aware of your ability to make things happen and to turn your visions into realities.

And third, you are invited to appreciate more fully how wonderful your life is right now. Even while wanting more and recognizing that some things could be different, you can celebrate all of the wonderful and abundant attributes of your current life.

By reading, writing, discovering, and taking actions, you can fall awake and create the life of your dreams.

THE POINT OF THIS BOOK

The fundamental message of this book is outlandish: You can get what you want and create the life of your dreams—no matter what your history and no matter what your current circumstances.

And you can create the life of your dreams in a relatively short amount of time—within days, weeks, or maybe as much as a few months—no matter how much money or time you have.

“Creating the life of your dreams no matter what your circumstances in a short amount of time” might sound like a late-night television advertisement for an expensive self-help program or a new religion. But I’m not asking you to part with your money, and I’m not trying to start a cult.

However, I *am* selling something. I want to sell you on the idea of applying the twelve Success Strategies described in this book. You can use the Strategies to create a life full of deep intimacy, vibrant health, full celebration, daily ecstasy, or whatever else you want.

The purpose of this book is to help you raise the quality of your life—immediately, dramatically, and permanently. I want this book to make such a difference that it becomes one of the three most influential books you’ve ever read.

Open up to the possibility of joy

What if you *really could* create the life of your dreams within the next few weeks?

I think you can. And my best suggestions for creating the life of your dreams are the Success Strategies outlined in the chapters that follow.

Please be clear about what I'm suggesting here. I am not saying that you will create a life in which you feel bliss at every moment. And I am not saying that you will create a life that's problem-free.

I *am* saying that you can live a life that you can honestly label as wonderful—one that you can authentically describe as the life of your dreams. I do believe that it's possible for each of us to create lives filled with ecstasy that occurs on a daily basis; lives of celebration in which we are continuously being thankful; lives with health that allows us to do almost everything that we want to do; and lives filled with intimate and loving relationships.

If you think that this concept of creating the life of your dreams quickly is too outrageous, please practice a strategy I describe later in this book: Ask yourself *What if this is true?* Then, rather than arguing with the idea, you'll begin to consider what your life could be like if this unusual idea is accurate.

You may already have a life that works well. Once in a while, you might even tap into a sense of wonder, beauty, and ecstasy. And I'm guessing that you don't do this as often as you'd like.

The Success Strategies are practical suggestions that can repeatedly connect you with the life you want at any moment. These Strategies can increase your happiness by helping you determine exactly what you want in life and then take focused, practical, and powerful action to get it.

Use the same strategies to meet “any” goal

Many self-help books focus on *content*—on getting what you want in specific areas of life. One book might suggest ways for you to achieve greater health. Another might recommend ways to create more loving relationships. Still another might list a series of steps you can take toward financial independence.





Falling Awake is different. This book offers a core set of strategies to help you achieve *any* specific goal.

The key word is *strategy*. A strategy is a general technique, method, habit, practice, transferable skill, or pattern of behavior. I suggest that the strategies for creating more loving relationships can also help you create more wealth. These same strategies can help you become healthier or accomplish anything else you want in life. *No matter what you want, you can use the same set of core strategies to get it.*

People in many disciplines recognize the power of any part to influence the whole. Biologists know that the chromosomes in each cell are the blueprints for that entire organism; careful study of any one cell will show a plan for the entire body. Sociologists study a few members of a group to discover how the entire group behaves. Pollsters can survey a few hundred people and determine how millions feel about an issue.

The same principle is at work in your life. When you carefully observe one part of your life, you gain insight into the way you conduct other parts of your life. And any change in behavior that produces new results in one area of your life can produce new results in any other area. For example, telling the truth can help you create more loving relationships. Truth telling can also help you get out of debt, exercise regularly, lose weight, and achieve just about anything else you want. The joy of this strategy is found in adopting one small change and then watching it expand throughout your whole life.

Success Strategies represent the “kernel”

The Success Strategies are based on several sources.

One is my own experience of creating the life of my dreams. I’ve applied the Success Strategies in many areas: career, friends, community, time, money, health, and that which is most precious to me—my family.

Another source is the coaching and teaching I have done to help others create the life of their dreams. I’ve presented these twelve Success Strategies to well over 11,000 workshop participants and clients.

A third source is my review of key works of literature, philosophy, education, psychology, religion, and spirituality.

I also work with a group of people who are constantly in conversation about the Success Strategies. As a self-funded think tank, we operate from the point of view that people are not broken and don’t need to be fixed. We affirm the fundamental genius of every human being. And we have an outlandish purpose—to dramatically improve the quality of life on Earth by inventing success strategies and ways to communicate those strategies.

We've promised to test these strategies by applying them in our professional and personal lives. Our lives are our laboratory, and what you read in the following pages is largely the result of our collective experiments in creating wonderful lives.

Over the last 27 years, I've constantly asked *What's the kernel?* What are the core processes in creating the kind of life that most people say they want—and in creating that life as quickly as possible? My answer is the twelve Success Strategies described in this book.

The ideas and strategies that you can use to be happier, healthier, more loving, and more wealthy have been available for centuries. But they have often been explained in ways that are not easily understood and therefore not widely used. The aim of this book is to communicate powerful ideas, both old and new, so that you can put them into practice immediately.

