

**FREE** SUCCESS SYSTEM OF THE  
EMPOWERED MILLIONAIRE INSTITUTE

**DAY  
12**



# '90 DAY CHARGE'

(OCTOBER 12 - S2 MODULE 5)



BASED ON THE  
'MVP'  
MILLIONAIRE  
VALUE PACK

CONCEIVED AND DEVELOPED BY JAMES LEE VALENTINE  
ESPECIALLY FOR YOU AT **Great Personal Expense**

S2 SUCCESS SYSTEM OF THE  
EMPOWERED MILLIONAIRE INSTITUTE

90 DAY CHARGE - DAY 12



S2

EMPOWERED  
MILLIONAIRE  
MASTERY

*(Thursday Module)*

CONCEIVED & DEVELOPED  
BY JAMES LEE VALENTINE

*(90 DAY CHARGE - ABRIDGED VERSION)*  
**S2 EMPOWERED MILLIONAIRE MASTERY**  
7-DAY REVOLUTIONARY WINNING DISCIPLINES SUCCESS SYSTEM

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*This is a special  
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90 DAY CHARGE.  
The full length version  
totals over 30 pages  
and is available  
exclusively for  
participants of the  
MVP2010 program.*



BE PURPOSEFUL

# Empowered Millionaire Mastery

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## Be Purposeful

THURSDAY

Today I will master the  
Winning Discipline of...

*Being harmoniously aligned with  
my life's ultimate purpose  
every day.*

EMPOWERED MILLIONAIRE CREED – PRINCIPLE # 5

*Today I am purposeful in multiplying my value.*



## BE PURPOSEFUL

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TODAY I WILL MASTER THE WINNING DISCIPLINE OF . . .  
*BEING HARMONIOUSLY ALIGNED WITH MY  
LIFE'S ULTIMATE PURPOSE EVERY DAY.*

*"I slept and dreamt that life was joy.  
I awoke and saw that life was service.  
I acted and behold, service was joy."*

RABINDRANATH TAGORE

**A**ndrea Jaeger was an astonishing tennis prodigy. She was just fourteen-years-old when she won her first professional tennis tournament. A pigtailed, teenage sensation, Andrea was the youngest seeded player in Wimbledon history at the age of fifteen in 1980, and the youngest ever U.S. Open semifinalist later that same year. In 1984, however, a shoulder injury brought her promising career to a sudden and unexpected end. Though Andrea's body was injured, her spirit remained strong. She came to us as a phenomenon and, in a very different sense of the word, Andrea Jaeger still remains one all these years later, but now for her work off the courts.

During her spectacular, yet all-too-fleeting tennis career, there was a grand purpose emerging that Andrea was quietly nurturing. Though she no longer serves up aces on the court, Andrea is serving society — and her serve has never been better. The tennis star, who wowed the tournaments as a teenage sensation, began a nonprofit organization called the Silver Lining Foundation and now serves as an ace of hope, compassion and significance to children dying of cancer or other life-threatening illnesses.



Andrea's Silver Lining Foundation in Aspen, Colorado is part of a success story taken to the highest level. Her tale is hard to rival in the game of success over adversity. But what is it that differentiates Andrea from other entrepreneurs with a dream and a heartfelt calling to score the ultimate victory? The answer is in having a powerful life's purpose. Hers is aligned with that of her foundation with its mission to provide a lifeline of opportunities for dying children to enhance the quality of their lives before they pass away.

"You get very spoiled on the pro tour," Andrea says. "The courtesy cars, the five-star hotels, all the people applauding because you hit a good shot. It's easy to forget what's important in life." Her purpose in life started to become clear whilst still on the professional tennis circuit when she spent many hours between matches visiting sick and dying children in hospitals.

Her life is a shining example of what can happen when one concentrates on a worthy vision. Andrea remembers what is most important in life. "The whole mission is to bring opportunities for children with cancer or other life-threatening diseases to enhance their lives and to make things possible on a long-term basis," she says.

It is often lamented that the main cause for unhappiness in life is trading what is wanted most for what is wanted at the moment. Having a significant lifetime purpose helps one focus on long-term achievement and rely less on short-term gratification. If the best things in life really are free, then they are not found in more money and more material possessions. They are found in the values of fulfillment, intimacy, joy, friendship, spiritual wholeness and compassion for our fellow humans.

"I believe in the philosophy of one child at a time," Andrea says. "If you can make a child smile or laugh, well, your place in the world has been preserved. You carry a lot of what the kids bring and when you see their strength, their character, the hope in their eyes and in their heart, it gets you through the darkest hours you could ever have."



## Empowered Millionaires Are Single-Minded

A monumental key to success in any endeavor is *single-mindedness of purpose*. This is pursuing one's desires with a mindset focused like a laser beam. Humans are goal-directed creatures. As such, the very act of striving to hit a target is necessary to a person's well being, as this gives the individual a certain sense of purpose — something to work toward and look forward to. People who possess a powerful sense of purpose are happier, have greater health and generally live much longer than their counterparts who lack purpose and who have no objectives of substantial magnitude. Goal-directed people have greater ambition and are more productive than those impotent souls who lack meaningful targets in their lives.

Individuals who earnestly strive for successful results have carved out a focused direction for their lives. They know what they want, and show firm decision-making abilities in heading toward the attainment of their aspirations. These achievement-oriented people are absorbed in what they are doing and eager to give life all that they have to offer. It is one of life's little miracles that it returns the favor by making their lives richer and fuller. Every person needs a strong sense of purpose — fueled by a *magnificent obsession* — as it gives them powerful motivation for living life to the maximum and potent reasons for endeavoring to accomplish mighty objectives.

Being focused on the manifestation of inspiring goals will certainly speed me along on my journey to success, as will a determined resolve to persist toward the achievement of my desires. However, it is only when I am fully committed to realizing a definitive lifetime mission that I will be in complete control of my financial empowerment on this adventurous and exciting ride along life's twisting road. Once I am harmoniously aligned with my life's ultimate purpose, I shall be an intrepid champion in the game of life and be able to charge toward the accomplishment of my most glorious purpose with outrageous audacity, accepting no limitations and striving to attain the most outstanding results for everyone involved.



## Harmoniously Aligned With My Life's Purpose

Everyone has a purpose for their life, something meaningful that serves the good of humankind, whether a grandiose mission like that of Andrea Jaeger or a more humble role. Perhaps it is a unique gift to be utilized or a special talent to be shared with others less fortunate than ourselves. It is only when we blend this special talent with service to others that we shall experience the ecstasy and exultation of our own spirit being fulfilled — which is the ultimate expression that we are living our lives harmoniously aligned with our life's purpose, *every day*. This is the grand goal that will make our existence here on earth spectacular indeed. When we are harmoniously aligned with our life's purpose, we are working with love, and that love then becomes visible through our endeavors. This is what Kahlil Gibran so eloquently wrote in his magnificent book *The Prophet* about our work being aligned with our purpose and the need to work with love in our hearts:

*You work that you may keep pace with the earth and the soul of the earth. For to be idle is to step out of life's procession that marches in majesty towards the infinite. When you work you are a flute through whose heart the whispering of the hours turns to music. I say to you that when you work you fulfill a part of earth's furthest dream, assigned to you when that dream was born. And in keeping yourself with labor you are in truth loving life. And to love life through labor is to be intimate with life's inmost secret. And when you work with love you bind yourself to yourself, and to one another, and to God.*

*And what is it to work with love? It is to weave the cloth with threads drawn from your heart, even as if your beloved were to wear that cloth. It is to build a house with affection, even as if your beloved were to dwell in that house. It is to sow seeds with tenderness and reap the harvest with joy, even as if your beloved were to eat the fruit.*



## My Magnificent Obsession

Most humans have a purpose that is far too small for their heart. However, as an Empowered Millionaire, I can be an exception to this. What if I could enlarge my mission in life until it really matched what I am capable of achieving — how would I do this? What if I could trade what I crave in this moment of instant gratification for what I desire in my most compelling of futures — how would I do this? What if I could have a vision grand enough and brilliant enough to enable me to be like Andrea Jaeger and wholeheartedly live my life's ultimate purpose — how would I do this? The answer to all these questions is identical:

*I must have a magnificent obsession.*

Within every Empowered Millionaire is a spark of extraordinary success. All that is needed for this tiny flame to become a raging inferno of achievement is for this person to possess an unquenchable passion for attaining the one thing above all others he or she truly wants. This passion becomes their life's ultimate purpose — their *magnificent obsession*. This is the one objective that will inspire any person to take immediate enthusiastic action, driving this individual boldly forward with massive self-confidence and single-minded determination in the quest for its realization. If this person concentrated only on accomplishing their magnificent obsession, the future they could build would be no less than monumental.

For me to reach the heights of success I am capable of attaining, I shall conceive of a magnificent obsession in my heart and set out to accomplish it. I shall make this purpose my ultimate aspiration and the central, focused point of my thoughts from this day forth. I shall make this special purpose my supreme duty and I shall devote myself unswervingly to its accomplishment. This is the one major objective powerful enough to drive me toward unimaginable heights of achievement. It is the one mighty motivating force that forms the backbone of all outstanding human advancement. This is what the



foremost proponent of yoga, the great Patanjali, stated with respect to being inspired by a magnificent obsession: “When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds. Your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world. Dormant faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be.”

Having conceived of my magnificent obsession and molded it into my life’s ultimate purpose, I shall mentally map out a pathway direct to its attainment. The inner strength needed to accomplish the tasks at hand and powerful thoughts of a successful outcome are what I shall focus on. My will-to-do springs from my self-belief that I can do it. Once I have conquered doubt and fear, I shall have conquered failure. All that I desire to achieve can result through my dynamic thoughts concentrated on, my empowering words focused upon, and my enthusiastic actions directed at the realization of my significant lifetime mission. Once I cherish in my heart the achievement of this magnificent obsession, I shall one day surely realize this aim.

## Developing My Magnificent Obsession

There are two essential points in developing my own magnificent obsession — my life’s ultimate purpose — the one extraordinary mission or objective above all others that ignites my fires of desire and turns me into an inferno of focused accomplishment:

1. Developing my magnificent obsession begins with asking myself this key question:

Q. *What makes me tick?*

I must know what the one purpose is above all else that lights my motivational fires. In other words, what dominant urge, drive or interest will inspire me toward being the best or achieving



the best I can at one particular thing? Once I have isolated the motivational spur that can kick me into action, I have uncovered the propellant that can boost me into the orbit of prosperity, good fortune and fulfillment.

2. I shall concentrate all my resources — mental, physical and spiritual — on the attainment of just *one* magnificent obsession. I must know what the single mission is above all else that turns me on to the bright lights of success like no other. What is it? I shall concentrate all my energies on the realization of this singular ambition. I shall call upon my dynamic capacity for successful achievement, which I can instantly command when I focus all my resources on *one* major purpose. Controlled focus is like a laser beam, which I can use to cut through any obstacles that may come between me and the accomplishment of my supreme objective.

Am I committed to grabbing hold of the reins of my life and squeezing from it all the passion, power and enjoyment that I know can be mine? Many people know what they should do during their lives, but they never do it. The reason is they lack the drive that only a wondrous and compelling future can provide. I now know that it is my magnificent obsession that provides this drive for me.

## Igniting My Motivational Fires

I have an opportunity right now, today, to release my mental shackles and dream at the highest level. I have a chance to brainstorm something that will push my life on toward untold accomplishments. I have an opportunity to find a purpose large enough and grand enough to challenge me to push beyond my limits and unleash my full potential. This question will help me to discover the one special purpose that truly lights my motivational fire:

*Q. How do I know what magnificent obsession will bring me the most outward success and inner satisfaction?*



Only I can answer this question — and only after a period of deep self-reflection on what I truly desire to accomplish. My primary hope for long-term contentment is if my heart is in what I am doing. I must decide upon a lifetime mission that satisfies my needs in terms of contributing to mankind. What am I trying to do? Is my purpose something for myself to be paraded before men — or something to show the love I have for my fellow man? Either way, as long as my heart is in the right place, I shall go for it. As the golden maxim says: *If my heart is in it, the sky is the limit!*

Richard Bach penned these poignant words: “Here is the test to find whether your mission on earth is finished. If you’re alive, it isn’t.” In line with this, following is certainly the most profound and powerful question I could ever ask myself. This ties in directly with my life’s ultimate purpose — my magnificent obsession — and will bring me to a closer understanding of whether my own mission here on planet earth is yet unfinished:

Q. *What will be my legacy when I die, what will I leave behind that will benefit all mankind?*

So... what *am* I building with my life? This is a most important point and needs serious consideration. Am I building something that blows away in the winds of my funeral pyre to be lost forever? Or am I constructing a dazzling monument to my existence that stands tall and strong and everlasting long after I am gone? In answering these questions, I need to return to my long periods of daily solitude to contemplate my existence and think about what it truly means to be living a purposeful life. In considering my own mission, it is wise to ponder these words by James Allan, author of the classic book *As a Man Thinketh*, regarding the power of purpose in life:

*A man should conceive of a legitimate purpose in his heart, and set out to accomplish it. He should make this purpose the centralizing point of his thoughts. It may take the form of a spiritual ideal, or it may be a worldly*



*object, according to his nature at the time being; but whichever it is, he should steadily focus his thought forces upon the object which he has set before him. He should make this purpose his supreme duty, and should devote himself to its attainment, not allowing his thoughts to wander away into ephemeral fancies, longings, and imaginings. This is the royal road to self-control and true concentration of thought. Even if he fails again and again to accomplish his purpose, the strength of character gained will be the measure of his true success, and this will form a new starting point for future power and triumph.*

EMPOWERED MILLIONAIRE INSIGHT

*I am a powerful, eternal spirit, imbued with the Christ consciousness, and here with a vital mission to fulfill and important lessons to teach others.*

Whether or not I have yet developed a magnificent obsession to drive me on toward success, or have even a humble mission to fix my attention upon, this has nothing to do with the outer circumstances of my life and everything to do with *me*. So I shall not blame my parents, or the government, or the economy, or my spouse, or my family, or my company, or my boss, or the weather. The enormity of the lifetime purpose I choose to pursue, and my resultant financial status, has everything to do with me and is the effect of my current personal philosophy — which results from my thoughts, my words, my actions, my feelings. If my life is not yet as I would wish, I must be the one to develop a purpose for my life that is exciting and exhilarating — a significant lifetime mission that wakes me up early and keeps me up late. In bringing my purpose to fruition, I shall focus on what I *can* do — and I shall do it to the greatest of my ability. I shall overcome my natural inertia, my lack-of-action habit, by going out into the world and every day doing those activities that are harmoniously aligned with my life's ultimate purpose.



## Seeking My Life's Ultimate Purpose

The key to unearthing a significant, meaningful mission — one that can encompass my lifetime — is found in this phrase of biblical origin: *Ask and I shall receive, seek and I shall find*. It is through asking that knowledge will abound. It is through seeking that the key shall be found. And it is by way of asking insightful questions and seeking consequential meaning that I shall come to know what my supreme purpose for living really is.

Such questions as these are what will stimulate my mind into figuring what mission of significance is destined to become my path to an eternal legacy — the path that leads to the construction of a dazzling monument to my existence, one that stands tall and strong and everlasting long after I am gone:

- Q. *What do I most enjoy doing that has greatest consequence to my most essential desires?*
- Q. *What do I most want to accomplish during my lifetime that has meaning and significance to others?*
- Q. *What would I do with my life if money and time were unlimited and failure was not a possibility for me?*

Here we shall use James Lee Valentine as an illustration of how he, as an *Empowered Millionaire Extraordinaire*, would answer these questions, based on his desire to build an everlasting legacy:

- A. What James most enjoys doing that has greatest consequence to his most essential desires is summed up in this motto that he lives by: *Do what I love and love what I do!* What he most enjoys doing is writing empowering books and programs and conducting dynamic stage presentations. In this way, he is maximizing his gifts of the written and spoken word to make a significant difference in the lives of other people.

- A. What James most wants to accomplish during his lifetime that has meaning and significance to others is to help people reach the peak of their potential. He wants to teach the fundamental principles of personal advancement, reaching out to assist millions of people, so that they will realize that each and every one of them already possesses the awesome power to positively transform their own lives in a million wondrous ways.
  
- A. What James would do with his life if money and time were unlimited and failure was not a possibility for him would be to travel the world helping individuals maximize their lives. He would establish an organization that spans the globe; one that is dedicated to the maximization of human potential for the benefit of all people, so that everyone is empowered to live a greater, more meaningful existence.

James believes that the universe is set up to honor any and all clearly defined intentions backed by absolute commitment. That is why he has personally asked the questions above, he has thoroughly analyzed his answers, he has concisely stated his intentions, and he has made an absolute commitment to build his ever-lasting legacy. For James, his eternal monument that he is passionately building to outlast his life is the membership organization: *Empowered Millionaire Institute*. James believes wholeheartedly that the life of an individual has deep meaning only when it cultivates the ultimate human emotional hunger of dignity, preserving this one thing no person can live meaningfully without — which is dignity as a human being. So James has founded his organization with its overriding mission to help people live with dignity. This is why the aphorism of the *Empowered Millionaire Institute* is: “Dedicated to the maximization of human potential for the benefit of all people.”

For me, now, taking the lead from James, I must endeavor to seek my life’s ultimate purpose. I must go somewhere in solitude and make a list of answers to these poignant questions. I must ask myself



BE PURPOSEFUL



This is an abridged version  
of the *S2 Thursday Module*.

The full module, which totals over thirty  
pages, is available exclusively with the  
one-year *MVP2010* program.

*Dear Empowered Millionaire,*

*The most important lesson I want you to gain from this  
DAY 12 of the '90 DAY CHARGE' is this question:*

*What will be my legacy when I die, what will I leave  
behind that will benefit all mankind?*

*Empowered Millionaires have a purpose that is grand and  
inspiring and far reaching. BEING PURPOSEFUL is the  
fifth lesson being shared with you during this S2 course.*

*Your partner in wealth creation,  
James.*



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