

# Just Like Magic:

The Mysterious Secret to Attracting Success

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**EXPERT**

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**From: Jason Leister**  
**Along the water way north of Lake Wobegon**  
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I've had the privilege in the last few years to work with and around some extremely successful human beings.

By successful I mean valuable. Valuable to others that is. The natural outcome of that is the wealth, connections and power that so many people chase.

Sadly, most people chase the wealth, connections and power **directly** as if they are the cause. They are not. And because of this lack of understanding, what most people seek is pushed even farther from their grasp.

Wealth, connections and power are not the cause, they are simply the effect of the cause—which is bringing value to the world in a major way.

On the surface, these successful people are almost indistinguishable from everyone else. Look closer, however, and the trained eye can spot something that's quite different about them.

The results of this difference are obvious to just about everyone of course. From the material wealth to the personal connections they develop all across the world, a quick look at the lives of these people betrays their secret:

**These People Know  
Something Others Do Not Know,  
and They Do Something Others  
Do Not Do**

The question is, what is that something?

It's taken me years to figure out what that thing is. And now that I have, it's my intention to share it with you.

It's a blessing and a curse really. Because while my intention is 100% focused on sharing this most valuable of gifts, I'm afraid that I'm not qualified to teach it.

The reason why actually involves a big mistake that I made for a very, very long time. In the end I realized there's a huge difference between **knowing** a thing and **benefiting from it**. Knowing simply isn't enough. Knowledge in action is really the only thing that brings results.

And that brings me to this secret I'm tiptoeing around...

I'm not sure if this is something that can or cannot be taught. I'm actually quite certain that, save for **one** teacher in this entire world, no one can teach you this secret.

The good news is that this rare teacher is the one who is currently reading this report. It's **you**.

How did I learn this secret? I taught it to myself. At first, I "knew" it. Then I **lived** it. Then I truly understood it.

Sure, I read about it in books and heard it in interviews. But it always sounded just way too simple for me. "Surely it couldn't be THAT simple?" my mind would say to myself.

I first heard about this secret from a man named Claude Bristol...

### **My Chance Rendezvous with Claude Bristol**

You may have heard of his book called "The Magic of Believing."

I heard of it too. Then years went by until I picked it up and actually read the whole thing.

During those years that past, I got very deep into the study of magic. Now I spent most of my childhood practicing to be a stage magician doing tricks like making coins disappear.

But that's not the type of magic I'm talking about here. I'm talking about the **real** thing.

Now before you run away, understand that you already know about this.

If you're in business for yourself, I guarantee you've run into it over and over again.

Here's why:

Magic is simply the manipulation of physical reality through energy directed by intention.

Very simple. Very natural actually. Nothing "spooky" about it.

### **Magic What?**

When I finally sat down to read Claude Bristol's classic, "The Magic of Believing," it struck me as extremely familiar.

His whole focus on the power of belief to create real change jumped out at me as the simplest form of magic. **Real** magic.

My hunch is that you've probably heard of this simple skill other places.

In fact, it sounds almost EXACTLY like a book written way back in 1960 by the name of Psycho-Cybernetics. The author, of course, is the well known Maxwell Maltz.

This book was and is a huge runaway **business** best seller that sold over 30 million copies.

If you haven't read it, do. Follow what it says and it will create more positive transformation in your life, more quickly, than you ever thought possible.

The premise of the book is simple: You can improve your life by improving the image you hold of your self in your mind and body.

And the **way** you do that is to enter the "theater of your mind" and create pictures of the life you want to live.

In other words, you direct energy (thought) with a very defined intention (a clear picture of the life you want).

Isn't that interesting? That's magic folks. And we are all BORN with this ability.

This ability is even mentioned in the Christian Bible in Proverbs chapter 23 verse 7, "As a man thinketh in his heart, so is he."

The bottom line is this: we are given the ability to direct our lives.

Now rabbits don't pop out of hats and bright flashes of light don't come down from above... At least that hasn't been my experience.

Instead, the course of your life begins to take uncanny little twists and turns. "Coincidences" begin to happen.... people start to show up... odd opportunities make themselves apparent. Don't ask me to explain it. I can't.

What I **do** know is that eventually, you end up with real change in your life.

And it all starts with energy (attention and thought) and a specific intention.

### **My Vision of Living on the Lake Comes True!**

A few months ago, as I was going through Psycho-Cybernetics again, one of my "theater of the mind" episodes involved me living on a beautiful body of water. I played that movie over and over again for days and weeks.

I'd usually do it in the morning. Each time, the movie was the same:

I'd wake up on the second floor of my home. I'd look out my window at the water. I'd go downstairs and get a cup of coffee and go about my day from there.

Now I had this little movie going while I lived in the desert state of Arizona. We have sand and dirt in Arizona, NOT water.

In fact, I was in absolutely no danger of hitting any large body of water for many, many miles.

But then, oddly enough, "life happened."

Something changed with my wife's business and we decided to relocate.

Fast forward a few months and here we are...

I live right near an enormous body of water that stretches for **hundreds of miles**.

OK... I'm not directly ON the water's edge **yet** (clearly my visualization skills need a little bit of work), but I'm a 2 minute drive from it.

My bedroom is on the second floor of the home.

Coincidence? Maybe. But I don't believe in coincidences so that's out as an option for me.

### **So Is That the Secret?**

While all of this magic talk is interesting, it's not the reason you're here. So lest we get too far off course, I want to refocus on the purpose of this special report.

Yes it has to do with energy... yes it has to do with intention... But those are just the raw materials.

We're going to do something with those.

The goal here is something far more powerful and far more valuable to your future as a service provider working with clients.

Here's the gist of it. It's a little thing I learned about life:

### **In Life, You Don't End Up Where You Think You Should Be, You End Up Exactly Where You Believe You Should Be**

Now's the time to ask yourself an honest question. Just a word of warning... When you first ask it, your mind is going to jump in and try to answer.

Do your best to shove that voice into the background so you can hear the **real** answer.

The real answer most likely will not come to you in words. It will come to you as a feeling. A feeling about your understanding of where you believe you fit into the world.

So here's the question:

### **What Do You Really Believe About Whether or Not You**

## **Should Be Successful and Achieve Your Dreams?**

[For Your Own Benefit, Please Stop Reading Until  
You Get Your Honest Answer]

Where do you believe you fit in the world?

Do you believe you fit at the bottom?

Do you believe you fit somewhere in the middle? Somewhere that's good,  
but not **too** good?

Do you believe you belong at the top?

Why is this so important?

It's important because it starts to get at the nature of a belief.

What exactly **is** a belief anyway?

### **Belief Biology 101**

Here's an interesting experiment to try:

Think about something in your life that you've decided to accept without  
question. Think of one of your strongest beliefs.

Where exactly did that come from?

Is it even yours? Or is it the belief of another that you've simply accepted  
as your own?

Do you even know?

I view beliefs as unique "containers" of energy and focused intention.

It's a little like taking some of your energy, flavoring it with a certain  
outcome (this is either a physical outcome or a thought outcome like a conclusion

about you or another) and then packing it up and letting it percolate in your system somewhere.

If you read business books or self-improvement books, then surely you've come across something mentioning the power of creative visualization.

Again, this is all Psycho-Cybernetics talks about.

The books are very clear that the picture you're supposed to hold in your mind is a picture of the **outcome** you desire.

You're not supposed to dwell on a picture of you struggling to climb the mountain. You're supposed to dwell on the picture of you at the **top** of the mountain.

This is why all of the business books tell you to paint pictures of things as you **want** them to be.

Because that's what works!

That's intention focused energy (thought)— aka MAGIC.

But a belief takes things to an even more powerful level.

Because once a belief is packaged up and ready to go, it's given top security clearance in your body, heart and mind. It is not subject to analysis. It is not subject to critique. It is not subject to questioning.

Instead, it's given free reign to do its work as intended.

It's a blessing and a curse. Really, a belief is nothing more than a tool. A very powerful tool.

Master the tool and you'll experience the belief's ability to help you live an empowered life.

Ignore the tool and forever be its puppet.

Your choice.

## **What Does This Have to Do With Your Business?**

Over the years I've worked with a lot of service providers to help them improve their businesses.

And if there's one thing, above all others, that has shown itself to be a major obstacle...

It is the lack of a **rock solid** belief about how the individual's life and business are supposed to go.

"That's common sense..." That's what my mind says when faced with an idea like I just mentioned.

I've **known** for a long time that you actually have to believe in yourself if you want to achieve something real.

I've known it. But only recently have I made the decision to **live** it.

**This is the Real Work  
That Will Make Everything  
You Do In Your Life and Business  
More Valuable**

Today is the day to begin to live that for you.

Today is the day to build the foundational belief upon which everything else in your life is built.

Today is the day to create the belief that you WILL live life as the successful example of your BIG self that you're able to picture when you close your eyes.

This belief I'm talking about is the one that says you are here to do great things and that you are up to the challenge.

It doesn't matter if you're starting from scratch or if you're 25% of the way there.

The process is the same either way...

The belief begins like a small pebble. You have to protect it and shield it from the elements. If it gets washed away or lost, you'll have to start over.

And so you watch it grow. A little energy here, a little energy there.

You add to the picture of what it looks like to live life as your BIG self.

You fill in the details, you add clarity.

And so the pebble grows.

Soon it becomes the size of a small rock.

Now it's far more resistant to the general hazards of life. But even at this stage, it still depends on your regular feeding and care.

It's not yet ready to run under its own power.

That's why you need to focus your attention on it on a **very** regular basis.

### **The Tipping Point**

Eventually, the "belief" becomes a separate thing that can exist even when you take your attention off of it for a bit.

At this point, your belief becomes strong enough to attract its own energy to survive.

Experiences begin to show up in your life that reinforce that belief. Something happens "out there" that feeds the energy of your belief on the inside.

As this process goes on and on, the belief becomes stronger. The picture becomes clearer.

Eventually, if just for a moment at first, you'll find yourself actually believing your own belief.

And it's at that moment you know that you are on the edge of the mountain and that you are soon going to fly.

### **The Power of Your Belief in You to Succeed**

If it's not clear to you just how powerful this tool can be in your work attracting and working with clients, this is the section where I'm going to hammer it home.

First of all, clients are not attracted in any way to someone who lacks basic belief in the value they bring to the world.

Would **you** invest money in someone who clearly didn't believe in themselves?

No way. I wouldn't either.

So on a very practical level, the minute you start working on consciously creating your beliefs, you're going to notice the world's reaction to you start to shift.

Please understand, this is a process. So it will take some work.

But once you get the ball rolling, watch out. It can be quite a ride!

What do you think happens when someone who has developed an unwavering belief in themselves shows up to a meeting with a potential client?

Do you think that individual is more likely to act like a vendor who's **hoping** to get the gig or like a leader who's showing up to consider leading his client towards the goal?

Of course the answer is simple.

And as your belief grows in your ability to assume the unique position you are here to occupy in this world, your life and business will change in dramatic ways.

Just remember...

**Beliefs are Not About Right  
and Wrong, They Are Simply  
a Unique Form of Energy**

One important thing to keep in mind...

Achieving success has nothing to do with deserving anything. I stay far away from that idea because there's always a story that goes with that. And the story shifts depending on who you're talking to.

So don't come at this trying to make yourself feel like you deserve success. That's not what it's about.

This is about choice. In particular, about whether or not you're going to exercise conscious control over the building blocks of reality.

In my experience, it's really quite simple.

One more thing. While this art of belief is an individual pursuit, don't go through it thinking you're all alone.

You have plenty of help. But you have to make sure you take advantage of it.

Like they say...

**It's Not About What You Know,  
It's About Who You Know**

We've all heard that expression a million times. It's true of course. That's why we hear it so much.

Navigating your way to the life you want is so much easier if you know the right people. You can say that's not fair or that's not how it should be if you want-- but I'm confident that an attitude like that serves no benefit to you or anyone else in the world.

This "it's about who you know" expression is also true on a much deeper and more profound level.

It's been shown time and time again that the quality of your life depends greatly on the quality of the individuals you put in it.

Surround yourself with greatness and you will be prompted to achieve it as well.

Over the years, this has been one of my biggest opportunities for growth.

In the end, we're a bit like rubber bands.

I think I heard Matt Furey talk about this in relation to dieting for the first time some years ago. It's certainly proven to be true in my life. Not about dieting but in general.

No matter what kind of changes/improvements you make to your life, your tendency, over time, is to eventually spring back to your "original" and most comfortable shape.

The question is, "Where does the definition come for what that 'comfortable shape' is?"

The answer is that it is hidden amidst your beliefs about who you are.

And while you're investing conscious attention to shift those in your favor, it's important to make sure that the influences in your life don't work against you reaching that goal.

All of this comes down to energy. That's all there is really. Pure energy everywhere in various physical forms.

Surround yourself with the right type of energy and you will feel it. And you will be motivated to move forward towards your goals.

Surround yourself with the wrong type of energy, however, and your journey will be far more challenging than necessary.

### **So What IS the Secret?**

So what **is** the secret that the successful people know and use that most people do not?

It's the belief they hold and the belief on which they take action.

They have no trouble believing that success is nothing but the absolute 100% **right** thing for them to have.

Frankly, I don't know if they are conscious of this or not.

But I can FEEL this when I'm around them. I can see the way they act. I can listen to the words they speak and the inflection they use when they speak them.

It's subtle but extremely clear.

I've spent a lot of time working with energy, understanding how it works, and developing the ability to sense it.

And in the presence of the successful, that is what has (finally) become very obvious to me.

It's a self-fulfilling prophecy really.

Again, at the core, it's just how energy works. Develop the true belief that you BELONG in the realm of the successful and that energy attracts the successful.

Again, this is more than just a thought. "Positive thinking" is barely the beginning of what I'm talking about.

I'm talking about **BELIEF**.

Beliefs are forms of energy so strong people throughout history have **died** for them.

I didn't make the rules here. And in fact, I feel like I've been pretty darn slow on my quest to figure them out.

But now that I'm getting things sorted out, it's all starting to make sense.

So here's the question I have for you. Take your time answering it. Because your answer to this question, coupled with some work, will make all the difference.

**What Do You Choose to Believe  
About Your Relationship  
with the Success You Seek?**

**Do You REALLY Believe  
It Is Yours to Claim?**

Your answer is literally all that matters.