

MACH II *WITH YOUR HAIR ON FIRE*

The Art of Vision & Self Motivation

By Richard Bliss Brooke

"I highly recommend this book to anyone wanting to master their own motivation and accomplishments."

**John Elway — Back-to-Back Super Bowl Winner
and NFL Hall of Fame Quarterback**

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The Art of Vision and Self Motivation



Richard Bliss Brooke



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What Readers Are Saying About *Mach II*

“When Dr. Norman Vincent Peale died, I felt a loss of unprecedented magnitude. After devouring this book two times, I was delighted to discover that Dr. Peal’s shoes have finally been filled. *Mach II* will remain on my desk where it’s easily accessible the moment I find myself headed toward the ‘pity potty’. In my humble opinion, this book should be required reading in every educational institution in America.”

—Mark Yarnell

Author of *Self-Wealth*

“I love this book! Richard Brooke has shown us how to own our destiny and author our own reality through the power of personal vision. When you finish this book, you will know that — no matter who you are or what you do — you are an artist. And, the masterpiece you are creating is your own life. Required Reading.”

—Sandy Elsberg

Author of *Bread Winner*, *Bread Baker*

“Touching and powerful, *Mach II* contributes Richard Brooke’s greatest gift: an inspiring challenge to change the way we think about ourselves, life, and what’s possible. A masterpiece.”

—Russ DeVan

CEO of Success by Design, Inc.

“Vision is the cornerstone of all achievement. And Richard Brooke’s *Mach II* is far and away the most clear, compelling, complete and immediately useful, results-getting work on vision ever written!”

—John Milton Fogg

Founder of *Upline Magazine* and *TheNetworkMarketingMagazine.com*
Author of *The Greatest Networker in the World*, and *The Inner Game of Network Marketing*



“I am of the opinion that it’s the size of one’s vision that determines the extent of one’s courage. If you’d like to boldly go where you’ve never gone before, use Richard’s book to take you there.”

—**John Kalench**

Founder/President of Millionaires in Motion, Inc.

“I can sincerely say that Richard has changed my way of thinking more than anyone. I will always be grateful to Richard for making me a better person.”

—**Gayle Sayers**

NFL Hall of Fame Running Back

“In this accelerated economy you have to travel at *Mach II*. This book teaches you how to do it in an omni-effective and fun way.”

—**Mark Victor Hansen**

Co-creator, #1 New York Times best-selling series,
Chicken Soup for the Soul and Co-author, *The One Minute Millionaire*

“If you are committed to extraordinary success, *Mach II* is a must-have for your personal library! The information on vision and self-motivation is some of the best you will find anywhere. Thank you, Richard. You are a great example of what a person can do with the right information... plus, you understand the importance of sharing.”

—**Bob Proctor**

Author of best-selling book, *You Were Born Rich*

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MY STORY



"The American Pioneers *had* to
become successful entrepreneurs...
the Indians would not hire them."

Richard B. Brooke



Richard and sister Debbie trail riding in Yosemite, California in 1961.

I grew up on a cattle ranch in Chowchilla, California. At the age of four, I stole a pair of sunglasses from Red's Market. When my mom asked me where I got them, I told her the *truth*. She made me take them back and apologize to Red. I was totally humiliated. *I decided* telling the truth was painful and not a smart thing to do. In the fifth grade, a girl I liked sat with me at a movie. We held hands. The very next day, she "dumped me." *I decided* I wasn't good enough for the women I liked.

In the sixth grade, we moved from the ranch to the city. The cool guys (the ones all the girls liked) wore powder blue Levi's cords. I was still



wearing K-Mart jeans — the ones with the double-patched knees.
I decided I was not cool.

My Core Beliefs About Me

Telling The Truth Was Painful.

I Was Not Good Enough.

I Was Not Cool.

In our developmental years we form our personality. These years encompass prenatal through about age 5, and perhaps longer in children who are slow to develop emotionally. During these childhood years, without the vast background of context and reason we have as adults, we tend to experience events and “*decide*” who we are versus *deciding what happened*.

Just like millions of other kids my age, I formed a personality to cope with life as I perceived it. As a result of a few silly everyday circumstances, I created a belief system and a way of behaving to go along with my beliefs. It was hardly a winning personality; low self-esteem, driven to belong and be accepted — and, thanks to those sunglasses, I was a compulsive liar. I could have decided lots of different things about those early events. Why I decided what I did, I have no idea. The point is, my *creative childhood interpretations* of those circumstances became the truth for me — a truth that *could* have lasted for the rest of my life.

I was a typical negative thinker. Although my parents were affluent, college-educated ranchers in California, my downbeat attitude made success in life a long shot. My parents divorced when I was 17.



I hated school. I didn't study and skipped a lot of classes. I barely graduated with a D average, and so I didn't even try for college.

For a while I thought it might be nice to be a forest ranger. But then a ranger told me that I would need to get a college degree first. Even then, the ranger warned, only 300 applicants were selected per year out of 3,000.

A nanosecond after he told me that, I decided that I couldn't be one of those 300. Of course, I was right. I couldn't, because I believed I couldn't.

Graduating high school (by cheating off Stan Callan's civics final), I started my professional career pumping gas at Pearson's Arco at the corner of G and Olive Streets in Merced, California. I also lived at the gas station — in my pickup camper with Chinook, my faithful, yet obnoxious, dog. Eventually (after I failed to lock the front door of the gas station two nights in a row), my "ambition" led me to Foster Farms, the largest poultry processing plant in the world.

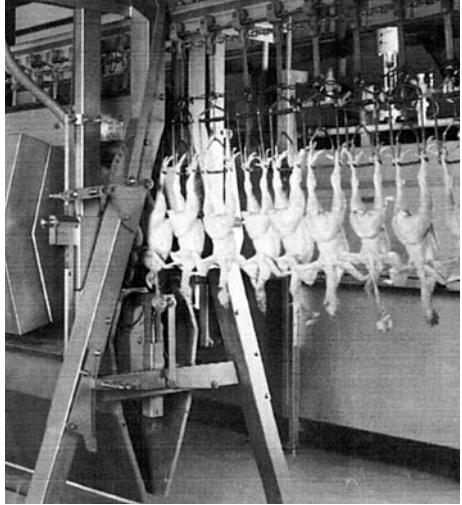


It was a union job that paid \$3.05 an hour, complete with benefits, seniority, vacation, and best of all — retirement. I jumped at the opportunity. My job was to cut the chickens into parts as they flew past me on the production



line... millions of chickens... billions of chickens. That's what I did for 450 to 530 minutes a day. Production people live their lives in minutes.

Although I was a hard worker, ambitious, and intelligent, there were some aspects of my personality that held me back. I disliked most other people. I refused to let anyone I considered less competent than myself ever tell me what



Foster Farms chicken plant — 1977

to do. I worked my way up to teaching people how to cut up chickens. But, it didn't take long for my dynamic personality to put me back in my place. I just told my boss, Wayne, that he should go to hell — and I said it in front of his boss, Mr. Hoyt. That's all it took to put me back on the line.

Regardless, I loved the chicken plant and still love the people with whom I worked. At that time, I fully expected to spend the next thirty years of my life working there, building seniority (POWER), vacation time (FUN), and clicking off the years to retirement (FREEDOM). I thought I was really cutting it — life, not chickens.

That was 1977. I was 22.



ON CHICKEN'S FRONT LINE

Walt Frazier has almost always been in live hang. The term, like most things in a modern-day chicken slaughterhouse, is vivid and precise: Chickens, fresh from the farm, are hung by their feet in metal shackles and carried off to the kill room. Ask most workers about live hang and they shake their heads....



In a chicken plant, all tasks are calibrated to the second, and each worker, in effect, is a part of the machine. Frazier was a great live hanger and an efficient machine in his own right. He could grab

a reluctant chicken off a conveyor belt and hoist it overhead at a pace of one bird every two seconds, real talent in a world defined almost exclusively by time and volume. Live hang's first shift runs from 5:48am to 2:18pm, at this plant, and by shift's end, Frazier alone could feed about 10,000 birds into the Delmarva Peninsula's \$1.6 billion-a-year chicken industry....

Few places are more dangerous than a chicken plant: the U.S. Labor Department says one of every six poultry workers suffers work-related injury or illness every year. Crowding has even given rise to a special injury, "neighbor cuts," when workers inadvertently cut the person next to them.

Frazier, after two decades of what amounts to the front line of the chicken industry, can trace his career with his scars. Chicken claws



have cut so deep and so often that his right forearm is a patchwork of curved lines. The black skin on his knuckles has been rubbed so raw that it has been discolored to permanent pink. Grabbing and lifting chickens has, over time, torn the lining of his wrists, resulting in two operations....

Consumers want processed chicken, boneless and skinless, cut and molded, and technology has found no better alternative to the precision and efficiency of human hands. This places an extraordinary demand on the workers, the repetitive nature of cutting and moving chicken over time taxing hands, wrists, arms and shoulders.

The slaughterhouse challenges the senses. The plant smells like wet feathers. Temperatures range from below freezing — in what is known as the 28-degree-room, where packages await shipping — to 120 degrees by the scalding,

which loosens feathers. In the summer, live hang becomes so unbearably hot that chickens can suffocate in less than a minute.

The din is such that yearly hearing tests are necessary. Water from high-pressure hoses soaks the concrete floor. Fat turns surfaces slick. Blood drips from gutted chickens.

For Frazier, every day in live hang ended the same way. He removed his orange coveralls, streaked with dirt, feathers and chicken excrement. He took off his gloves, torn by countless claws. Off came the back brace. At home, in Bridgeville, Del., he soaked his hands in hot water, alcohol and salt, hands so sore it hurt to hold the telephone for long. "All the time, the numbness be there."

—Lena H. Sun & Gabriel Escobar
Excerpts from the article
On Chicken's Front Line
(November 1999)



The Rest of the Story

What you're about to read may sound arrogant. However, it's true and necessary to make the point.

I made my first million before the age of 30, advancing to the top sales-leader position in a \$60 million Network Marketing organization made up of more than 250,000 sales people. At age 31, I became that company's Executive Vice President.

At age 33, I accepted the opportunity to "turn around" a Network Marketing company. This company, when I joined it, was in a death spiral and technically bankrupt. It was almost \$1 million in debt with no cash, no assets and no credit. With the help of a tremendous staff and my partner, Randy Anderson, we turned this company into a role model for the Network Marketing industry.

In March 1992, at age 37, *SUCCESS* Magazine featured me and our company on its cover. This was the first time a mainstream business magazine featured Network Marketing in a positive light. This issue outsold every issue in *SUCCESS* Magazine's almost 100-year history. *SUCCESS* called us "Millionaire Makers" and did a feature article on how the people we work with and trained built "overnight empires." And they did — and still do... not overnight, but many of our top sales leaders have built businesses worth well over \$1 million. Several have become multimillionaires. *SUCCESS Magazine* has featured our company three more times since then.

In 1993, Sterling & Stone Publishing asked me to co-author *The New Entrepreneurs: Business Visionaries for the 21st Century*.



In 1994, I was nominated *Inc. Magazine's* Entrepreneur of the Year.

In 1995, our company was seen on *NBC's Dateline*, *ABC's 20/20* and *CBS's Good Morning America*.

In 1996, *Working At Home Magazine* co-featured me on their cover about how to get rich working from home.

In 1998, I was inducted into the Network Marketing Hall of Fame.

In 2002, I received the distinguished Distributor's Choice Award as one of the Top Five Trainers in Network Marketing.

Today, I continue to conduct personal and leadership development workshops and retreats, in addition to running a successful twenty-year-old Network Marketing company.

Change is not only possible, it is inevitable. The only question is, who is going to design it? What has changed you?

- 1.
- 2.
- 3.
- 4.
- 5.

I've been to every state in our country, at least twice, as well as 22 foreign countries. I've been the featured speaker for countless groups numbering in the hundreds, and several times, in the thousands. Although not every area of my life has been wonderful, my health is great, I love where I live and what I do and I am blessed with dozens of loyal and loving friends.



I hope by now you're asking: "What happened?"

Here's what happened...

I changed. I changed my thoughts. I changed the people I paid attention to. I changed my mind. I changed my habits. I changed my attitude. I changed my clothes. I changed my opinions about me and about you. I changed what I read, what I watched on television, and what I listened to. I changed those deep-rooted decisions about who I was and who I would become. It wasn't easy, but it was just as simple as the decisions I'd made early on. I just decided to be different and do different things and then I kept deciding those new decisions over and over and over again, until they caught hold. And then, all I did was hold on!

Change is possible for all of us. You may have heard lots of clichés about how we cannot change who we are... but just ask yourself: Have you changed? What events or insights in your life have changed what you believe and how you act? This is a good place to list them. Think about people that have come and gone in your life, events — some joyous, some tragic. Think about wisdom you have gained. Have you changed? If you have, you can change even more. I suggest that if it is on purpose and by design, you and I can change more in the next year than we have our whole lives. And in the next ten years, we can become a wholly different person manifesting wholly different results.

In May 1977, while still working in the chicken plant, I was introduced to a financial and personal development opportunity by one of my friends,



Steve Spaulding. The concept was called Network Marketing. Ironically, Steve was the guy who got me the job at the chicken plant. I think he introduced me to this new opportunity because he felt sorry for me.

There were several of our other buddies getting involved: Dave and Dan Austin, and the magnificent Jack Acker, now deceased. They were all friends who lived in the small ranching town of Merced, California. Although great guys, they were all seasonal workers at the local Ragu Spaghetti Sauce cannery, and — having mostly avoided any higher education at all — weren't the most credible bunch of fellows to follow into a financial opportunity. We were told that if we followed the company's plan, we could earn more than \$60,000 per year — part time!



Jim Acker, Dave Austin, Steve Spaulding, Bill Lane, Richard Brooke, John Callahan on their first cruise to the Bahamas.



In 1977, the only people in the world who earned \$60,000 per year were:

- Doctors or lawyers.
- Well-educated professionals.
- People given a successful business by their parents.
- Those who inherited a lot of money.
- Those lucky enough to have powerful connections in landing a super job.

I knew this to be true.

I knew I wasn't any of those people, therefore...

I knew I would never earn \$60,000 doing anything!



But boy did I ever want to earn \$60,000, more than anything in the world! This posed a problem: *I wanted something I didn't expect would ever happen.* The leaders of this financial opportunity were prepared for me and my dilemma. Apparently, it was common. They conducted intense training courses designed to resolve the problem. Their star trainer was a man named Kurt Robb.

On August 3 and 4, 1977, we all — the guys and I and forty strangers — sat in the Ramada Inn in Bakersfield, California, and listened for hours as speaker after speaker jumped up and down, telling us that we really could earn \$60,000 a year — no problem.



And then came Kurt Robb.

Kurt told us how he used to work for Ma Bell in an Oklahoma factory... that although he was content there, he wasn't achieving all he desired... and then, at the urging of his wife Jeannie, he quit and joined her in a Network Marketing venture....

"Whether you think you can or you think you can't, you're right!"

Henry Ford, 1863-1947
Founder, Ford Motor Company

He said he had the same problem we did — that he *wanted* something he *didn't believe* he could have. Jeannie believed he could achieve anything. But Kurt told us he didn't believe it. So, they struggled and struggled, trying anything they thought could break them out. Eventually, after applying what he was about to teach us, Kurt broke through his *self-imposed limitations* and became an extraordinary success. Kurt and Jeannie were now traveling the world, helping other people achieve their dreams, and having the time of their life doing it.

So we listened.

What we heard about was a system — a "specific, proven procedure," Kurt insisted — that would bring anyone anything they wanted. A simple system that had actually been used for thousands of years to support human beings in achieving their greatness.