

***THE SCIENCE OF
SUCCESS
BEGINS WITH
TARGET SETTING***



Target setting opens doors to a bright future

by
Suzette Northcutt Rhodes, RN, MSM, MNS
&
Jack D. Rhodes, Ph.D.

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FORWARD

We created this package for seekers. We are seekers too. Even today, we continue to seek new and innovative ways to help others. In his Mental Fitness Training Institute, Jack is always looking for new techniques that allow his clients to be the best they can be in all aspects of life. Our passion for healthy nutrition and low carb eating leads us to more and more research that confirms what we experience daily. We feel better and have more energy today in our mid sixties than we ever thought possible just a few years ago. We share our knowledge with those who want to hear the message.

Our greatest search was culminated when we found each other. We have included our personal stories in hopes they might inspire you to keep setting your targets.

One of Suzette's favorite statements is, "Before you find Prince Charming you have to kiss a lot of frogs." But before we mislead you this targets setting is not all about finding your true mate in life. If you are searching in that direction our fervent hopes are that you hit that target at full speed and soon.

What ever you are seeking. You are embarking on a wonderful journey. This package will serve as your travel guide and handbook. If you allow us to touch your life in a meaningful way you are forever a part of our extended family. We will be your support team if you need us. Send us e-mail and let us know how you are doing. We are always interested in our clients.

INTRODUCTION

Why Target Setting?

In order to hit a target you must have one and you must be willing to take aim. Targets are something you focus on regardless of the ammo you use. The weaponry we suggest is your own desire to create an outcome.



When we say target do you see a cascade of circles with a small center like the one at the left. That's a great picture to have as you begin to identify your targets. The key to achievement is to imagine that what you want is at the center of the target in the bull's eye.

So much of our lives are lived by the "Ready, Shoot, Aim!" rule. Sometimes we hit the target, occasionally we hit the bull's eye but too often, we miss the whole thing. Our shots fall short of the target or we over shoot it completely because we were in a rush. We usually get into problem solving and don't take adequate time to plan. The average individual or family spends more time arranging a vacation or a business trip than they spend planning their lives.

There have been many books written and programs recorded about goal setting. We know our library is full of them. Each has something exciting to tell you. Good advise to change your life. But none that we have knowledge of has an easy step-by-step method and the forms and work pages that you need to complete your task. Our package has the thrilling message and the workbooks.

One big difference, you identify targets you don't set goals. That may seem merely a different interpretation or word-smithing but in reality, it is deeper than that. Why do we want you to work in the target-setting arena? A target gives you something to shoot at. A target can be more concrete and therefore more real to visualize and because we know it works.

We are living examples of how and why success training and target setting works. As we started this book, we knew we wanted to share our

experiences with you as proof that target setting really does work if you apply it. At first, we thought our experiences would be scattered throughout the book to support the advice we are giving you to unlock the doors to your success. Then we decided to put our personal story at the end of the book. We have written personal accounts of how it worked for us.

This book has a companion workbook. We have created a package for your convenience. You have the pages you need to do your written work. It has space for your dreams, your personal mission statement, your long and short-term targets and your daily targets and affirmations. You can use as many or as few pages as you need to complete your targets. This book and the companion workbook will take you step by step into a fascinating world of life changing exercises.

We wish you well as you embark on this journey. We hope your success mirrors or exceeds our own. Feedback from customers is something we love to get. Please feel free to e-mail us with your stories.

Jack's e-mail mentalcoach@hotmail.com

Suzette's e-mail rhodes@brightok.net

OVERVIEW

Target setting is powerful and fun. It is not fool proof but if you keep focused, you can overcome the occasional delay or misdirection's that occur. It can get you on track to success. All you have to do is define what success looks like to you and then use our proven and refined method to hit your targets.

Straight Talk About Targets

What is a TARGET?

Target: A specific measurable result you want to achieve within a particular time frame.

"You cannot take aim at a target you do not have."

"You become successful the moment you start toward a worthwhile target."

Make your targets **S M A R T**

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Timely**

Targets can chase the blues away. Depression is not a malady occurs to people who have long range, intermediate and short-term targets. Targets create activity. Activity creates excitement.

You need some **BIG** targets. They force you to reach inside yourself and prove you have the strength to accomplish them. That builds your self-esteem.

Long-range targets help you deal with and overcome short-range flops. When you have long range targets you go as far as you can see and when you get there you will be able to see further.

The target that you have for yourself should be based only on your own true desires, not those that other people have for you. Your true desires are those that come from deep inside of you and are always with you. If you truly desire to have something, to become something, or to do something, then you have every right to logically expect the fulfillment of these desires when you pursue them faithfully. Your true desires are the guideposts for your life. When you pursue these you are automatically on the perfect path for your life and everything that happens in your life is part of your progress on that perfect path. From time to time, you may not understand the perfection of a situation. Maybe you don't have all the facts. At times like these, you must have faith in the forces in the universe that generate the fulfillment of your desires.

The keys we present next and your guidelines. We came to them after we took detours and hit barriers. The plan will work for those of you who want it to. You may want to tweak and refine the steps to suit your lifestyle. Please do. We are excited for you if you can take our ideas and make them better. When you do that, you honor us.

Good luck on your journey.

And Remember:

**“You are successful
the minute you start moving toward
a worthwhile target.”**



RHODES' 7 KEYS UNLOCK THE DOORS to YOUR POTENTIAL

The Key to Door One

OWN YOUR DREAMS

What will your targets be?

The Key to Door Two

DRAFT YOUR PURPOSE

Gather your equipment

The Key to Door Three

WHAT YOU REALLY, REALLY WANT TO DO?

Create Long-Range Targets

The Key to Door Four

GET REAL

What will you do in the next 12 months?

The Key to Door Five

FALL IN LOVE WITH YOUR DESIRES

Build Short Range Targets

The Key to Door Six

PLAN TODAY

Just do It!

The Key to Door Seven

DAILY AFFIRMATIONS

Accentuate the Positive and Eliminate the Negative EVERYDAY.

Keys one, two and three open the doors and create the foundation you must have to launch specific targets for success.

Keys four, five and six get more specific as you begin to identify personal, career and sports or avocational targets too.

Key seven is the daily reinforcement that creates the atmosphere for success.

We caution you not to over burden yourself with too many different targets at first. Go slow and learn as you go. Think positive and stop negative thoughts as they occur. Negative self-talk delays your progress.



The DOORS



Reach for the Stars

Trust the “Flow” of your life.

The flow put you in exactly the right place at the right time, doing the right things with the right people

Believe it or not, the “flow” is a universal law used by all successful people.



DOOR ONE

OWN YOUR DREAMS WHERE ARE YOUR TARGETS?

Each of us is born with a set of inner desires, your soul's wishes. You may not be consciously aware of them. They are the road signs that point you in the proper direction. When you become aware and faithfully pursue them you are automatically on the perfect path for your life. This path leads you to happiness and fulfillment. Your true loves in life are unique and regardless of what you might think and what others might tell you, you are meant to pursue them. This is being "TRUE TO YOURSELF".

Opening door one involves recognizing your true desires and writing them down. When you write them down they begin to manifest themselves in your life. They become part of your reality.

When you recognize and commit an inner passion to your desires you discover you have or will acquire everything it takes to achieve them. Everything and everyone necessary for the total realization of your soul's desires will come into your life in the correct sequence. You discover that each step along your perfect path is made apparent to you at precisely the right time. Every time a path opens up before you chose it! That is always the right thing to do. That is the "Flow."

You might not fully understand everything that is happening. That is the time to trust the "flow" of your life. It can look like you are heading in the wrong direction, going away from your target. You could have some difficulty realizing that perfection is unfolding in your life. Many of us feel we must have all the facts clear before we act. The truth is we may never have the opportunity to uncover of all the facts of a situation. When you reach this crossroads just keep taking the step that seems apparent, "keep on keeping on target." In time you will see that as long as you are following your path to the target everything works it's self out for the fulfillment of your true desires.

True desires are the real loves of your life. They must not be, in fact cannot be, things someone else wants for you. Any target which is based on the desires of others and not your own is false and will not result in a sense of fulfillment or happiness for you. Often when someone is forced to pursue such a target that person will never be truly happy with the situation and may eventually rebel.

Be aware that others, through their "good advice", will try to persuade you to do what they think you should do or convince you that you cannot achieve your dreams. As good as their intentions might be they have no real knowledge of your loves in life and your ability to achieve them. Don't be swayed or misguided by others. What you feel inside of you is right and good and true.

Are you aware of your true loves in life? This program helps you to bring them into sharper focus. If not, working with this program will bring your soul's desires into the spotlight and they will become crystal clear to you.

It is very important that you not be judgmental about your true desires. Don't try to reason whether you can achieve them or not. You can never come to a proper conclusion based on logic alone. Trust yourself, if you have a passion for it you can make it happen. Faithfully pursue each desire and it will become a reality.

Handwriting experts have discovered there is a direct link between your long hand, or cursive writing and your subconscious mind. They can examine your handwriting and determine your personality traits. Our guidelines for writing your desires work in reverse. What you write down creates positive subconscious programming. It allows your conscious and your subconscious mind to interpret the signs as they present themselves in your life.

As your true desires become apparent to you write them down on the pages provided in your workbook. Take your time. Don't try to rush this step.

Some questions you might ask yourself before you begin.

- What do I want to do with the rest of my life?
- What would I like to create?

- Where would I like to go?
- What would I like to become?
- What would I like to contribute to my community? ...to the world?
- If I had unlimited time, love, talent, financial support, self-confidence, and knowledge what would I do?



Creating Your Personal Mission Statement

Is one of the most influential and important things you will ever do.

You will identify:

- Who you want to be,
- What you want to do,
- The principles you want to anchor your life to.

All the targets you set and the decisions you make will be based on your mission statement.

It's like deciding first which wall you want to lean your ladder of life against, and then beginning to climb.

It will be your compass—
a strong source of guidance for your life. And your target setting



DOOR TWO

DRAFT YOUR PURPOSE Gather Your Equipment

Determining what you value, what principles you chose to live your life by, who you respect and what you admire about them will aid you in setting targets for your life. If you have not created a personal mission statement we strongly suggest you do so now.

We recommend the model developed by Dr. Stephen R. Covey. You can use his model by going to www.franklincovey.com You will find the effectiveness zone link at the top of the page from there click on the mission formulator.

We have included a hard copy of his model for your convenience When you have your mission statement write it in long hand in your workbook.



Whatever the human mind can see and believe, it can achieve."



When you write your targets . . .
Your subconscious mind absorbs them like a sponge.



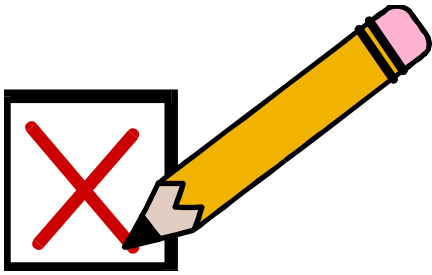
DOOR THREE

WHAT DO YOU REALLY REALLY WANT TO DO?

CREATE LONG RANGE TARGETS

We know from personal experience and from research. Write your long-range targets in cursive based on your established true desires in life. What do you want to happen in the next five years? When you are writing develop mental pictures of having already achieved these targets. Hear the sounds that are associated with achieving your targets. You may just get a warm feeling in the pit of your stomach. These mental pictures or sounds or feelings provide the focal points that subconsciously guide you directly to the fulfillment of these targets.

Be very specific and detailed. Don't leave any thing to chance. Always write about your targets in the present tense and use positive phrases. It seems like magic, but it is very scientific. Your subconscious mind is a very powerful force; it is your ultimate computer. It continually attracts to you in perfect order all of the people and all of the things and all of the events necessary for the complete fulfillment of the mental picture that you hold. There is perfection in everything that is happening to you



Cancel Your Negative Thoughts



THINK AGAIN!





DOOR FOUR

GET REAL

DRAFT MEDIUM RANGE TARGETS

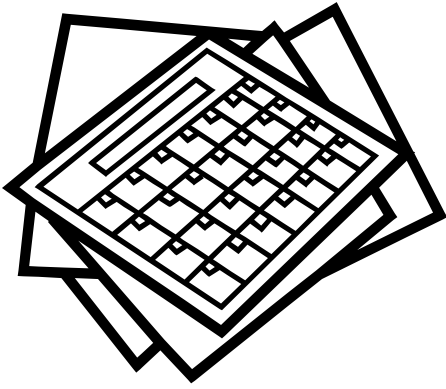
Take your five-year targets and decide which are critical to reach in the next twelve months. Write them in long hand as you did your five-year plan. Make them sound as if they already exist. Be specific and detailed. Don't leave anything to chance. Write your targets for the next twelve months, based on your emotions rather than logic.

Example: I have my dream job with XYZ Company. I am learning new skills. I have been given responsibility for a team and we have been assigned to a special project.

Think positive about your targets. If you jump back and forth between positive and negative thinking and feelings about a target your subconscious mind follows suit. You can end up with a "mixed bag" of results. Whatever you are thinking and feeling is exactly what your subconscious is working on.

If your thinking is contrary to your targets. "Think Again," mentally draw a big red X through that thought or just say to yourself "That is false? Or "Cancel, Cancel." This stops the power of that negative thought or the mental picture.

If you allow negativity to go uncanceled your subconscious mind continues working in the wrong direction and you move away from your target rather than toward it. Remember, whatever mental pictures or thought you hold, your subconscious mind faithfully pursues.



Establish a routine

Daily? —weekly?— monthly?

Pick the time frame that fits your lifestyle.



DOOR FIVE

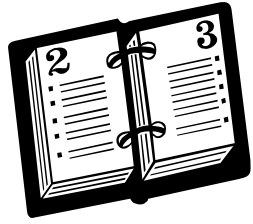
FALL IN LOVE WITH YOUR DESIRES

GET HOLD OF THESE TARGETS

It's up to you to further break down your 12-month targets to shorter-range objectives. Let your lifestyle help you decide if a monthly or weekly timetable works best for you. Use the pages in the workbook to record your short-range targets.

The following advice is probably beginning to sound a little repetitious but we can't say it enough times in enough ways.

- *Write them in long hand.*
- *Make them sound as if they already exist.*
- *Be specific and detailed.*
- *Don't leave anything to chance.*
- *Think positive about your targets.*
- *Whatever mental pictures or thought you hold, your subconscious mind faithfully pursues.*
- *Develop mental pictures of having already achieved these targets.*
- *Hear the sounds that are associated with achieving your targets.*



Everyday

Today



Write it





DOOR SIX

PLAN TODAY

SELECT A TARGET AND WRITE IT EVERY DAY

Chose one of your short-range targets. Write it in long hand or cursive everyday in your calendar or your journal or in a notebook or on yellow legal pad or use a scrap of paper. Put it on a Post it Note on your bathroom mirror or the refrigerator door. Seeing it reinforces it but writing it imprints it in your subconscious mind.

You have written your targets in present tense as if they are reality. Just copy the one you want to place daily emphasis on. Keep writing it daily until it becomes reality.

Say, "I AM. . ."



I am, is the strongest creative statement in the universe.

Whatever you say after you say "I am" sets in motion all the things you need to hit your targets.

Your life will take off when you always think positively about your desires that you have turned into targets.

Your self-talk must be positive. Your thinking must be clear and conclusive. Your affirmations are the final step to success.





DOOR SEVEN

Accentuate the Positive, Eliminate the Negative

YOUR PATH TO POSITIVE RESULTS

Affirmations are your list of positive statements about you and your life and targets. They are positive thoughts that you plant in your subconscious everyday. You may choose to write them in long hand or say them out loud, or both. Both is better. Affirmations become great influences on the external forces in your life that propel you forward on your path to your targets.

Creating your list of daily affirmations is the final step in your preliminary target setting journey. When you have this list completed you will be ready to advance to the next level of goal setting.

Successful people have used the practice of daily writing and verbalizing affirmations for centuries. Create your affirmation list from the short-range targets you set in Step Five. Keep your statement short and specific. Personalize them. State them in the most positive way.

Daily affirmations will keep those negative thoughts at bay and out of your head. The best time to reaffirm your positive thought about your targets and your life is just before you go to bed at night. This is your "magical thirty minutes." Your subconscious mind is more alert and ready to accept positive thoughts and feelings because your conscious mind is weary and slowing down.

Guard against this daily routine becoming something you do by rote. Really think about your affirmations and internalize them in a way that best suits your learning method. As you drift into a restful sleep your subconscious mind will continue to act upon them for your highest good and for the best results.

THINGS TO PONDER

We know target setting work. As you begin to see doors opening and your targets are in your sight celebrate your bulls eyes. As you use these seven keys we hope you will adjust and amend them so they fit in your life and with your life style.

Good luck on your journey. Don't be afraid to take the first step.

Writing down your targets will take you to places you have only dreamed about. We love to hear success stories. E-mail us and let us know what is happening with your program.

Review the seven keys in order at least once every three months. As you have success you may want to add a dream or two that you thought was too ambitious at the first writing.

Review your mission statement. We recommend you revise your mission statement if a significant event occurs in your life. As your short term and 1 year targets become reality you may want to go back to your dreams and shift a dream or two to your long or short range targets. Or you may just want to sit back and enjoy the fruits of your creation. You will adjust your target setting to reflect what's happening in your life.

OUR STORY

We want to tell you our story in hopes it will encourage you to take these keys and use them to open doors to your success. Our path was not straight and easy. Our results are magnificence and we are delighted we finally arrived at our ultimate success. We want your experience to be less complicated. We both embraced target setting and positive thinking but it took us a while to really get it right.

This book is a better blueprint than we used. It is a collaboration of our minds and our souls. It contains all the right things we did. We spent a lot of time talking about our journeys and hopefully we have created a map that will eliminate the detours we took and the traps we fell into.

We took separate paths to arrive at the same place. Nevertheless, we arrived there simultaneously on October 22, 1998.

Suzette's Story

Please forgive me but I'm going to take you back probably farther than you ever wanted to go in my life.

I knew by 13 or 14 that I wanted to be a nurse. I wrote it in my diary. Of course at age eight I had written that I wanted to meet and get to know Roy Rogers. And you know what, I did get to meet Roy and Dale in the Oklahoma City Airport in the late 1970's. Sometimes targets take time to appear. But now I know the secret short cuts that make them manifest themselves in a reasonable amount of time. I'm convinced that if I had continued to write my targets about Roy Rogers I would have met him much earlier in my life.

I graduated from the University of Oklahoma School of Nursing three years after I graduated from high school. I had my target, I moved toward it in a systematic way and hit it full force. I loved nursing and it sustained me for nearly 20 years. Looking back I can see that after I hit that target I never identified another big target in my life. My life continued to flow in such a way that the lessons I needed to learn were taught in ways that were not so traumatic that they left me scared.

The identification of targets for my life got sporadic when I married and became the mother of three over the next six years. I was and still am one of those persons who save old notebooks and calendars. I run across them in boxes. They remind me that when I wrote down true wants and desires in the proper terms it did make a difference in my life. Many times I just wrote down my frustrations and didn't have a clue as to what I needed to focus on to make it better.

During the bible study phase of my life, after my thirtieth year I wrote yearly goals in earnest. I have been amazed at how they were manifested in my life in various ways. I still didn't understand the connection between writing down my targets and seeing them to fruition. I had some learning to do.

My marriage ended after eighteen and one half sometimes-stormy years. There were some sunny days for our family but the personal relationship between husband and wife was sort of doomed from the start. I was sad to have to end it but I had tried everything I could think of. I even threw in some of the suggestions from "Total Woman," Mary Belle Morgan's marriage book of the times. The fish net tee shirt, long pearls, whipped cream and chocolate sprinkles were a big hit, but they were only temporary solutions and didn't make big differences. During the tumultuous times I had written my frustrations and not my needs and desires. My life just wasn't working.

Know this, I believe some things are not supposed to happen. I also believe you will eventually know when you have written down something that is not in your best interest. But never fear. There is something better out there waiting if you have the patience.

In the late 1980's and early 1990's I began creating my destiny thanks to an encounter with Dr. Stephen R Covey's book "7 Habits of Highly Effective People." My mission statement has evolved over the years but that first draft was enough to get me started again. I am still amazed at where those first efforts led me.

After my divorce I established a successful small business and started my career as a political consultant and contract lobbyist. I ran my

business, lobbied at the state capital and in Washington, D.C. and coordinated political campaigns for 15 years.

Just two short years after drafting my first mission statement I sold my business and found my self back in nursing and enrolled in college and restricting my political client list. I eventually eliminated the political part of my life altogether. Before I finished my undergraduate degree I had started a new career in training and organizational development. Establishing and writing down your targets may create dramatic change in your life. These techniques are powerful.

After several drafts I developed a workbook that simplified the process for me. It was somewhat like what you have in this book. I wrote my yearly goals near the first of each year and then checked them off as they began to manifest. In those days I tried to limit them to no more than ten and even though I had read and heard about short and long-range goals I chose to have yearly goals.

One of my ten goals was always a relationship goal. The requirements were specific and no one I met ever exactly fit my sketch. I enjoyed several romantic entanglements after my divorce but marriage was never an option in my mind. Most of the relationships ended on friendly and amicable terms. I always included my desire for a granddaughter in my yearly goals. Even though that was certainly beyond my control

The years rolled by and to my surprise and to my daughter's and son-in-laws I had a granddaughter, She was born in 1996. As I said I had written that goal in 1991, I just couldn't bring myself to eliminate it even after my daughter told me they had decided not to increase their family.

By that time I had finished my Bachelors and even my Masters degree. After working in the field of organizational development for four year I accomplished my goal of being independent by starting my own consulting business. I did lift my ban on lobbying and took back one of my old clients because they made me an offer I couldn't refuse. That satisfied my goal of opening multiple streams of income. I also began to teach organizational behavior at my alma mater Southern Nazarene University.

This provided more income to satisfy my goal of being financially independent and able to support myself in my older years.

My relationship goal kept moving up in rank because so many others were being accomplished. I had revised it several times. Once after I decided most of the single men my age were flaky or looking for younger women I scratched out single and wrote above it widowed. About two months after I made that change I got a call from a man that I had worked with in a national association. We hadn't spoken in five years and he called to tell me his wife had died several months earlier. Ironically just about the time I had revised my goal. Well I thought it must be fate. We began to see each other in spite of being separated by several hundred miles and two states. I was disappointed when after six months that relationship turned out not to be a reason to check off another goal as completed.

In 1997 and 98 was pursuing my goal of becoming a published and paid author by taking writing classes and writing every spare moment. I had the draft of a novelette. I wanted to try something I had never seen done. I wanted a part of each chapter to be written by the male involved in the relationship. I had already written the female perspective I needed a male writing partner. I tried to find him Oklahoma City but no one I met was interested. If they were writing they had their own projects. A writing classmate suggested I put an ad on the Internet for a writing partner. I told her she was crazy but late one night in September of 1998 I found a site and placed an ad for a pen pal and writing partner. I tried to find the site about six months later when I was researching an article on electronic relationships and I could not find it.

I almost didn't submit the ad because of all the blanks you had to fill out. But when the time came I hit the submit button and several days later there it was out there in cyber space for all to see. At first I felt very foolish.

The response was not overwhelming but not bad. I started getting answers within three days. No one had the desire to write with me and several didn't respond after I told them in my response to their e-mail that I really was looking for a writing partner and not a relationship, or a pen pal that wasn't interested in writing.

On October 22, almost two months after I placed my ad I got a response that changed my life forever.

Jack's Story

Have you heard people say, " You can change your life? You can do and be and have anything you choose." If you are like most folks this statement has always left you, like it did me, with the feeling "That's great, but how do I do it?"

I started my studies of mental fitness because I wasn't happy with my life. I felt stuck. People kept telling me I was smart, yet at the same time they were asking me why I wasn't doing something better with my life. I didn't have an answer.

Then on a hot afternoon in August of 1975 I overheard a conversation about a science to being successful. I was working as an independent sales rep for a couple of motorcycle accessory companies. Financially I was starving to death. My commissions were just about covering my expenses and nothing else. If anyone every needed to discover a proven way to being successful it was me.

The man relating this great discovery was Carlton Williamson and he was just as broke as I was. He was pounding the ear of our mutual friend Ronny Long, who owned the un-air-conditioned offices where I had my headquarters. Not rich by any means, Ronny was still a lot better of than either Carlton or me so he wasn't terribly receptive to Carlton's animated dissertation.

Maybe he already knew everything that Carlton was telling or maybe he listened more than I thought he did. Several years later he made a killing in the gold market.

According to Carlton, all of the information anyone needed to be successful was contained in self-help books that had already been written. I wrote down the titles, and the very next day I got on my motorcycle and

rode to North Park Mall in Dallas and bought the books. I devoured the information.

As I applied the techniques my financial situation improved considerably. My life took a dramatic turn. By the Tuesday after Labor Day of that year I found myself in a new career. I became a graphic designer and stayed in that field for almost twenty years. During that time I earned more money than I had ever thought possible.

The basic and most important technique I learned when I first started studying the science of success was that of target setting.

Looking back I can see that I had often used target-setting techniques without realizing their power. The first example that I can remember occurred when I was about 11 years old. I wanted a motorbike and in my mind's eye I often saw myself riding that machine in a wooded area near my home, making a turn onto a dirt road and downshifting in the process. Sure enough, for my twelfth birthday my parents gave me the motorbike I had pictured. My first ride took me to the dirt road I had seen in my imagination. There I found myself downshifting to make the turn just as I had pictured it. It was only many years later that I discovered it was my unwavering mental picture that brought it into physical reality.

While still in my early twenties I worked for my Dad in the family business. My job required a great deal of travel by automobile. I would always set an estimated time of arrival. On virtually every trip I arrived at my destination at the exact moment I had chosen as a target. Never did I imagine that it was my setting of that ETA and staying focused on it that got me to where I was going when I wanted to get there. I just knew I could do it.

I didn't put it all together until I started studying the science of success. When I did start writing down my targets and mentally picturing them, things fell into place much faster.

For as far back as I can remember I have loved two things: motorcycles and talking. I don't mean just carry on conversations. I mean public speaking. In 1966, I put the two together and became a public address announcer at local motorcycle racetracks. It didn't pay much, but every

little bit helped. I got pretty good at it and soon began to dream of the big time. In those early days I was doing more dreaming than focusing on the outcome, so I didn't get very far.

Then as I applied the success techniques I learned and mastered new ones my announcing moved to higher and higher levels. I would mentally picture myself announcing somewhere and right away I was doing it. By the late 1970 my announcing services were in great demand. Just about every weekend I was driving or flying to some major venue to announce. Of course as I became more and more popular my income increased accordingly.

The announcing was going great. However, technology was taking over the graphic arts business. Kids with Mac computers were doing great work and getting paid less than I was making. By 1993 the end of my graphic arts career was in sight. I started making plans for a career change.

Since I had been successful with the science of success I had a natural desire to share what I had learned with others. The problem, mastering success techniques was time consuming. I realized that most people wouldn't stick with it long enough to fully achieve their goals. What I needed was a quick, simple and inexpensive, yet highly effective, method to share with my friends.

Most of the science of success is based on the programming of one's subconscious mind. I discovered hypnosis was the fastest way to reprogram the subconscious mind for success. For instance: when a person sets a target while in hypnosis the effect is much more powerful than if the same goal were set in the normal, waking state.

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We met in cyberspace on October 22, 1998. The minute I read his e-mail message I knew this was an interesting person in spite of the fact he wasn't looking for a writing partner. The fact that he lived in Arlington, Texas and I lived in Oklahoma City, Oklahoma became less and less an issue as we got acquainted through cyber space.

I won't bore you with all the details but I will share with you that have every message we exchanged in four notebooks and one-day I plan to put it in book form.

After Thanksgiving we were talking on the phone and e-mailing. On December 5, Jack invited me to a motorcycle race in the Hardy Murphy Coliseum in Ardmore, OK. In spite of the roar of dozens of engines and the dust and the gas fumes contained inside a big tin building it was magic.

On Valentine's Day, 1999, Jack bought me the first diamond engagement ring I ever had. We married on October 22, 2000 By December we were living in the Arbuckle Mountains, South of Sulphur, OK. It was the prettiest place we could find that was close to Interstate 35 and about half way between Oklahoma City and Fort Worth, Texas.

Not only did each of us hit the relationship target we had focused on we luckily found a true partnership. This book is only one of the products to come out of our collaboration.

We believe if you will keep your eyes on your targets and you can achieve as much or more that we have. Good luck and have an exciting journey to success.



The Rhodes

Jack D. Rhodes, Ph.D., C.M.H., C.Ht., Mental Fitness Coach

Jack Rhodes is the founder and President of the Mental Fitness Training Institute of Fort Worth, Texas and Sulphur, Oklahoma. He combines an active mental fitness practice with a successful career in motor sports announcing. He holds a Ph.D. in Behavioral Science and is a 1983 graduate of the Self-hypnosis Institute of Texas.

He did his postgraduate work in hypnotherapy with Dr. John Kappas of the Self-hypnosis Motivation Institute. In 1996 he received his National Certification as a Master Hypnotist. In addition to maintaining his private Hypnotherapy Practice Dr. Rhodes is the department head of the Hypnotherapy Department at the McDade Institute in Norman, Oklahoma.

His practice includes clients in every aspect of sports, education and business. Since opening his practice in 1988 he has helped hundreds of people to reach their goals, learn faster and better, function more efficiently and improve the quality of their lives.

Suzette Northcutt Rhodes, RN, BS, MSM.

Suzette is an organizational change agent, adjunct college faculty member, certified trainer and facilitator. She is Administrative Director and on the faculty of the newly licensed Private Vocational School, the McDade Institute in Norman, Oklahoma.

She has always been able to identify her targets and move toward their accomplishment. Her experience as a master's level manager spans more than 30 years of success in business, private and public organizational leadership and customer service. She is a dedicated Stephen R. Covey, "7 Habits of Highly Effective People" practitioner, her daily life reflects her proactive nature, and her ability to listen and understand. Suzette is a Registered Nurse, Legal Assistant and Political Consultant. In 1999, she was chosen as a finalist in the Journal Record Oklahoma Woman of the Year.

In 1979, she was elected to the Board of Education of a new Vocational Technical School District in Northwest Oklahoma City that was later named the Francis Tuttle Technology Center. Suzette was the first President of the Board and remained on the board for over 21 years. In February 2000, the new Health Sciences Center at Francis Tuttle was dedicated in her honor.