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Joe Schroeder and the Million Mind March Gang
2009

Disciplines of Doership

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Yes ... Yes ... Yes...

Having Coffee with The GREAT Joe Schroeder

Wisdom School February 2010

This is when things really started changing for me...

I had been up all night reading Disciplines of Doership...

NO wonder I look so ... wooHOO !!! :-)

**GET The Book ... READ It ...
You HAVE NEVER READ anything like it !!!**

Lincoln did it. Ben Franklin and Tyra Banks did it. Bill Clinton and Michael Jordan did it. Richard Simmons and your boss did it too.

Comic Larry The Cable Guy knows about this and so does Tony Robbins. It's called building your own Tribe and then converting those zealots into monthly equity. In the new economy of social media. . . those who can serve and unify a community together, have become the NEW revolutionaries!

And people who are too embarrassed to play follow the leader and too uncomfortable with self-promotion, will eat last and have to remain victimized by the job market. While of course, they remain employed by—surprise!—
a self-promoter!

In the NEW economy those of us who decide to manage and unite large pools of people create wealth. I didn't say "make money" That's what the working class does. They work for money, while the wealthy work money. That's the subtle difference between the wealthy and the working class. One group works the tribe while the less savvy are happy to be in the Tribe.

What is so utterly **AMERICAN** about this new model is that anyone with the gumption to stand out in front can be the new Dr. Oz or American Idol. But not until—oh no— you decide to give yourself that permission and only if you get to a place and understand that what anybody else has ever done, anyone else can also do. Therefore. . . to remain small-time and under paid is simply invited humiliation a decision to remain a victim.

That is why I decided to create my own little economy. But it takes a ton of guts. My book **Disciplines of Doership** will teach you how an average Joe like me turned a few friends into a world wide movement. Look, until your self-image requires you to become a leader, you'll never know the taste of freedom.

What If You Got a Traffic Ticket For Hustling Mediocrity?

No one wants to be mediocre. But most people are. The majority live ho-hum little \$50,000 to \$75,000 lives and REPEAT the dribble income they earn and do the work that they did five years ago. I speak, teach and help thousands of people per day.

Tom Hanks made the cover of TIME in March / 2010 and now Jessica Simpson has a TV show that helps young girls overcome the stigma of having to "look" perfect. Some people actually have NEW THOUGHT, create new work and have the artists life. They create.

What about you? Are you creating and if you aren't, I bet the work you do is "drill" and treadmill. And yet you wonder why you get depressed. Anyone would. . . who fails to use their CREATIVE spirit! If the police pulled you over and gave you a court summons and wrote on the ticket, "guilty of living a mediocre life and guilty of only accepting a trivial job that you don't even like," if the police found you guilty of that, could you defend yourself, get a lawyer and prove, that they were wrong?

I could. What about you? Are you guilty of settling and if you are so smart and so educated and so slick, where is the proof? I never went to college, suck at fifth grade math and speak like a common truck driver. And yet I earn money all day everyday, have over ten separate incomes and have 10,000+ customers and fans. My life matters. Does yours? When you die, how many will remember you? ***Are you living the life you deserve and if not, why not?***

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Being Broke and Penny Foolish is a Vow of Restriction. A Choice. 18

Talent and Education Will Fail You

Talent will fail you. College will fail you. True Doership is about having a sickeningly psychotic work ethic. You work while everyone else is asleep. You're reading a few pages from three, four, five books at once. You stand over money. You stand OVER doubt and you command a part of your soul that your "natural" eyes will trick you and say, "all done." No, the work never changes. The MIND changes. It will always be dog-eat-dog and whoever can out deliver, out think and out work everyone else, those are the 3% few who dictate and employ the "too tired" 97%.

That is where the Beatles came from. That is where GEORGE Washington came from and how a dweeb third rate door-to-door MEAT man like me ends up on top of the food chain. This "code" is the DNA "I am" mindset of the CEO where you work. It's you don't sleep. It's no one can effect your position because you'd DIE for what you believe in and everyone else can kiss your boot straps. It's ***"Move over world, here I come and I will no longer let myself be denied. It's time my voice be heard!"***

Everyone else can go grab a lottery ticket. Everyone else go send out another resume. If you are already drawing a crowd, if you ALREADY have a flock, this book will describe step-by-step what YOU did, innately, to attract an uncommon amount of friends, fans and customers. Talent fails and education *doesn't even consider*, **Millionaireship**.

Pg. 7 From Disciplines of Doership

You Don't Have To Get It Right... You Just Have To Get it Going!

Most people can't give you 100 different failures that they have accumulated. That's because you have to be perfect to maintain a job. I learned to fall forward fast which gave me the freedom to experiment in what didn't work. Just as Thomas Edison and Ben Franklin used the chaos of non-order to locate precision, ease and non-labor.

Would You Have Bet on "Joe The Quitter" 20 Years Ago?

	Year	Position	Duration	Outcome
1st Job	1978	Bouncer/Bar	7 Months	QUIT
2nd Job	1978	Busboy	3 Days	QUIT
3rd Job	80-81	Sales/Stereos	11 Months	FIRED
F/T	80-86	Street Magician	6 Years	QUIT
F/T	86-96	Meat Sales	10 Years	Income # 4
P/T	1992	Sold Roses	One Winter	QUIT
P/T	1993	Flea Market	One Season	QUIT
Finally!!	1996	My First Audio	MLM	\$2.4 M Sales
Thank	1995-2001	Sales ORG	Still Doing	\$100K Week
You	2002-2005	Life Coach	Seminars	Income # 7
Lord	2005- ??	Monthly CD	Joe Club	Income # 12

Until You Learn To Employ Your Own Will Power You'll Have To Sit Under an Employer

That is How I Built a \$100,000 Weekly (Gross Sales) Money River

Forward and Synopsis: "Sanity Over Potential"

People who are always broke don't need to "think" poorly in order to always be behind because their subconscious makes sure they rarely experience prosperity and success. Why? Because the subconscious is the truest opinion of yourself and doesn't need reminding to keep a poor mind a broke man. For example, does anyone have to remind a shy type to be quiet at parties? No. The subconscious makes sure the shy person acts shy and if the shy man steps out of line and attempts to act comfortable in his own skin, his true personality will **SELF-CORRECT** and bring the shy person back to being shy. The "shy-brain" *does this to remain sane.*

Here's another example: Does an underpaid person have to try to remain behind the eight ball? No. The subconscious needs no reminding and will make sure that weak earners always remain a dollar short. Those types will mock opportunity, ignore books and programs that could encourage them to be more and in the end, even if the poor person does "**break out**" and have some success, his mind will **self-correct** and somehow he'll screw it up which will bring him back to his poverty infected truest self. **How?**

Because a person has no choice **but to PROVE in life what it secretly believes is most true about ones self.**

It's called "**sanity over potential.**" It's all about the ego making you PROVE what it most believes is true about you. It's all self-image. The truth is that you are not what you say you think you are. What you are, is who you secretly subconsciously believe you are. Who cares if you play golf and on the first nine holes you shoot a thirty-two! You aren't mentally a great golfer and so the brain will self-correct and make sure on the back nine, you play like Howdy Doody and lose!

From Page # 8 of 156 page Book Disciplines of Doership

Where My 12 Minute Per Day System Came From

Books like Think and Grow Rich and stuff by Wayne Dyer and the book, The Science of Getting Rich, those books are theory. Not one of those classics gave me a PLAN. Rarely did those books supply disciplines that would induce an application to support the idea they had just taught. Even Earl Nightingale in his "Strange Secret" (see you-tube) blows your mind, but still . . . **now what?**

So in my FRUSTRATION I bulldozed through old biographies. I meticulously took notes. Stuff from Ben Franklin and one book in particular, Hundred Lives Who Changed The World. I analyzed Wal-Mart founder Sam Walton and soaked myself in a book by Tom Monaghan who founded Domino's Pizza. **Bingo!** Now I found "Okay, do this and use this trick, now you do this."

What I stumbled on were common threads and working "code" they all used and I also discovered application. First I used these techniques to double and then triple my door-to-door meat sales. Then to become the #1 distributor out of 76,000 people in a direct sales program. Then I wrote 12 books plus created seminars and then CD after CD. Then I said, "What if I charged \$78 per month and paid commissions, I wonder if I could get 1,000 members to join my Master-Mind where we could discuss all of what I am uncovering?" **That is how the Million Mind March was created.** Simply because I decided to ask other thinkers if they wanted to THINK with me. Now today we are world wide and finally after (18) YEARS I have catalogued my research and the "apps" that I call, Disciplines of Doership. This is not a book. **It's CODE.** It's a hard-core war chest of rituals, scripts and weird little ideas I learned that make you TEN feet tall and machine like and also of course, BULLET PROOF. And the process step-by-easy-step.

Pg. 9 From Disciplines of Doership

Joe Schroeder is a “Machine!”

Without severe repetition and psychotic focus, what you say you want will be ignored by your brain. I was so manically driven that y goals became who my self-image thought I was.

Lifestyle, money, position and influence are not reserved for “good” people. Anyone who DARES to command themselves for good or for bad, always stand on top as they lead and employ everyone else. *Period.*

I don’t care if it’s **ADOLF HITLER**. I don’t care if it’s Mother Theresa, John Gotti, Tony Robbins or a no college door-to-door MEAT salesman named Joe Schroeder. Anyone who can make their body, legs and hands, SUBMIT like a dog, to their will power, is a very uncommon person. As such, these social freaks render everyone around them star-struck and dumbfounded. So they follow.

Joan of Arc had this. Dog The Bounty Hunter has this. Attila the Hun. All social steamrollers are consciously AWARE of their power which gives them permission to be extraordinary and then of course to out think, our market and out work everyone else. What this types has done in fact is become un-consciously competent.

In other words they are **MACHINE** like. Machines are programmed to work and to earn. So are certain people. Machines don’t ask other machines for time off, motivation or hand outs. However this mental discipline takes EXTREME discipline. Like a machine, these mental giants “just do it” without the need for validation, a pat on the back from co-workers and have a majestic **self-allegiance** that is far different than what “normal” people can even fathom.

As such, this human dynamite tribe are constantly thinking about their power, almost as if were a second skin. Now their personalities naturally become larger than everyone around them. Which then *intoxicates the lower thinkers* who are then **compelled to follow.**

Pg. 7 From Disciplines of Doership

The fact is, the subconscious mind is more concerned with what you doubt and fear, than what you pretend to “say” that you want. Ever hear the expression, “He talks a good game!” Because that’s all it is. Just talk and not the actual opinion of himself or his truest opinion of himself. Self-image is simply the truest opinion of yourself and if you change your opinion of yourself and change what you agree you are allowed to have and change WHO you agree you are allowed be, the having and receiving will change.

Period! Sounds simple, but it’s not. Why? Because most people have sacrificed themselves by living under the opinions of other people. Other people tell you how much you are worth. Other people have taught you how to react when things go haywire; you get angry and upset probably. Of course you do because you were taught and domesticated to. People think based on how other people taught them to think. *What if what you thought CHANGED?*

Until you lose the need for affection and validation from those around you it will be hard for things to change. Simply because so far, if you care to confess, you have lived, worked and acted based on what you allowed other people to convince you of as “truth.” But it was THEIR truth, not yours! Fair question, was their truth for you right and are you living a blessed life or cursed?

How come one guy earns \$10,000 per week and another earns that in four months? How come the first guy, who makes it per week, never even went to college? The difference is attitude and self-image. Rich or poor everyone is **FORCED** to prove in public what they secretly believe in private about themselves is most true.

Book is \$24.95 or Book + 4 CD is \$48.95

This book will literally teach you how to **RE-WIRE** your brain and rewire your self-image. Because in the end, you will only “do” and allow yourself to “get” and receive in relation to who you think you are allowed to be. You will never get more than your self-image will allow you to. You can read books, join opportunity after opportunity and you will fail, until you change WHO you are allowed to be and PROGRAM yourself to receive uncommonly.

Furthermore the ego, by running old mental movies of how you failed last time, will work its doggone level best to assure that you don’t attempt anything new. That’s its job. The ego loves to remind you of your HISTORY of smallness in order for you to remain as you were a decade ago. It hates change and can’t stand it when you try to change what it believes is your comfort zone.

24 Hr. Recorded Message 1-800-772-9781 Ex 43

Always know that the subconscious lives to prove what you secretly believe is best for you. The poor remain poor because poverty is all that a poor man thinks about. So the “brain” lives to prove him correct and to remain sane, the body will interrupt success by making sure that more struggle than success shows up.

This is what “sanity over potential” means. To remain sane, the brain lives to prove what the dominating truth within your subconscious mind believes. This is not new age. This is not even a new idea. Go study the book of Proverbs. It’s all there in black and white. **“As man thinketh in his heart, so is he.”**

If you change the rules that you live by and change what you believe is true, your bodies central NERVOUS system, based on your most dominating minute-by-minute thoughts, will allow you super-human ability as in **HUMAN DYNAMITE**. This book is like no other you have ever read. It’s a step-by-step how-to!

Here is where you begin. You start with a single “code.” You start like Wal-Mart did who used a simple little one sentence credo. Wal-Mart says, “Save money. Live better.”

The Bill Gates creed that birthed the “Microsoft” empire was “one computer on every desk in every home.” Without a defining creed you won’t know how to wrap clothes around the WHO you want to become. It’s like a ship with no rudder. So you use words to give what you desire (1) DIMENSION and (2) SHAPE.

My own creed was, *“My prosperity prospers 10,000 people and their prosperity prospers me!”* The magic here is that what I was allowing other people to receive, I was also unconsciously allowing myself to have. It was hard for me to come to grips with myself being free. I suppose because I was simply a “little” Meat-Man. Jesus required words to create. Okay. So we can too!

Through this tiny prayer I was blessing myself and honoring my own RECEPTION of more by making that *same goal for other people*. That made the prosperity idea easier for me to chew on. All I did was attach my own goal, as LINCOLN did, to mankind s in, “My prosperity also prospers OTHER people too.”

Why? Because true prosperity believes that the world and all of its players are here to support your energy. So to the extent that your energy is proven as an energy that other people can resource themselves, will be to the degree that prosperity supports you. *That is prosperity defined.* To the degree that you circulate positive energy and to what volume into society you offer this energy, you receive. You only “get” and EARN to the degree that you circulate POSITIVE energy. Ellen DeGeneres could teach this stuff!

60 Day Return and Refund Policy / No Risk Order Now! You’ll Never Earn More Than The Words That You Use

CHAPTER FIVE

The Art of Money Getting

“I am not bound to win in everything
that I attempt. I am however, bound to be
a man as a Citizen of mankind and to
be as true to myself as I know how.
Any departure from this grave responsibility
is contemptible and cowardice.”

— **Honest Abe Lincoln** —

Lincoln constantly *revealed* and SPOKE out loud who he was and also *who he believed his relationship to mankind was*. He used VERBAL MEMORY of words *to forecast his victory*.

Without positive words, positive thinking *will NOT believe what you are positively assuming*. In the end, people are not what they think *they think* they are. What they are, is exactly what their SUBCONSCIOUS “secretly” believes that they are, i.e., **self-image**.

Self-image = opinion of yourself. So to better magnetize success to you, the game is to both think and **SPEAK** “it” because words CREATE. *Not mere thinking of what you think*. Positive thinking will not change you. What will change you is a **charged BEING**.

Most people restrict what they’ll allow themselves to “be” and do because since childhood we have been conditioned to trade our ego’s for love. I decode this in the introduction. Please love me mommy and give me ice cream. No Johnny, clean your room first. Thank you mommy, all done. May I have my ice cream now, all done cleaning. I am a good boy. Please show me you love me.

It’s all EGO and when you release the need for everyone to validate you, it’s like cutting off a TWO TON elephant from your leg that has been holding you back from sprinting. You can’t empower yourself by being more if you’re living a life dedicated to Harry and Brenda who live next door! You just can’t. You won’t.

Why? Because you’ll never give yourself PERMISSION to speak as you want to think or “have” as you were born to “be” because you’ll think if you do, the neighbors will think you’re stark raving bonkers! So, we play the EGO game of “please love me.”

Go to school. Why? So you’ll grow up and be respectable.

Please cut your hair. Why? So people will like and accept you.

Okay, go get married now. How come? So you’ll fit in.

Stop acting weird. Act normal. Why? So you’ll get a good job.

Should I go for Millionaireship? No! Why? What, are you crazy!

Should I take a risk, be a capitalist and try something new?

“No! Stop acting weird. Lose your ego and grow up already!”

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Pg. 18 From Disciplines of Doership

It's all MANIPULATION. We have been "domesticated" to push down and resist our natural instinct and urge to EXPAND!

Do + Hard Work + Fit-in + Job = 2nd Mortgage

Me? One day I did STREET magic. That lasted six years from age twenty to twenty-six. Back then I was only being my desire to be free. No job. No need to fit in. *Just being.* Just being an artist.

But the money didn't fly in so I decided to sell frozen food door-to-door. I didn't have a job resume naturally so the meat and seafood was all I could figure out what to do back then. Then again, I was free, no strings and just being a gypsy who sold food.

That only lasted a decade because while I was out hawking food off the back of my used pick-up truck, where I met people selling diet pills and gadgets out of their homes. So I figured "why not?" and built a \$100,000 per week (gross sales) Networking organization. Then came my own seminars. Then my own books and tapes and whatever else I fancied myself as BEING that week.

Because that is the model of true prosperity. *That's what you do.*

Short of this model is living someone else's life which is a destiny that only TOLERATES you versus one that honors your NAME. Money can't buy Millionaireship and prosperity anymore than position can. I don't care if you are the coffee lady at 7-11.

If you are addicted to what you're doing and it serves PEACE into others because the customers get a thrill out of you? What better way to spend your days than a life in and BEING leverage.

Most People Are Not Set-Up To Receive

From there, *what you have already thought*, you also heard me also thinking out loud. That simple. And through the words that I spoke you heard a connection between what I expected and to what *you ALREADY* wanted. Bingo. It's called **collective consciousness**.

What I did was set myself up to be heard and to be received by thousands of people. I did that by inviting people to trade with me what was ALREADY in their pockets, i.e., their purchase, for what was in **my attitude**. Simple. That predictable. It's a **FORMULA**.

Never forget this rule: The only lack of man is his lack of ability to receive *uncommonly*. Admit it. I receive uncommonly. I write books. I give seminars. I lay my intent on 1-800 lines and I stand on open national conference calls and riff with such tall Giant WORDS, that like a magnet, then WHAM! I attracted others *who are also thinking EXACTLY on that same level of EXPECTATION*.

It Begins With These Simple Agreements

- A) You are allowed to have strangers send you money.
- B) You are allowed to speak locate work that celebrates you!
- C) You are allowed to work from home and earn money 24/7.
- D) You are allowed to be loved and honored by total strangers.
- E) You are allowed to be ANYONE you decide to become.
- F) You're allowed to work 12 days because you love what you do!
- G) You are allowed to goof up and then start over.
- H) You are allowed to make \$5,000 in a single day.

Mailed In Checks Are Accepted

Learn To Receive UN-COMMONLY = Have More

Here is What My Book and CD Un-Locks

Most people ask, “Where is my pay day?” I decided to ask a totally different question. I came from a position of “*WHO does Joe need to be in order to receive more?*” That’s because no matter how hard you try, at best, all you can ever do is INVITE money to you. You never “create” money. So you become a world class receiver or you remain with more debt than dough.

Fact: No man can actually “make” money. Can you? Do you make money in your basement? No, me neither. All you can do is be a vessel, an energy, whereby WHO you are and to *what degree of RECEPTION you decide to EXPECT*, you receive income.

That and that alone, is how big income is made or *not made*.

I invited more reception to me because I “splintered” myself off into all sorts of locations where other people, who were also vibrating *on my same level of intention*, could **ATTACH** to my need.

So I literally plastered my intention on 1-800 lines and thousands of people “thought” with me and connected to my vibe. I placed my INTENT on websites, on booklets like this, on reports, on postcards and all sorts of locations that triggered sales.

What I was doing was (A) extending my intention away from myself and into other people and (B) setting myself up to receive the favor, influence and time of strangers. ***I invited you here.*** Somehow you saw me on the internet or heard me on a national conference calls. . . right? Or you saw an advert of mine. So what happened was that I caught you wanting just as I was thinking.

1: Learn how to use a little 2 x 4 piece of paper which if used properly, for only **12 minutes** per day, can unleash riches and lock you into a goal crusher. This little single technique has made Millionaires out of many and taught to me personally, by Bob Proctor from “The Secret.”

2: In the section called, “**The Field is a Fierce Master**” I will give you a simple “move” that was taught to me in 1986 by a Gypsy Magician. I used this **people -intoxicator** to triple my sales as a **door-to-door** MEAT man and to also recruit a network of over 800 salesman. You can too!

3: You will learn a “word” incantation used by TV preachers who make Millions and Millions. You’ll chuckle when you see this bundle of **9 words**, and shout, “Schroeder, I can’t say that!” —But again, if you use these **9 little words**, whatever you sell, you will sell more of!”

4: You will learn my “**Pressing the Bubble**” technique. You can use it at Dunkin-Donuts, gas stations and diners. You will rehearse this in front of people and learn the method I call “Spellbound” to become self-confidence times ten. You’ll also learn how this technique turns strangers into friends almost instantly. Shy types become TEN feet tall and bullet proof in only a week of so.

5: Learn how with a full-time job, back when I started on the road to Millionaireship, I out-sourced everything and had a turn-key **second income** of \$7,200 per month!

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