

Welcome to the upside.

You're about to experience the time-tested principles that will connect you more fully with your own power. These ideas aren't new. They've been around for centuries. What's new is that you've decided to take action and tap into the power you've had all along. That power source comes from living with a positive attitude. You've heard it before and you'll hear it again and again until you really get it. *Your attitude is everything.*

The purpose of **the upside** is to make applying these principles simple and habit-forming. To give life's basic truths an application form that's so easy you'll take action. It gives you the nudge (or shove) you need to expand and create momentum in your life through positive habits. Positive habits are the key to unlocking every door—success, happiness, health, wealth and relationships. It's pretty powerful stuff, attitude. You'll see.

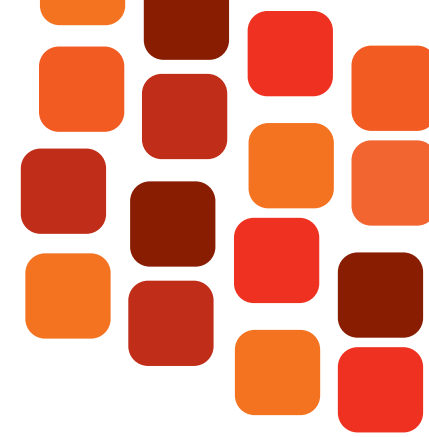
Your attitude is one of the most powerful tools you own. Think about it. Your attitude directs your thoughts and responses. It controls your moods and emotions. That means it determines your abundance on every level and impacts every aspect of your life. Once you experience this you'll feel how powerful you are. And you are pretty powerful. Don't just go through the motions. Make each of these experiences count.

Living with a positive attitude is the foundation for everything. So how do you get there? Not everyone is a born optimist. If you are, this will feel very easy. If you tend to be a bit more cynical (or call yourself a realist), just stay open to the experiences. Remember, these are time-tested principles. That means they've been proven to work for others and they can get you there too. Soon you'll see that living with a positive attitude is a choice. And the choice is yours.

When you choose to be positive you'll find it easier to fully engage in life. You'll set goals, take action and create healthy habits. Consistently applying the principles is where most tend to get stuck, but not if you're engaged. So stay engaged in **the upside** and let it help you apply what you're learning.

“Thought is the sculptor who can create the person you want to be.”

—Henry David Thoreau
American Author,
Philosopher



You'll learn how to use the universal Law of Attraction to your benefit. The Law of Attraction, in its simplest form, is the idea that *like attracts like*. What you send out into the world is what you attract back. This is why your attitude is so critical to your success or failure. Your attitude influences the positive or negative charge that your thoughts, emotions and actions carry. Those energetic charges send the signal out to the world that tells it how you view life and what you expect to get out of it. Through your attitude, you are creating everything that exists in your life—both good and not so good.

Take a look at history and you'll see that this idea has been around forever. Study the principles and philosophies of the great leaders and inventors and you'll see they're talking about the universal Law of Attraction. Some of the best examples are found in the lives of Albert Einstein, Plato, Beethoven, Buddha, Abe Lincoln, Thomas Edison, Henry Ford, Andrew Carnegie and Gandhi. They all understood the idea that what you think about most is what you become. Quite literally, thoughts become things.

The upside uses this idea to help you shift the way you look at things. You'll begin to expect and create great things in your life. You'll begin to live with a positive attitude more consistently. This means you'll create more positive thoughts, goals, actions and habits. And the more positive your approach to life, the more positive your results.

It's a very big idea that's quite simple, quite powerful and quite real!

Once you see and feel benefits firsthand you'll keep creating and expanding your life. You'll be at your best and you'll attract the best in others. You'll find yourself surrounded by happy, energized people who mirror back your positive energy. What could be better?

Enjoy **the upside** and expect great things. It's all within your power. It's all in your attitude!
