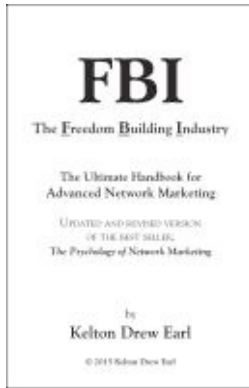


A vibrant green aurora borealis (Northern Lights) dances across a dark, starry night sky. Below the aurora, the illuminated skyline of a city is visible, with the prominent tower of the CN Tower in Toronto. The city lights reflect on the water in the foreground. The overall scene is a mix of natural wonder and urban landscape.

Dr. **K.**

Three Nights 'Till...Dawn

**E. J. CREWS**



*FBI-The Freedom Building Industry is Kelton Drew Earl's latest work. This powerful book of advanced leadership is for Professional Network Marketers. Twenty-one dynamic principles outline the mindset that is required by any leader who hopes to guide people into success, in the multi-level world. To clarify salient points, Mr. Earl highlights each principle and its application with deeply personal and inspiring stories. FBI is a must have resource to achieve success in your MLM opportunity.*

# **FBI**

## **The Freedom Building Industry**

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# **FBI**

## **The Freedom Building Industry**

**KELTON DREW EARL**

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First Edition

**Psychological Principle #11**  
***LEADERS OF PEOPLE ARE POSITIVE AND  
EXCITED. IT IS THEIR NATURE.***

**I**t is not an act. Real leaders of people are positive, motivated, exciting people to be around. Zirconias seek admiration through self-promotion. True leaders do not seek admiration, but receive it through attraction, not promotion.

So, perhaps you are asking how it is that people like Beethoven, Van Gogh or other historic people, whom we know were frequently sad or depressed, achieved leadership titles? Remember I said *leaders of people*.

There is no question that some people can lead in artistic and other fields, but to lead people, one must carry a special responsibility. In the art of leading humans into achieving happiness or freedom, one cannot express the creativity that musicians or artists can enjoy. In art or music, the artist is free to express his feelings without concern for others' opinions. Unless offering a commercial service, the artist creates for his own fulfillment, without serious concern as to whether or not observers will enjoy, or even understand his work. But the leader of people must consider the fragility of others who have come to him with their unfulfilled dreams and cares. When one places trust in the leader of people, it borders the realm of sacred issues, and he cannot lead them astray.

Leaders must be more refined and careful not to make mistakes with other people's time and feelings. Leadership in a form which says, *look at me...follow me*, is the highest form of leadership on our planet. No form is more noble or grand in its

scope and responsibility. Many people associate this human endeavor as almost divine in nature. It requires a mixture of humility, and yet boldness, temperance flavored with firm resolve and powerful decisiveness. True leaders of people take years to develop themselves, and must practice carefully on others during the process.

For two thousand years, most of the inhabitants of this planet have isolated a man named Jesus to be the all-time greatest leader of people. Perhaps he is the only philosopher, and teacher who actually said, “Come! Follow me.” and “I am the way.” What a powerful sense of resolve and profound confidence. What vision! As best as I can tell, he only lived around thirty-three years, and it appears he took at least thirty years in preparation to make such declarations.

Our missions do not relate to the lofty elevations of the eternal future of humanity. We are about helping folks to enjoy their short experience on the revolving orb we call earth. Still, a leader must have courage and conviction to stand and say, *I have something that can help, I know something. Take my hand and I will lead you.* Without a positive outlook on life, without confidence that your system or ideas will work, one cannot lead. At best, we can only give a good speech, dripping with delightful mind candy, and void of positive results.

IF and CAN’T—Two powerful words to contemplate.

Leaders are positive, not just in their talk, but in their nature. If they did not learn it in their youth, they express-learn it as an adult. Leaders totally believe in their cause. They do not care who gets credit for something they do. They spend significant

amounts of time learning, teaching, and practicing leadership principles.

So do we BEGIN at age forty, fifty, or sixty if we don't know how? Do we have time? The answer is a resounding YES! YES! YES! Today, we can do ten-times-as-much and do it ten-times-faster than a decade ago. Information is abundant on how to quickly transform ourselves upward. My father could not just plug in a tape or find it on the Internet. Today the world is at our fingertips. Seminars are everywhere. Self-hypnosis, self-development webinars, TV specials and libraries are everywhere in our lives. Our parents had a half-dozen good books and one record album with information on how to transform oneself into a successful leader.

Today, you can spend ten dollars to join a FBI company selling anything from vitamins to telephone cards, and be offered tens of thousands of dollars' worth of personal development material. It is incredible. Equally amazing, however, is how many people do not take advantage of any of this. Russell Conwell's famous essay called Acres of Diamonds demonstrates the longevity of this disease I call the "scourge of complacency." Few things are as pathetic as untapped talent due to compromise.

In the dramatic film, "Papillion," a French criminal named Henri *The Butterfly*, (Papillion in French) Charriere is sent to the Devil's Island penal colony. He declares he is innocent, and that he was framed. In a dream, he defends his position before an inquisition. There they inform him that they are punishing him for living a worthless life, not the crime for which he was convicted. He then realizes that he is *guilty as charged*.

We must have no regrets for our lives to this point, but must use our past to motivate ourselves to move forward. The second we decide to be a leader and dedicate ourselves to great service, we pardon all our past. Remember the past only to inspire and teach others. Call back to memory those nuggets of wisdom that can uplift others. The past is a canceled check. The future is an unopened mine full of jewels and precious metals.

Cavett Robert, the great orator and principal founder of the National Speakers Association, told me a story about a little girl placing her tenth spoonful of sugar in a cup of herb tea. Her father asked, *Sweetheart, don't you think the tea will be too sweet?* She responds; *no daddy, not if I don't stir it!* So it is with us. Thousands of stories deep within that make us what we are, go untapped. The wisdom that could lift our world is left in the shadows of our memory. Leaders tell their stories, and share the wisdom they have accumulated. It is never too late to begin. As Zig Ziglar once said, *we are going to live a lot longer off this planet than we are on it.* No matter what our age is, now is the time to lead. Now is the moment to begin.

[Important Note]

*We often do not remember the things that make us who we are, but they did, in reality, happen, and now we live with the results, whether they are positive or negative in nature.*

I had a sixth grade teacher that drove me crazy. His name was Mr. Tipton. I didn't like him because he was a good teacher. There is an unwritten law that says if food or people are good for you when you are in the sixth grade, you cannot like them. I remember only three things about Mr. Tipton. He made us memorize two poems, which at the time seemed to me like epic poems.



We had to deliver the poems in front of the class in order to graduate. I apparently made it because I got a diploma, but I do not remember my performance. We forget the event at the time, but its effect always manifests itself later in our life.

The poems were “IF” by Rudyard Kipling, and “CAN’T” by Edgar Guest. As you read these poems, (that I had to learn against my desires) imagine the good they have subconsciously done for me over the years.

## **If**

**If** you can keep your head when all about you  
Are losing theirs and blaming it on you;  
**If** you can trust yourself when all men doubt you,  
But make allowance for their doubting too;  
**If** you can wait and not be tired by waiting,  
Or, being lied about, don’t deal in lies,  
Or being hated don’t give way to hating,  
And yet don’t look too good, nor talk too wise;

**If** you can dream-and not make dreams your master;  
**If** you can think-and not make thoughts your aim,  
**If** you can meet with Triumph and Disaster  
And treat those two imposters just the same:  
**If** you can bear to hear the truth you’ve spoken,  
Twisted by knaves to make a trap for fools,  
Or watch the things you gave your life to, broken,  
And stoop to build ‘em up with worn out tools;

**If** you can make one heap of all your winnings  
And risk it on one turn of pitch-and-toss,  
And lose, and start again at your beginnings,

And never breathe a word about your loss;  
**If** you can force your heart and nerve and sinew,  
To serve your turn long after they are gone,  
And so hold on when there is nothing in you,  
Except the Will which says to them: "Hold on!"  
**If** you can talk with crowds and keep your virtue,  
Or walk with Kings - nor lose the common touch,  
**If** neither foes nor loving friends can hurt you,  
**If** all men count with you, but none too much:  
Yours is the Earth and everything that's in it,  
And - which is more -  
You'll be a man my son!

By-Rudyard Kipling

## **Can't**

**Can't** is the worst word that's written or spoken  
Doing more harm here than slander and lies;  
On it is many a strong spirit broken,  
And with it many a good purpose dies.  
It springs from the lips of the thoughtless each morning  
And robs us of courage we need through the day  
It rings in our ears like a timely sent warning  
And laughs when we falter and fall by the way.

**Can't** is the father of feeble endeavor,  
The parent of terror and halfhearted work;  
It weakens the efforts of artisans clever,  
And makes of the toiler an indolent shirk.  
It poisons the soul of the man with a vision,  
It stifles in infancy many a plan;  
It greets honest toiling with open derision,

And mocks at the hopes and dreams of a man.

**Can't** is a word none should speak without blushing;  
To utter it should be a symbol of shame;  
Ambition and courage it daily is crushing;  
It blights a man's purpose and shortens his aim.  
Despise it with all your hatred of error;  
Refuse it the lodgment it seeks in your brain;  
Arm against it as a creature of terror;  
And all that you dream of you someday shall gain.

**Can't** is the word that is foe to ambition,  
An enemy ambush to shatter your will;  
Its prey is forever the man with a mission,  
And bows but to courage and patience and skill.  
Hate it, with hatred that's deep and undying,  
For once it is welcomed 'twill break any man;  
Whatever the goal you are seeking, keep trying,  
And answer this demon by saying: "I can."

By-Edgar A. Guest (A Heap'o Livin—P 1916)

Read these poems on a daily basis, memorize them if you like. They will transform your attitude upward at a jet-like speed. Beware of the Zirconia tendency to read it once or twice, and never attempt to internalize the wisdom offered. There are two stanzas of another poem by Henry Wadsworth Longfellow that describe being pro-active by nature.

### Something Left Undone

Labor with what zeal you will,  
Something still remains undone,

*Kelton Drew Earl*

Something uncompleted still,  
Waits the rising of the sun.

Till at length the burden seems,  
Greater than the strength can bear;  
Heavy as the weight of dreams  
Pressing on us everywhere.

Henry Wadsworth Longfellow

While most of us enjoy our dreams, to those who procrastinate using their talents, dreams are a torment, weighing on them like a curse, like the desert wanderer always taunted by the mirage of water, just out of reach, and not really there.

Leaders ACT on what they have learned. They act mentally, physically, emotionally, and spiritually.

3x5 Card

*My mind is a library of wisdom and wit. I am  
always adding to its shelves. (Memorize a  
poem, write it down, and practice it until you  
have learned it)*

Yes, I remember all of my class vilifying Mr. Tipton. We thought to ourselves, *what kind of evil teacher would force happy-go-lucky kids like us to learn such poetry that we did not*

*even understand?* I am so glad he was such a tyrant. He did wonders for me, and now perhaps you too!

I said he did three things that I remember, however, two things were memorizing the two poems. The other experience I can never forget, was that he cried. He cried when they assassinated President John F. Kennedy. We did not understand at the time why he did that, but we never forgot it. It was the only time we ever saw him down or sad. He was always *up* except for that day.

Leaders are not only teachable, and pro-active, GREAT leaders are vulnerable as was Mr. Tipton. There will always be events that will try us and push us to the limit. It is at the edge of the abyss that the medals, pins, and honors great leaders receive are truly earned. Generally, the day after a tragic event, the leader is again *up*. Leaders carry on, and on, and on!

The Zirconia plays a different game. Earlier, I mentioned that no matter what, *you're right!* Well, the Zirconia will play a tragedy for all it is worth, using it as a crutch, or reason why success has eluded him. The cure for this, is to get back on the horse immediately after you have fallen. Don't wait.

I remember, in high school, I was terrified of the trampoline. I don't know why, but to me it was not fun. I was instructed in P.E. class to do a three-quarter back flip, landing on my stomach. I hesitated, but went for it at the relentless urging of my classmates and the coach. OOF! I landed on the edge, stomach on the frame, and then slid off to the ground on my back. I lay for a moment, opened my eyes, and saw everyone standing around me staring. *Are you dead?*...were the first words that I heard. My coach said to get right back up and try it

again. Now mind you, I hated the thing in the first place, and had no initial desire to inflict such pain on myself once, let alone twice. This idiot wanted me to do it again. Reluctantly, I was forced to get back up and try it again. To make this story really work, I could tell you about my triumphant second try, and how I landed on my stomach perfectly in the middle of the trampoline, and how the coach and I were the heroes of the day, right? It didn't happen like that. I got up, did it again, and landed on the edge again. *OOF!* (Now he was a double idiot.) That was it, over with, done, fine! I had learned two important things that day and my coach was happy.

First, I learned that trampolines and I would never be friends, and second, GET UP AGAIN! No matter what, get up and at it again. Years would pass before I would realize what my idiot (brilliant) coach had done for me. The true leader will always be *up*, at least whenever he is seen by others. His job is to be *up*. It is his responsibility and a major purpose he is fulfilling. So, if you are not already the *up leader*, how is it possible that, as a leader-in-training, you can always be up? Should you fake it? It is not *faking* if you have made a positive mental and heartfelt decision to change. However, there are some secrets, and I will share them with you.

**Psychological Principle #12**  
***LEADERS GET UP TIME AND TIME AGAIN***  
***UNTIL...***

**F**or example, true leaders accept that they have a responsibility to be examples. They accept that they are worthy of more than they have, and they accept that anyone who is committed can achieve his dreams. What is that secret something that leaders have that sets them apart from others, that ability to always be cheery and up? It is a power they possess, and leaders have most often forgotten they have it.

Leaders often will not even realize the most valuable asset they have is a power, a hidden force they use every single day. How can they use it, and not know they have it?

There is a story that explains how habits rob us of appreciation. The greatest library the world has ever known was the Library of Alexandria. Founded when the city was built by Alexander the Great in 332 BC, this incredible library is reputed to have been the greatest ever created. It contained more than one-half million books (scrolls) and was the center of information for the entire world then. It stood for seven-hundred years, and then was burned by the Christians in 391 A.D. After the burning, a legend was born that one book survived. A poor man found the book, and studied to learn how to read the writings. The book told of how one could transform metal into gold, but only with the aid of a rare *touchstone*. To find the touchstone, one had to go to the beaches of a sea called Pontus Axeinus, (Black Sea) three-hundred leagues to the north. There, one had to pick up the stones on the shores and hold them to the cheek. If a warm stone was found, it would be the touchstone. The man gave up

all he had, and traveled a thousand miles, and for three years looked for the stone. Each day he would spend hours touching cold stones to his face. One day he picked up a stone, touched it to his cheek, and then threw it into the sea. He then realized it was the warm stone. He had thrown his fortune away because of habit. He had gained a habit of throwing stones into the sea, and when the one stone he was searching for came along, he threw it away.

We all do the same thing every day. In our younger years we learned things that we now take for granted, and when we need the answer, or touchstone, we throw the wisdom away. Remember, *a penny saved is a penny earned?* No, we did not save our pennies. We wish we had, but we did not. So what is the secret thing we knew that we have forgotten? Is it that leaders do not take what they know for granted? Perhaps that is true, but there is no special power here. Is it that Leaders have forgotten how to care more about others, than themselves? Well that is a leadership principle also, but it is not the big one. Leaders subconsciously use a special power, what is it?

It is a power that makes their life and the lives of others complete! It is a power that takes away the anger in life and brings one the things he wants, a power that puts a jump in the step, a smile on the face when no one is looking, a power that frees the mind and spirit from unseen bondage. Leaders use the most powerful secret known to humans, inadvertently, having forgotten when they realized it.

Leaders subconsciously acknowledge they have the power of choice!

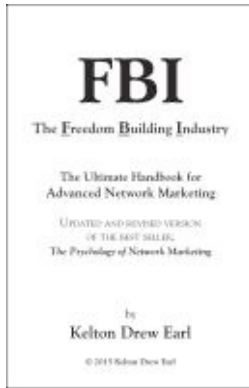


Years ago, someone told us, “You can do anything.” When we were young and impressionable, we heard this and believed it. Now, it seems we have forgotten it, and we don’t know why we lead, we just lead. We just accept possibility thinking. We forget why.

Leaders just choose to have great days. Leaders just choose to succeed and to work when they don’t have to. Leaders just choose not to stop because they are tired. Leaders just choose to be happy, smart, successful, clever, sharp, and sometimes, COOL.

They do not need someone’s permission to have it all, to be a success. They just choose to go for it. Someone else’s label on them means nothing to them. Their own label is all that matters.

*No bird, ever soared in a calm.* (Notebook of Wilbur Wright)



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