

Another Butt Kicking  
By Bill Gatten

A year ago I offered “The Challenge” to a gentleman we’ll Call Throckmorton Glunk. After about two weeks I didn’t hear from him until a week ago. Our deal was that if he did 100% of everything I said to do, without question or hesitation, and report to me weekly, we’d make him a Network Member for free (We don’t do dat no more due to the “It’s Worth What You Pay For It” philosophy).

A week ago he said he was back on the job after some personal mishaps and was ready to get started. Our discourse follows.

> Throckmorton,  
>  
> We get one shot at these things! You were to have been my poster boy, and then you >  
> dropped the ball on me. No hard feelings, and I'm wishing you the very best of  
>everything, but now you're on your own...you'll be a network member once you've  
>gotten your stride and your confidence and enough cash in the bank to join up with us  
>(and you'll be VERY welcome when you do).

THE REJOINDER:

You wrote:: Ok, I guess I will be posting a lot then. I am truly sorry if you see what happened as me dropping the ball. I guess we have totally different points of view on the subject. I was, in no way, in a position to pursue this until now. As I said, I had no job and \$0 (ZERO Money). I also had no one that I could borrow money from, and yes, I tried. I don't know if you have ever been there, but it is not a fun position. And, no offense, but I had to choose, put an ad in the paper, or eat. The choice was obvious at the time. An add MIGHT get me money in a few weeks, or months. The food was survival, now.

:I am also sorry that you are going to miss out on me being your poster boy, because I would make a good one, and I would have shouted to the hilltops, and posted everywhere, those who helped me get there. I know with the right direction, I can succeed at anything. And, once I do, I will thank you for sending me the package. I truly hope that going through the package again will give me what I need to succeed. The only problem I have is what the past has shown. As I stated in my first letter to you, I have read through MANY real estate courses, and followed what they said, and nothing happened. The problem is, when you run up against a wall, there is no one to ask what to do. I know I can post, but, unfortunately, sometimes you need an immediate response. I just hope that does not happen until I get things going.

Thanks,

Sincerely,

Throckmorton Glunk

P.S. Please don't get me wrong, I am in no way mad at you for your decision, just disappointed. I truly believed you would understand my situation, and realize that I was getting on the stick as fast as I possibly could. Thanks again.

MY REPLY:

Throckmorton,

Let's analyze your most recent letter to me and see if there's an attitude adjustment in order (for the good of your future success). It'll be your choice...your success is none of my business: though I am most in favor of it coming.

YOU WROTE:: Ok, I guess I will be posting a lot then.

And...? Why wouldn't you be posting a lot anyway?

YOU WROTE:: I am truly sorry if you see what happened as me dropping the ball. I guess we have totally different points of view on the subject.

Are you saying you DIDN'T drop the ball? That would mean then that I did. There are only the two of us here. How can our respective points of view vary in any way? Whatever your reasons were, I had nothing to do with your decisions to "drop the ball." If I'm playing basketball and on my way to a slam dunk I suddenly discover my shorts are on fire, I have to choose whether to complete the shot or immerse my rear end in a bucket of water...but I'm not going to tell the coach that we differ in our opinions as to why I had to drop the ball. I'll simply trust that he'll take me out of the game, understand my reasons and be disappointed that I didn't choose to finish the shot instead. Later though I might look back and say, "Damn that would 'a been a dynamite shot if I'd just hung for another 10 seconds...especially with my ass on fire!"

YOU WROTE:: As I said, I had no job and \$0 (ZERO Money).

In 1989 I had no job and zero money, as well, and in order to put bread on the table I had to figure out a way to buy valuable assets with no money, no credit and no time (I was too lazy to get a job) ...I immediately started making local phone calls on people who had stuff of value they didn't want anymore and which I knew I could sell quickly for cash (houses and condos). No one told me that I couldn't do it...and I saw it as my way out of the darkness...and I didn't have a mentor ('didn't even know there were such things)...just a taped course that I had paid \$395 for a year earlier (which had caused nothing to happen until my "want to" caught up with my "must do."

YOU WROTE:: I also had no one that I could borrow money from,

Really? I thought sure that I had loaned you \$1,995.00 with no repayment obligation. That is the price everyone else pays for a network membership. You could have made a copy of your free Success Pack and sold the original on E-Bay (You'd a been sued big time, but so what? You were broke).

YOU WROTE:: and yes, I tried.

And that's supposed to get the job done? All losers in this business will tell you they "tried." It's not "trying" that creates Success, its "doing and failing, then doing again and again" no matter how dark it may seem outside: that's what Success is. If you want it any other way, call Regis Philbin...or that obnoxious British Ding-Dong.

YOU WROTE:: And, no offense, but I had to choose, put an ad in the paper, or eat. The choice was obvious at the time. An add MIGHT get me money in a few weeks, or months. The food was survival, now.

No offense taken, but the choice was NOT obvious. That's why you made the wrong one at the time. It doesn't cost much to make some local phone calls and draw up some hand made posters and nail them to a tree or stake them into the ground.

YOU WROTE:: I am also sorry that you are going to miss out on me being your poster boy, because I would make a good one, and I would have shouted to the hilltops, and posted everywhere, those who helped me get there.

Now THAT'S where the offense could be taken. Why should I miss out on anything? If you succeed because of my course and my website and my documents and my system (after-all, you said the others were worthless), why shouldn't you shout it from "hilltops"? Sounds like inverted coercion to me: "Too bad Bill, but if you've chosen not to do what I want, you'll suffer for it...I'm warning you!"

And... "Would have"...??? You mean now you won't? Even though I gave you a \$1,995.00 head start and, even now, the opportunity to write to me anytime you feel like it (this letter alone will take well over three hours of my time). Care to adjust that statement a bit? Sounds like "Wimp Corners" to me...you sure you want to live there?

YOU WROTE:: And, once I do, I will thank you for sending me the package.

Really? But no thanks until you succeed? Isn't that like saying I will thank you for trying to save me from choking with you Heimlich maneuver IF my ribs ever heal up? Naw...you didn't mean it that way, did you? Look how subliminally you're trying to blame me (and the authors of those "other" courses) for your failure before you are even confronted with it: "If I don't succeed, Bill, you'll get no accolades from me...and that's a threat! Your course had better start the manna dropping from Heaven, or else!"

YOU WROTE:: I truly hope that going through the package again will give me what I need to succeed.

And if it doesn't? What? You will demand your money back?

And, why should it work "this time" if it didn't work before? And if you think going through it twice--a year apart--will "do anything," you've got another think coming. You should go through it at least ten times if you mean any of what you are saying about your intentions. The course that got me started was 14 hours of tapes (Paul Simon on Equity sharing), which I listened to, at least 20 times...until I had them virtually memorized (my tape course is 9 hours at most).

Throck, ol' buddy, "hoping" to do something and knowing for sure that it will be done are two different things. Eliminate these terms from your work life: "wish" "hope" "faith" "may" "Maybe" "possibly" "God willing" "would'a" "could'a" "should'a"... and do it all yourself! All those terms infer that someone else is in charge of your destiny...and that's definitely not true! "Hope" is the murderer of "Certainty." 'Your call.

YOU WROTE:: The only problem I have is what the past has shown.

Now I don't know what the Hell that is supposed to mean: but understand once and for all that the verbs "is" and "has" don't EVER belong together. The past is finished: the present and the future are 100% yours to control. Period! It's your brain and your body and your mind...no one else is there. If you have a "problem" it's because you're creating it and enabling it. You REALLY are trying to block your way (...and no, I didn't misunderstand your comment...I just see its meaning more clearly than you do).

YOU WROTE:: I have read through MANY real estate courses, and followed what they said, and nothing happened.

"Read through?" Is that like "Studying diligently day in and day out for weeks"? "No offense, Mr. Glunk, but I hereby declare under penalty of perjury and unjustified insult that you DID NOT study them thoroughly and follow what they said. If you had you'd at least have some bad properties on your hands. It is impossible to do what the worst CRE course say to do and not end up with results. It's not the courses that beat you; it's your reliance on them to "make something happen" after skimming them. With the very best course in the world...nothing is supposed to happen because of the material! What "happens" is that which occurs when you make the unwavering decision to accomplish your objectives no matter what...the courses you're referring to (blaming for your failure) are only suggested shortcuts. Your success depends solely upon your goals, your plan of action, your honest aspirations, your self-confidence, your balls and the complete certainty of your success! Hoping and wishing and "trying" won't cut it.

YOU WROTE:: The problem is, when you run up against a wall, there is no one to ask what to do.

Really? What a pity! I doubt your world is really such a lonely place, Throckmorton. What about your next-door neighbor, your father, your uncle, your wife, the guy at the

bank, the guy who owns the rental property down the street? What about the myriad creative real estate discussion boards, the people you bought those other courses from? And furthermore, have I ever failed to respond to one of your an E-mails? Hell no! That's Wimp Corners again, and I venture to guess that you're just looking for another excuse for unrequited desires and your not having to be blamed for your anticipated (and thus, 'planned-out') failures. Stop it! Desires become assets only after they've become absolute necessities. The Greeks won the Peloponnesian War only after they burned the ships that brought them there to fight: it was success or death...no "trying" and hoping..

Desire>Necessity>Goal>Plan>Unwavering Determination>Asset>Profit>Wealth (I'd laminate that for my wallet if I were you).

I know, I know, that one pissed you off. So what? I once had a doctor set my freshly broken ankle (17 fractured bones) after a sky diving accident by jerking on it with all his might. I truly hated the SOB at the time, and told him so with expletives I didn't know I knew. I'd a punched his lights out if I hadn't spent all my energy in screaming. 'Still ticks me off a little when I think about it: but had he not done that for me I'd be in a wheel chair today.

YOU WROTE:: I know I can post [on [www.landtrust.net](http://www.landtrust.net)], but, unfortunately, sometimes you need an immediate response.

More Wimp Corners B.S. and an attempt to justify your presupposed failure when (in your present mental plan) it surely comes. If you plan well and know for sure that you won't fail, why would you think you had to rely on someone else's immediate response? What you're saying is that you're afraid of taking your own risks and facing Failure, so you want someone else to tell you what to do and run interference for you. All the answers you'll ever need are in those worthless courses you say you pored over so diligently.

Trust your parachute, Throcky, and the worst that will likely happen is a broken ankle...or two.

YOU WROTE:: I just hope that does not happen until I get things going.

You poor soul...the world is really dumping on you, isn't it? Hey!! Get out of that bullshit and sit down right this minute and write out your goals and your plan of action...you can't buy a ticket just because you want to go somewhere...you have to be specific about where you want to go and the mode of transportation or you'll be checking out ticket counters this time next year...and the year after.

BTW, Throcko, the attachment here is a chapter from my upcoming new book, which will be revised and wholly re-written within a few weeks: but for the time-being (barring the typos and errors) it may be of some help to you.

Throckmorton Glunk, stand up right now and grab onto your huevos and shout: "Let's go guys...it's completely up to us now, and from this point on, we WILL accept only success! Nothing less! And we know exactly how it's going to come about! We're immediately doing ALL the following things with unwavering, burning desire and intent:

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Best wishes,

Bill Gatten