

# **Quantum Marketing: Unleashing a Higher Power**

By  
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*NOTICE!*

*For this course you need a 79-cent, wide-ruled, spiral notebook.*

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# Lesson One

I'm Tom Pauley. I make people rich. I've done it all my adult life. I've made more than a few people very, very rich. For many years I did this unconsciously. I seemed to know instinctively what was needed to make any business successful.

The first direct mail campaign I ever wrote was for a struggling new mutual fund company. That campaign put Summit Capital Fund in the big leagues. They reprinted it four times; the response from brokers was overwhelming.

I wrote a multimedia campaign for an ABC radio station that was copied in 48 states. The radio exec became an icon with the stock options to match.

I convinced Shell Oil Company to change their relationship with the independent jobbers that sold their bulk oil. I was the hero while their profits skyrocketed. I increased one local radio station's sales 525% in one year. The owner bought three more stations.

I sold everything from life insurance and real estate to carpet and power factor correction. I always made somebody rich, just not me.

Personally, I managed to go bankrupt twice. For most of my life I thought I had failed at some 41 different careers or professions.

Then one day I overheard a friend tell my new client, "Tom has made me a wealthy man. I hope he does the same for you."

That's when I realized I wasn't failing at all. I was really succeeding at making other people wealthy. Other people.

Then something remarkable happened that changed my life forever. I learned how to not only make a few people rich, but how to make everyone rich. Even me.

It came to me on the wings of a red-tailed hawk.

What I'm about to teach you is not only unique. It is revolutionary. There is absolutely nothing like this, anywhere.

Quantum Marketing unleashes a higher power into your life. It applies the principles of Quantum Field Theory and Einstein's Special Theory of Relativity to your life.

The effect can dramatically empower and enrich both you and your business.

We will give you specific exercises, techniques and direction designed to create for you a passive marketing system which will provide you with the

growth and level of success that you decide is right for you.

When we say passive we mean that Quantum Marketing does not require your constant attention. In fact, it actually works better without it.

This class is broken into five lessons. Each lesson is designed to prepare you and guide you to the creation of your own Quantum Marketing Plan.

In the process we are going to give you a good deal of information which you will need to assimilate as quickly as possible. Some of this information will be new. Some you will already know.

If you want different explanations I encourage you to read the book I wrote with my daughter, Penelope J. Pauley, *I'm Rich Beyond My Wildest Dreams. I am. I am. I am.*

We will go deeper into business in this class than in the book. And I will guarantee you this. Regardless of what you think or what you believe, if you do the exercises in this class, Quantum Marketing will unleash a higher power into your life.

You do the exercises and Quantum Marketing will work for you.

Oh, but enough of this....let us go back to August 1995 to a fairly secluded beach in Southern California.

Let us go back to where it all began. The day I received a gift from above.

If Sir Isaac Newton is remembered for the apple that fell on his head, then you should know about Tom Pauley and the red-tailed hawk.

## A Gift from Above

It is actually hot in California in August. At least, it was the day my wife, Diane, younger daughter, Heather, and I went to Crystal Cove Beach with my daughter's best friend, her dad and new step-mom.

We were all getting to know each other. I was a bit challenged by Lisa, the best-friend's new step-mom.

I was a conservative, tree-hugging goal-setter at the time.

Lisa was an unabashed, new-age free-thinker.

We were talking about how she cured her cat of diabetes with silver water when she spotted a red-tailed hawk making lazy circles in the sky.

Out of the clear blue, she said, "You know the Native Americans in this area believe that hawks are messengers of God because they can fly up to heaven and get His messages.

“If one lands next to you it means you have a message or a gift from God.”

Not to be outdone, I was about to expound on my own knowledge of Indian lore when that hawk did a remarkable thing.

He swooped from the sky and landed only a few feet from me.

Naturally, it was Lisa who said, “Tom, it looks like you have a message from God.” I started to object, but the Hawk took off and disappeared in the endless blue sky.

Lisa then said, “It’s a good thing he didn’t bring his mate. If he brought his mate it would mean that the message from God was most important.”

Before I could muster my best condescending laugh that hawk did an even more remarkable thing. He reappeared and landed again within my arm’s reach.

This time with his mate.

I don’t believe in superstition. Yet two coincidences of such a remarkable nature are equally hard to discount.

I grew up in Nebraska. I’ve seen plenty of hawks, but I’ve never seen one land next to someone. Hawks are wary. They keep their distance.

They certainly don't bring their mate to meet you.

As I look back, that was the day it all began. That was the day my path to the discovery of Quantum Marketing began.

I met people who taught me to open my eyes and see a world full of possibility. I learned a basic system for success. I wrote a book and I learned a lot more.

In the end, I discovered the simple secrets and the amazing power of Quantum Marketing. A system that brought in over \$11,000,000.00 while we took a 3½ year vacation at the beach.

Quantum Marketing unleashes a higher power into your life. It activates and mobilizes your business like nothing else can.

Once in place, your Quantum Marketing Plan really doesn't need much help from you. It does not depend on hard work or long hours.

Those are not the keys to your success.

It only requires that you do the work included in this course. Yes, I know this goes against everything we learned growing up. What can I say, the Puritan work ethic is yesterday's news.

# My Internet Success Story

The second week of October, 1995, a man I'd know only a few months, Art, called me to say his brother wanted to talk to me about something called a "Web site."

He said his brother, Dave, wanted me to sell advertising for him on this Web site.

It was something he'd "put up" to help him find a job and now he had "visitors." Lots of visitors with deep pockets.

I was doubled over to keep from laughing hysterically.

Sell advertising on a Web site! Who in their right mind would spend any time at all on a Web site when they could just as easily watch television?

I asked Art why he was calling me. He said that when he asked me if I could sell a concept he was working on my off-hand reply was, "Oh, I can sell anything. Doesn't really matter what it is."

He told me I was too darn old to say something that arrogant and not have the experience to back it up.

He was a pretty good salesman too.

We did talk and I took the challenge. I decided to give the internet a shot. At that, we all three jumped into my ancient MB and headed for a Beverly Hills deli to celebrate.

My car had a blasting muffler, screeching brakes and a driver's door latch that didn't always lock. But it was the only car among us that stood a good chance of getting us there ahead of a tow truck.

Dave had some severance money left, so he bought lunch.

I didn't know it at the time, but my gift from above was already working for me.

While I learned and applied the basics of Quantum Marketing, our business flourished. We made \$47,500.00 the last three weeks of October. All of it paid in advance.

None of us had any money, so we had to require our clients to pay in advance. This was amazing because advertisers always pay at least thirty to sixty days in arrears.

Then there was the price. I kept raising it every week and they still bought.

It was only later that I realized the customer's behavior was exactly what I'd detailed in my Quantum Marketing Plan.

I was selling banner ads to companies like Microsoft, IBM, Intel, Netscape and Sun Computers

for as much as \$249.00 a thousand while Ziff Davis sold their ads for \$60.00 a thousand.

Those are really impossible numbers.

Ziff Davis is a huge magazine publisher; they've been around twenty, thirty years. Major corporations do not spend more than four times as much money for an unknown commodity as they do for one they've known forever.

It doesn't happen, yet it did.

Quantum Marketing unleashed a higher power into my business.

Before we knew it we were rolling in money. I was selling about \$100,000.00 in advertising nearly every single month.

I bought a new car. I moved into a huge executive home by the beach. It had a swimming pool and a hot tub. It was in my younger daughter's school district.

In fact, on the same weekend that the professional movers pulled up in front of my new home, we picked up the car, and took delivery of a brand new side-by-side refrigerator/freezer.

Our old refrigerator was so rusted the magnets refused to stick. Salvation Army refused to take it. We got everything the very same weekend!

Five weeks after I put it all in my first plan, Quantum Marketing unleashed a higher power into my life.

I lived like a king. I bought new furniture, new china, new carpeting, new expensive everything.

One Friday we took off early to do a little shopping at Price Club. We spent over \$1,500.00, bought a new camera, some lounge chairs for the pool, and I didn't think anything about it.

I was a kid in a candy store.

The whole family ate lunch and dinner out practically every night. Good restaurants.

We had a regular house-keeper, gardener and pool man. My new gas grill, the one I used to cook the hot dogs and hamburgers for our big Fourth of July party, cost over \$800.00.

We bought new clothes. Lounged by the pool. Went to Disneyland at least once a month. We lived a vacation life.

The whole time our business ran itself.

Every year we made more and more money with less and less work.

Finally in 1999, at the height of the high tech cycle, 3½ years later, the site sold to a large public corporation.

The total revenues received including the sale of the Web site exceeded \$11,000,000.00.

Yes, that was in the plan, too.

Quantum Marketing unleashed a higher power into my life and the lives of those around me.

At a Blues Festival just north of Los Angeles, Dave introduced me to a friend of his by saying, “I don’t know what Tom does, but it’s like magic. He turns on a faucet and the money pours in.”

*It’s all about the marketing.*

Quantum Marketing: Unleashing a Higher Power.

Stay with us. We will not only explain what we did. We will show you how Quantum Marketing can unleash a higher power into your life and your business.

## Finding A Starting Place

We are about to go on a journey to a better place in your life and in your business.

To better judge the benefits of this journey, we need a benchmark. We need to find a starting place.

A stake in the ground. Something to know where you are now, so you will know how far you've gone once you get there.

Here's your first assignment. Complete this exercise before you proceed. Finding a starting point is very important to your progress, so give it your full attention.

**EXERCISE ONE:** Write out an explanation of where you are, today. How do you view your current situation? The pluses and minuses.

This exercise is intended to create a snapshot of you at this point in time. Take your time and please try to limit your comments to one page.

Anything you don't want us to see, keep to yourself. The bottom line is, this is for your benefit.

## Stop Reading and Write, Now!

Seriously, do not read further until these snapshots are finished. Save this exercise. After you are finished with this week's exercises, send all your work to us in one email as an attached Word document.

# There Is More To Reality Than It Seems And Most Of It Is Invisible

Two reality-shattering scientific breakthroughs in the early part of the 20<sup>th</sup> century have unleashed a higher power into the culture, the technology...the entire civilization of the planet.

Those are the discovery of Quantum Theory and Einstein's Special Theory of Relativity.

Without these discoveries and the subsequent advances in technology they brought, you wouldn't be on a computer much less the internet.

No one would have walked on the moon.

Oil paintings would still look like photographs and you probably would have no idea that a second was 186,000 miles long.

Now, Quantum Marketing offers you the opportunity to use these same principles to unleash this higher power into your life and your business.

These theories have changed our understanding of how things work in this world.

For centuries the keys to success were hard work and long hours.

Heavens sakes, for most centuries if you didn't work hard and long, you didn't even survive. There was no such thing as a forty hour work week until the mid-20<sup>th</sup> Century.

Can you imagine a blacksmith in Medieval Europe demanding Saturday and Sunday off so he could spend some quality time with the family?

Things are different in the 21<sup>st</sup> Century.

Hard work and long hours are simply no longer the primary keys to your success. They have their place and we'll discuss that later.

For now we'll focus on what I like to think of as "the new facts of life."

They're really not new. We didn't change reality; we just have a new understanding of how it works.

If you have a spiritual background, you've probably talked about miracles or divine intervention.

Maybe that's what these new facts of life are...old facts of life repackaged in the language of today's science. I don't really care. To me truth is truth and I've seen the power of Quantum Marketing first hand.

Here are a few of the new facts of life guaranteed to make you think, at least, twice.

Reality is much bigger than it seems and most of it is invisible.

We live in a multiverse, an infinite number of parallel universes. In one universe you have a Bentley. In another you have a horse. In a third you have no car at all. And so on and so on forever.

There is no such thing as time anymore. Time is now a space-time continuum. Everything happens at once at the same place.

Riding on a beam of light at 186,000 miles per second, the speed of light, the past, present and future become the now.

Our universe is expanding so quickly that in a few billion years life as we know it will cease to exist.

Well, life as we know it has already ceased to exist; most people just don't realize it yet.

## The New Facts Of Life Are Old Hat

If these new facts seem bizarre to you, keep in mind you've seen their work before.

Once in a while a basketball player will get particularly good at shooting the basketball. We say he's in a zone. No matter how difficult the shot or

how good the defense, the ball goes in the hoop every time. Impossible shot after impossible shot drop through the net.

Is he in a zone? Or is he in a universe where every shot he takes goes in?

Why can't players do this every night? Luck? Law of averages? Whatever it is, it's hard to explain. Maybe it's one of the new facts of life.

Have you ever had an instinctive feeling about the stock market? Have you ever just known for no particular reason that XYZ Company's stock was a great buy.

Or that your kids were doing something in another room that they shouldn't be doing?

Have you ever had a hunch? A great many police investigations are solved because somebody had a hunch.

What is a hunch? Where do these feelings come from?

Maybe for one instant you connect to the "Now." For one split-second, time and space cease to exist. You know what is impossible for you to know because the new facts of life make it possible.

Have you ever had a feel for one thing and not another?

Maybe you have a feel for high tech products. You know deep inside when something will sell and when it won't. You have a feel for it and you do very well at it.

Then you try one of the great marketing ideas on the internet. Ideas that have made other people extremely rich.

You try it and you go bust. Because you do not have a feel for it.

Is it bad luck? Or lack of commitment?

Or does it say something about what you really want in your particular universe?

Have you ever had the feeling that you should call a certain friend who lives far away from you? We'll call this person Chris. For no particular reason the thought hits your mind one Saturday morning that you should call Chris.

You put down what you are doing and you walk to the phone, but before you can pick it up, that phone rings. You answer and it's Chris. You might even say, "Oh, I was just thinking about calling you."

Is this a coincidence? Or is it something else?

Why do you think of Chris when Chris is thinking of you? Maybe Chris' decision to call you creates a universe in which the two of you have a conversation on the telephone.

Maybe you are simply responding to the changes in your universe when you think of Chris.

Because you are good friends with Chris, you feel this connection more strongly than with people you don't know. It is, however, undeniably a connection.

Now, what if you applied that concept to people you want to talk to but with whom you have not formed a strong connection? Prospects in your business, for example.

## New Facts At Work In Business

When I first started my internet business, we would come in early and start making calls to the CEO's, product managers and marketing managers in high tech companies who were the prospects for our service.

We made call after call after call all day long. We generally got voice mail and would leave an upbeat message about our site and ask them to call. These people were getting 60 to 100 calls a day just like ours.

They didn't have the time to answer them all, so usually they did not call us back.

If I talked to two or three people in a day, it was a good day. Usually by 4:00 p.m. we were tired, hoarse and couldn't call anymore.

Quantum Marketing changed all this.

After we better understood this amazing system, my wife, Diane, daughter, Penelope, and I would start the day with a Diedrich's coffee. We'd leave the office about 9:00, unattended, and go get a coffee.

I always got a decaf mocha breve with extra whipped cream and sprinkles, but that's me.

We'd come back and talk about the business, new ideas, movies we'd seen. We hardly ever made any calls.

Then, while talking about something else, one of us might think of a particular prospect. At first we wrote their name down to call later, but that didn't work.

What worked was to call the instant that prospect came to mind. When we did this we would invariably get through to them. They would pick up the phone and answer our call.

I can't tell you how many times I heard, "I don't usually answer this line, but I've got a couple minutes before my meeting. Tell me what you've got."

Our universes were crossing.

I'd specified in my Quantum Marketing Plan that I knew when to call those who would be interested in purchasing our service. So my universe expanded until it crossed the prospect's; at that point I knew to call.

We went from working eight hard hours on the phones to maybe two. And we made more sales. Quantum Marketing unleashed a higher power in our business.

If you don't feel comfortable with all these new facts of life, it's no big deal. Neither did we at first. You can always think of these descriptions as metaphors. You can think of it as magic or miracles. It doesn't really matter.

The fact is, Quantum Marketing works.

If you do the work we teach you in this class, it will work for you.

We Don't Make Your  
Business

We Make Your Business  
Better

By now I'm sure you've figured out that we are not going to teach you how to make a web site, buy real estate for nothing down or show you a business you can duplicate and sell to others.

There are plenty of great opportunities out there just like that. I encourage you to learn all that you can about the mechanics of doing your business or career. The details or the techniques that make you more proficient at your calling are important and valuable.

That's just not what we're going to do here.

What we are going to do is teach you how to make your life and your business unusually successful. We will show you how to design and choose the business you were meant to have. One that is exactly correct for you.

Without this direction and guidance you may very well spend years chasing your tail, as I did. You may go from one apparent failure to another. You may incur heavy debt and eventually go bankrupt a couple of times, as I did.

With Quantum Marketing working for you, things can be different.

You can find the success you were always meant to have. You can be fulfilled and joyous about your business. You can face downturns in the business cycle with confidence and strength.

Once you have mastered Quantum Marketing you will become invincible to the slings and arrows of this world. It won't happen overnight, but it can happen. If you are willing to allow it, the doors to your success can swing open very quickly.

Quantum Marketing is a powerful tool and it will help you stay on track. It is more than the blueprint to your wealth and happiness. It is also the construction crew.

## Your True Business is Your Road to Wealth

A word about your true business, your correct business. The business, occupation, profession, career, job or situation you are currently in may not be your lifelong business.

Nothing is forever.

You may already have a thriving, prosperous business you love. Or you may find a thriving prosperous business after you complete this course.

That does not mean this is your path forever. People change. The world changes. The only constant in this life is change. You grow and learn. You advance. Sometimes growth changes your path and requires a new business.

Maybe you have found a general area or main path you like. You may decide you love accounting. That does not mean you will have a bookkeeping business for life. You may run an accounting department one day. Or become the controller for a new business.

As you grow you will need new stimuli and new experiences to promote your future growth. This is natural and something to be welcomed.

I used to see myself as a superstar salesman. And I thought my business path was in advertising. No more. Now I'm a writer and publisher. I am a teacher and that is something I would never have imagined in a million years.

Nothing in this life is forever.

The whole purpose of being in business is to grow. When the business no longer fosters your growth, it's time to move on.

This is your life; live it. The business is there for you. You are not there for the business. If your work or

your employer does not bring out the best in you,  
what good is it? Money?

No!!!

Money flows like water through our world.  
There's always plenty of money.

The only reason you are doing the work you are  
doing is because it is helping you grow. Maybe you  
have to resolve personal issues in your life. Maybe  
you have to work out a relationship with another  
person or a group of people before you can move on.

Unless you grow you have no reason to exist.  
It's the law of nature. Grow and prosper or die and  
become food for another life-force. So if your career,  
your business, your job isn't supporting your growth,  
then you may want to find another one.

The one constant we have in this world is  
change. Stay open and the universe will lead you to  
all the success you can possibly imagine.

EXERCISE TWO: Write a brief commentary on your current business. Do you think this is the correct business for you? Why? If not, why not? What are you learning here? Good and bad. Please keep these comments to a page or less.

**Stop and write now!**

# Don't Let Money Lead You

Walt Disney became a huge success. His life's work spawned not only a business but an industry. Walt Disney represents the entertainment industry like none other.

His cartoon characters are icons. The Disneyland theme park he created is now duplicated, imitated and sought after everywhere. His desire to create family entertainment now reaches into film, ocean cruise ships, television programs, recordings, and Broadway Musicals.

This one man created an entire industry. Or at least set the bar for others to follow.

Now, the big question: Did he do it for money?

Absolutely not. He did it because of his desire to realize his dreams. He was compelled to see his ideas, his vision, become a reality.

In fact, at one point while building the very first Disneyland he put all his money on the line. He had secured financing for this radically new idea, but it wasn't enough. In the end, he was forced to sign over all his savings, the equity in his home, even the title to his car.

He did this not because he knew he'd make a lot of money. No, he did it because he felt compelled to do it.

Who in 1929, the year Mickey Mouse first hit the screen, would have bet their future on a talking mouse?

Would you?

That was the same year the stock market crashed. That was the beginning of the Great Depression. Who would have done that for the money?

Nobody.

It wouldn't have made any sense at all. This was not a time for foolishness. People needed to get to work. The country needed rebuilding. The people needed confidence.

Who needed a talking mouse anyway?

Walt Disney did because it was his dream. It was his correct business.

Your soul knows the correct business for you. Deep down inside your very existence, the truth is begging to be let out. You know your path.

It is as plain as that ache in your heart every time you think about it. "Oh, if I could only live that life! If I could do that work or that thing and make a living at it. Then I would be living a dream."

In every age there are those who follow their dreams. They have the courage to trust that their dreams are valid. They choose not to follow the path dictated by conventional wisdom. They follow their hearts and that makes all the difference.

## Know What You Want Or Nothing Is What You Get

EXERCISE THREE: This exercise is designed to find your hidden desires. You have these locked inside your consciousness.

You've known from the day you were born what your path is. You know what you want. You've known where you want to go all along. You know who you want to meet. What you want to do. How you want to be remembered.

You need this information out in the open so you can work with it. This can sound a little scary or a little silly if you're trying to survive, but do it anyway. It's really fun.

We call the exercise *Spilling the Beans*. To do this exercise you need a 79-cent, wide-ruled, spiral-notebook. If you don't have one yet, get one. You don't have to spend a lot of money. 79-cents will generally do the trick.

We're going to use this notebook throughout this class. I have dozen of these notebooks in my office. Most are full. This is not a one time thing. I use the methods I'm teaching you practically every day.

I like working on my Quantum Marketing Plan with a pen on paper because it's more personal for me. It's easier to open up. Add new ideas easily and quickly when I think of them. Keeping it in a notebook is an easy way to stay organized without getting complicated.

Open your notebook and turn to the back. Give yourself space to work. You will have other things to write in the front later.

Write on only one side of the paper. Skip every other line. Remember, the notebook was inexpensive; you can afford it.

What you are going to do is Spill the Beans you have locked inside of you. For the next ten...twenty...sixty minutes, however long it takes, write down everything that comes into your mind. Everything you want in your life.

You may need to do this exercise a couple of times during the week.

Here's a sample list:

Boat race car crest travel Hawaii Jaguar  
luggage leather home rich thick carpet love  
happy horse space shuttle date Saturday  
carefree hamburger fries love business  
wealth freedom Internet Super Bowl  
income debt paid lawyer sunshine cancer  
Capricorn shopping Paris love of life peace  
satisfaction feeling good open happy baby  
toys ballgame purple purpose papoose  
porpoise...just let the words pour out.

Take as long as you need. One man who started this exercise wrote for an hour and said it felt like only a few minutes had passed.

This is a very important exercise.

Because you are opening up and letting your true desires out.

Do not qualify them. Do not limit them.

If a word comes out that frightens you, write it down anyway. All you are doing is spilling a few beans. We'll clean up later.

Fears may come out as well as desires. That's just what happens. Don't worry about the details yet.

A housekeeper who worked for us when the kids were small made the best darn bean soup I

have ever tasted. She showed me her secrets. Naturally, I can't tell you everything she taught me. That soup might be worth another book.

But Lilly made it quite clear that you had to "pick the beans" once you spilled them. Once you'd spilled the beans into the pot you had to pick out all the dark ones, the loose skin, the shriveled up dead ones.

You throw the ones you don't want away. And that's what we'll do here.

So spill the beans and pick 'um later.

Do not try to make sentences. This is not supposed to make sense at first. You do need a quiet, safe place to work. You want to avoid any interruptions like kids, phones or TV.

Wait until you can be assured of your privacy before you proceed. You cannot make a mistake.

This is simply an exercise to find out what you really want. No one but you need ever see this list. These are your beans. Once spilled you and you alone will have the opportunity to see them and use them.

# Stop Reading and Spill Your Beans Now!

One last thing to do before you send us your completed exercises. And this is very important.

Wait. Wait at least 3 days after you complete your lessons before you send them in.

After 3 days you will be able to read your lessons with fresh eyes. You will see without being blinded by self.

Read over each exercise you did even if it isn't one you are sending to us. If you see any glowing errors now is the time to correct them, now while you are in the process of doing the work.

Now, after you have re-read your work and corrected anything that needs correcting, send it in.

Be sure and follow the directions we sent in the original email with Lesson One.

Send me EXERCISES ONE & TWO. If you have any questions or if there is anything you don't understand, include them in your email.

Use this address [homework@richdreams.com](mailto:homework@richdreams.com) .

And do not send back the Adobe file.

Relax. And enjoy the rest of your week.

Next week we go into high gear. That's when we write Phase One of your Quantum Marketing Plan.

Have a great week! We appreciate you.

Tom Pauley

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