

CLIFF JUMPERS!

Jump! The Water Will Be There!

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The Road of Life...it winds endlessly before us, as far as time can see...through deadly canyons, mountainous inclines, seemingly never ending straight-a-ways, smooth highways, pot-hole ridden gravel stretches, minor fender benders, daily emotional congestion, tragic landslides, shocking detours, horrible head-on collisions, mysterious intersections, gorgeous scenic lookouts, reckless curves, and surprising deadends, just to name a few.

Just about fifty yards or so to the left of the Road of Life is a cliff-edge following the exact path of the Road of Life. It has many names, including the Cliff of Chance, the Cliff of Opportunity, the Cliff of Bold Decisions, the Cliff of Major Change, and even the Last Chance Cliff. But to most it is called The Cliff of Risk.

Most of mankind, by the billions, trudge along the Road of Life, Like robots you will find them living their daily existence in a painful rut of boredom...a horrible routine bordering on senseless insanity...an endless march of the masses keeping step to an endless cadence of hopelessness. Sure, there are millions on the Road who are doing well, living a fairly good life...contented with where they are at on the march to their end...perfectly happy and content...and not desiring to go off the beaten path. Yes, there are millions upon millions who do veer and venture off the Road looking for another "easier" or more "profitable" and "meaningful" way up the Road, but they always end up coming back to that safe haven...that world of safety with no repercussions or consequences arising out of any chances or risks taken. Some don't even know the existence of the Cliff Edge running parallel, just yards away from their road of drudgery. But many do, and often you will find millions of people standing on the edge of the Cliff of Risks. They venture there often, whether physically or by thought. Millions are always "planning" for and "thinking" of doing this or that one day in the future...that one day when they can muster the guts and take that brave jump into the realm of fate.

At the bottom of the Cliff of Risks there flows a river called Fate. It is a river filled with rocks and huge boulders plainly visible by far. And on any given day if you venture off the Road and walk to the Cliff Edge, you will see hundreds of people jumping off the cliff some 100 feet into the river Fate. All the way up the cliff edge as far as time can see, you will always see millions of people just standing on the edge, some watching the brave ones jump, others sitting and meditating, and still others making the motions to jump, but always stopping and walking back to the safety of the Road of Life, heads down with disappointment, or heads up with confidence that their day is soon to come. And, yes, you will always find many of the millions standing at the edge just laughing and mocking those that are jumping or attempting the big leap of faith...some their friends, some not. Those that are not friends are the usual folk at the Cliff Edge who are just plain born-pessimists, shouting their usual slogans and chants, "You'll be sorry...it just ain't worth it"! And, you will always see the beat up figures of those crawling back up the Cliff Edge, battered and torn from a nasty jump that somehow did not find water at the bottom. Yes, that can happen if a risky decision is made without proper planning and preparation.

You see, mankind is basically divided into four types. The first is the Deadbeat-Loser who is lazy and rides on the backs of others, never straying off the course of the Road of Life. The second is the Contented-Traveler. He is a hard worker and is perfectly content with where he is at and how he is heading up the Road. He's heard of the Cliff of Risk, but it does not interest him at all, as it is not part of his character make up. Two factors allow him to be just fine where he is at. His degree of education is average...and his upbringing was one of normalcy and status quo. This category of mankind makes up about 75% (the prior Deadbeat is at about 5%...which then leaves 20% of mankind...still in the hundreds of millions). The third category, making up about 18% of the earth's population is labeled The Cliff Gazers. These people are hard working as well, but desire much more of their lives....they dream excessively of wanting to do this or that one day...the key is "one day". These people are constantly venturing off from the Road of Life to the Cliff's Edge and bring with them on almost a daily basis a desire and plan to one day take that Big Jump...that Big Risk...to start his or her own business...or quit his or her present job and tell the boss to "shove it"...or "stick it where the sun don't shine". They talk a big talk, but rarely act upon their talking. They envy incredibly those of the next category, and sometimes even despise them because they show up their own weaknesses and indecisiveness. Jealousy is most

common amongst these people. They spend a good deal of their lives walking along the cliff edge watching the action, wishing and praying for the courage to one day take that leap into the unknown. Usually, they finish their journey of life dying on the cliff edge, with a most heard phrase..."I wish I did it"...as they take their last breath. The final category makes up just 2% of mankind. They are entitled the Cliff Jumpers. These people have learned not to be afraid of taking chances and risks, often placing entire life savings or assets on the line. Remember, Cliff Jumpers, all came from the ranks of the Cliff Gazers...not all Cliff Gazers remain the same for all their lives. Cliff Jumpers have jumped off the Cliff of Risks much more than once...some have taken a bad bruising and perhaps even scarred for life, but they keep on jumping, each time wiser and smarter than the last jump.

Why do people become Cliff Jumpers? What motivates them? Just what lies at the bottom of the River of Fate? Why is it that only 2% of mankind have the guts to jump the Cliff of Risk? What is the process behind Cliff Jumping...is there a proper way to do it? Let's begin.

First, you must understand the inner character of the "common man" (those that make up the ENTIRETY of mankind). Yes, even Cliff Jumpers were "common" at one time. Yes, even Cliff Jumpers were once the "sheeple", the "sheep", the "common mass". Every human born is first born into the "common mass" category. Whether a child is taught certain critical attributes by his parents, or whether a child experiences incredible tribulation and challenge from outside sources during his formative years, the key is one's childhood upbringing. These tumultuous experiences may include tormenting, teasing and even bullying by fellow classmates...large moves and upheavals of home and country...losses of loved ones through tragedy or natural causes, including close friends...having to endure and suffer through inhumane work and poverty...a lack of materialistic niceties and basic food necessities on a constant basis....adventurous and dangerous childhood experiences such as wild boar hunting, cliff-edge fishing, exploring, cliff jumping into rivers or the ocean, just to name a few. Many of these events and experiences may be brought on and initiated by the parents such as the exploring, swimming, hunting, etc. This is where the other factor comes into play. If your parent did not teach you to "think out of the box", then chances are you will never acquire that ability and strength, ever in your life. If your parents never taught you a sport and drilled into you the desire to be the best in that sport, then chances are you will not have the "drive" and "persistence" and "patience" needed to graduate from Cliff Gazer to Cliff Jumper. If your parents never taught you the value of money and the pride of ownership of items purchased by monies you worked hard for, then chances are you will be a part of the contented mass, never striving for more. All of these factors mentioned, from childhood challenges to what your parents taught you are not the guarantee of becoming a successful Cliff Jumper, but are key trigger mechanisms that are required to ultimately leap from the level of the masses. In other words there is no such thing as an instant Cliff Jumper. The attributes a child receives from these and other varied experiences are Self Reliance, Self Confidence, Persistence, Goal Setting, the Thrill of Victory, and finally, and most importantly, THE LACK OF FEAR OF LOSING!!!!

Losing. It is the failed attempt at an effort at something...perhaps a gamble on something. It's the opposite of winning...the sour outcome of a plan gone awoul...taking a chance at something and it not going your way as planned...taking a risk and facing defeat. Losing...it is the THE BIGGEST REASON WHY CLIFF GAZERS STAY CLIFF GAZERS...and why the Contented Travelers never go off the blazing trail of life. If it were not for the possibility of LOSING, every single member of mankind would be on that Cliff Edge jumping and diving with reckless abandon. Life would be glorious, rich, and sweet for all. Such is not the case. The fear of losing is not just the fear of losing or not coming in at the top. It is the fear of all of its many many emotional repercussions and ramifications arising out of the defeat...humiliation from others around you...embarrassment, ego shattering, financial loss, bills exploding, credit collapsing, loss of job and career...the cries around you that you "made a big mistake"...the jeers of "you stupid fool...I told you so"...tremendous hardship on your family/friends as a result of this risk you took...physical injury...emotional injury or collapse...and...even death. So, with all of these ramifications, and many more still not mentioned lurking deep below that cliff, is it any wonder why so many refuse to jump...IT IS PRECISELY THEIR FEAR OF LOSING.

So how do you get over the fear of losing? LOSE!!!!!!! No matter how much a part of your life your parent was or wasn't, we were all NOT raised to lose or enjoy losing. Consequently, most of mankind stays away from anything that could cause a loss, a defeat, a drastic mistake. You must first learn to taste a loss, before you can jump for a gain. Start off with taking small chances and risks. Those opportunities are all around us daily. Learn what it tastes like...you will find it's not that bad after all. Now you are ready for a bigger chance, causing a bigger potential loss...who knows, you just may win this next one. The more you jump, the wiser you become to prepare yourself better in your risk taking.

So what motivates Cliff Jumping? What motivates one to travel his journey through life OFF of the common road of life. As you stand at the edge of the Cliff of Risks, you see below the River of Fate. If you look up, across the river, you will see a vast expanse of paradise and beauty. It radiates with astonishing glory and brightness. This scene too follows in exact parallel to the river, the cliff, and the Road of Life. But if you look closely, you will not find just one road with masses by the billions trudging along like prisoners on a death march to the end. There are thousands upon thousands of "ways" all heading to the same direction as the Road of Life. In this paradise you will find each person who has "crossed" to "the other side" forging his own "way" and "path" in his journey of life...totally self-reliant, independent, and much happier. The ability to live your life FREE from dependence on a boss for a job, or a stifling job that you hate with your every being...to be able to choose your own direction and "path" in life..to be able to make your own decisions, from what time you can get up in the morning to how many hours you want to put in work each day. This is called FREEDOM. This why people become Cliff Jumpers! The ultimate goal is to attain CONTROL over your life, something the billions of Common Man will never taste and won't care to ever taste. They are AFRAID to take the chance to gain that freedom waiting on the otherside. There is not a bridge that you can just pay a toll and easily make that magical crossing. NO, YOU MUST TAKE A CHANCE, A RISK, AND A JUMP, STRAIGHT OVER A CLIFF TEN STORIES HIGH...AND INTO A RIVER WHERE THERE ARE TONS OF ROCKS VISIBLE FROM THE TOP...ROCKS THAT COULD VERY WELL KILL YOU! That is the only way across the river to the Promise Land of HOPE AND OPPORTUNITY...of SWEET FREEDOM OF CHOICE...THE GOOD LIFE...AND ULTIMATELY RICH PROSPERITY. That should motivate millions upon millions to jump over the Cliff of Risks every single moment of the day. Unfortunately, the thought and fear of failure and loss are a much stronger and more powerful force that the average man can deal with emotionally. We are taught to WIN, but are never given a chance to LOSE...a strange paradox...FOR ONLY IN THE PROCESS OF LOSING DO YOU GAIN TH BRAVERY TO JUMP. THE DEATHLY FEAR OF LOSING BECOMES NO MORE...OR IS GREATLY REDUCED EACH TIME A JUMP INTO THE UNKNOWN IS ATTEMPTED.

JUMP! THE WATER WILL BE THERE!!!!!! Here is how Cliff Jumping works. But first, I must explain that there are Stupid Cliff Jumpers and Smart Cliff Jumpers. At first, many of us are Stupid ones, taking ridiculous chances and moves, unrealistic "fetes of boldness", acquiring the awe and envy of all around us watching us stupidly dive off the Cliff of Risk..."look mommy, no hands"!!...or "bet you a hundred bucks you can't down this bottle in five minutes"! At first, we relish in it, but as we hit bottom one too many times, and as we get older we begin to get a little wiser, curtailing these often life threatening risks. The irony is however, many good Cliff Jumpers were actually Stupid ones at one point in their past...really Stupid ones at that.

There is no such thing as a "Sure Risk". That is called a guarantee. Nothing except taxes and death is a guarantee in life. So what is a reasonable risk? A "Stupid Risk" becomes a "Reasonable Risk" because of three critical factors: KNOWLEDGE, PREPARATION, AND VISUALIZATION. If I were on the computer all day as a salesman for a travel agent company and one day I decided on the spur of the moment to just up and quit and tell the boss to shove himself, and then proceed to make the "Big Leap" by applying for a job as a computer programmer at a huge firm across town...no problem. THAT IS IF I SPENT MONTHS AND MONTHS OF RESEARCH, EDUCATION, AND SELF-TRIAL TO BE PREPARED FOR THIS MOVE!! That would be a "Smart Risk"...a "Calculated Risk". I WAS PREPARED, EDUCATED,

KNOWLEDGEABLE, AND COULD VISUALIZE MYSELF DOING VERY WELL AT THIS NEW LEVEL. Imagine, had I not done all this study and preparation? Well, in the first place I would not have been hired in the new position, and in the second place I would have looked awfully foolish stuck way out on a limb without a job at all. The key to Cliff Jumping is a thorough study and education of everything about what you are planning to do, as well as every facet of this move you are going to make. And not just the job itself, but all of the other affiliated factors involving this bold move, whatever it may be. You just don't jump off the cliff with your hands over your eyes and hope for the best as you reach River Fate. River Fate does not look kindly upon Foolish Cliff Jumpers...you are just wasting her time.

Now, is there a way that we can COVER every single requirement and necessity to insure a "Calculated/Smart Risk"? Not at all...here is how Cliff Jumping works. There is another POWER in this entire equation/process...a power we humans do not possess. It is a strange power that is prevalent all around us. But this awesome power DOES NOT KICK IN OR TRIGGER INTO MOTION UNTIL SOMETHING VERY IMPORTANT HAPPENS. As I stated earlier, everyone on the planet wants a good living, a life of wealth and success, but only the few who know how to jump will gain this cherished reward. Hundreds of millions of people daily walk and gaze over the Cliff Edge hoping, praying, wishing, and proclaiming that Big Jump one day...it is "going to happen"..."You watch and see". But every one of them always has something in common...EXCUSES, EXCUSES AND MORE EXCUSES. I have heard them all..."I got to wait until I got a little more money in the bank"... "I don't want to get married until I got a house and \$50,000 in the bank"... "I need to wait until I retire, so I can have that guaranteed pension check coming in every month"... "I don't feel I am ready mentally now"...and on and on and on. In other words, each is looking over the side and is completely scared of something? THE PICTURE OF ALL THOSE RIVER ROCKS BELOW...THERE IS JUST NOT ENOUGH WATER LEVEL FOR ME TO JUMP AND LAND SAFELY! "SAFELY"????? There is no "safely" in Cliff Jumping!

So the excuses pour out year after year after year..."I just FEEL I should wait until a few more things fall into place in my life". CONDITIONS ARE NEVER PERFECT AND WILL NEVER BE PERFECT FOR ANY CLIFF JUMP!!!!!! Otherwise it is NOT A RISK!!! So, for most, they merely gaze over the edge and wait another day, another week, a month...and soon years turn into decades. All the while waiting for the perfect conditions to "Poof" into place so a safe jump will be possible, without pain, and possible loss. "There's just too many rocks I see below...I gotta wait for more water"!!! They will wait and wait until they die. So how do you defy the obvious fear of hitting bottom and getting chopped up like minced meat when you land in the River of Fate. Here we go....

But first, very quickly, there is another factor that one must consider when Cliff Jumping. It is called the "Level of Hardship Endurance" factor. Remember, there is no "Perfect Condition" for any jump off the Cliff of Risk. It is always going to be a bumpy ride down, and the impact at the bottom will ALWAYS be a "Slammer" one way or another. There will always be a level of sacrifice, challenges, obstacles, surprises, and trials waiting for you upon the initial departure from the cliff edge, during the actual fall, and at the initial impact into the River Fate. Only you, yourself can know just what level of hardship and sacrifice YOU can endure as things begin to fall into place. On more than one occasion, I took a huge Cliff Jump, KNOWING full well that I would end up sleeping in my car for possibly weeks before things were expected to come together. I jumped, knowing that I COULD HANDLE THAT LEVEL OF HARDHSHIP. Others would not be able to and would not jump. It doesn't make you any less of a good Cliff Jumper...it's just your level of endurance may be different. KNOW THY LEVEL! That level increases as time goes on, so fret not.

The key is the actual LEAVING of the Cliff Edge...the DEPARTURE, the KICKOFF, the LIFTOFF. It's when you stand on that edge and actually lean your body towards the unknown, and with a kick of your legs you physically/mentally SEPARATE yourself from the safe-haven of the feel of earth under your feet. That ultimate separation from the Cliff Edge comes ONLY by a promise you have made to yourself..."I'm gonna do this". No, NOT, "I'm gonna TRY this". The "I'm gonna do this" is your COMMITMENT...THE MOST IMPORTANT FACTOR AND

REQUIRED ELEMENT IN CLIFF JUMPING!!!! Without it, you will not succeed...and without it, that mysterious outside force, that phenomenal power I talked of earlier **WILL NOT KICK IN!!!** It is that force you need the most while you are falling. What is it?

That force is called **PROVIDENCE**...a mysterious manifestation of fate that allows all manner of unforeseen things, people, and circumstances to almost like magic begin to fall into the right places **BEFORE** you hit bottom!!! **PROVIDENCE BRINGS THE WATER OVER THE ROCKS ALLOWING YOU A SAFER LANDING INTO YOUR NEW VENTURE, GOAL, DREAM, OR PROMISE...ALLOWING YOU TO SURVIVE THE INITIAL IMPACT AND CRITICAL INITIAL TESTING AND SURVIVAL PERIOD.** Because of Providence, you will without question be able to shout to the masses looking on above..."**MISSION ACCOMPLISHED**"!!!!

Let's imagine a couple from New York talking about making a drastic move of their business all the way to Las Vegas, a totally different market, size wise, demographically, and culturally. They are both employed by strong corporations and have a long and comfortable future in store for them. But life has become meaningless and awfully mundane. And besides they both possess a child-learned sense of entrepreneurship. The both want to start their own business, and after much research decide that Vegas is the city to do it in. Now, when they finally make that long haul across the country with their U-Haul, that is **NOT** the physical or mental separation from the Cliff of Risk!! The **LEAVING/ JUMPING/SEPARATION** from the Cliff Edge came when?? Months and months before that...when they began to get serious about the move, and instead of "toying" with the idea anymore, they both began to **VISUALIZE THEMSELVES RUNNING THEIR BUSINESS IN LAS VEGAS!** They began in earnest to research, study, and analyze all potential possibilities, risks, and detours that could come in their way. Then when they felt like it was indeed a **CALCULATED RISK**...a risk that was indeed **DOABLE**, they both then made a promise to each other and to their new goal, move, and dream..."**WE'RE GONNA DO THIS!**" At that very instant the **COMMITMENT WAS MADE. IT IS AT THIS PRECISE POINT WHEN THEY SEPARATE FROM THE CLIFF EDGE.** They could have waited, for whatever contrived reason/excuse, another few months more or even a year so that they could see more water below, thereby feeling more safer about this huge move...but they take the chance and jump now, hoping for the best. They have done their homework. It's not the most **PERFECT** situation, but they believe "The Water Will Be There" once they land. They begin that fearful "fall",,,,,they fall...and fall...always anxiously looking at the rocks below approaching closer and closer,,,,there is no turning back now...not like in the cartoons where they could "ziiiiiing" and scamper back up the cliff defying all sense of gravity. No, they have committed themselves to the jump...they are falling...it's all or nothing...its do or die now.

NOW WHAT HAPPENS? The beauty of the power called **PROVIDENCE.** Pretty soon, even before they physically leave New York, a potential client comes out of nowhere. Now they can count on at least one possible client already waiting there in Vegas when they set up shop. Then an old friend who used to live in Vegas finds out about the move and shares with them some names to contact....then another. Then their realtor from New York informs them that her brother lives in Vegas, and is a realtor as well...and that he would be a better realtor for them in their effort to land a house to rent before they arrive...they make contact with the new realtor...he finds out what kind of work the couple will be doing and realizes that his brother-in-law is CEO of a large company in Vegas that could sure use the couple's services....**ON AND ON AND ON AND ON...PROVIDENCE TAKES OVER!!!!** The River Fate is smiling kind as they near the impact point. It won't be a perfect landing. It never is, but it sure as hell will beat smashing head first into boulders of pain, agony, frustration, defeat, gloom, self-doubt, self-question, failure, and the bitter thought of having to climb back up that damn cliff edge, face the "I told you so's", and maybe never try again.

But you see how important that **PROMISE TO SELF** is? How important **THAT COMMITMENT TO THE GOAL** is? How important **THAT COMMITMENT TO SELF** is? And especially how important that "I'm gonna do this" is! Because without it, two things will never happen. You will **NEVER** leave and **JUMP** the Cliff Edge...secondly, you will never allow the beauty of the magical power of **PROVIDENCE** to kick in as you are falling. It does not kick in **UNTIL YOU**