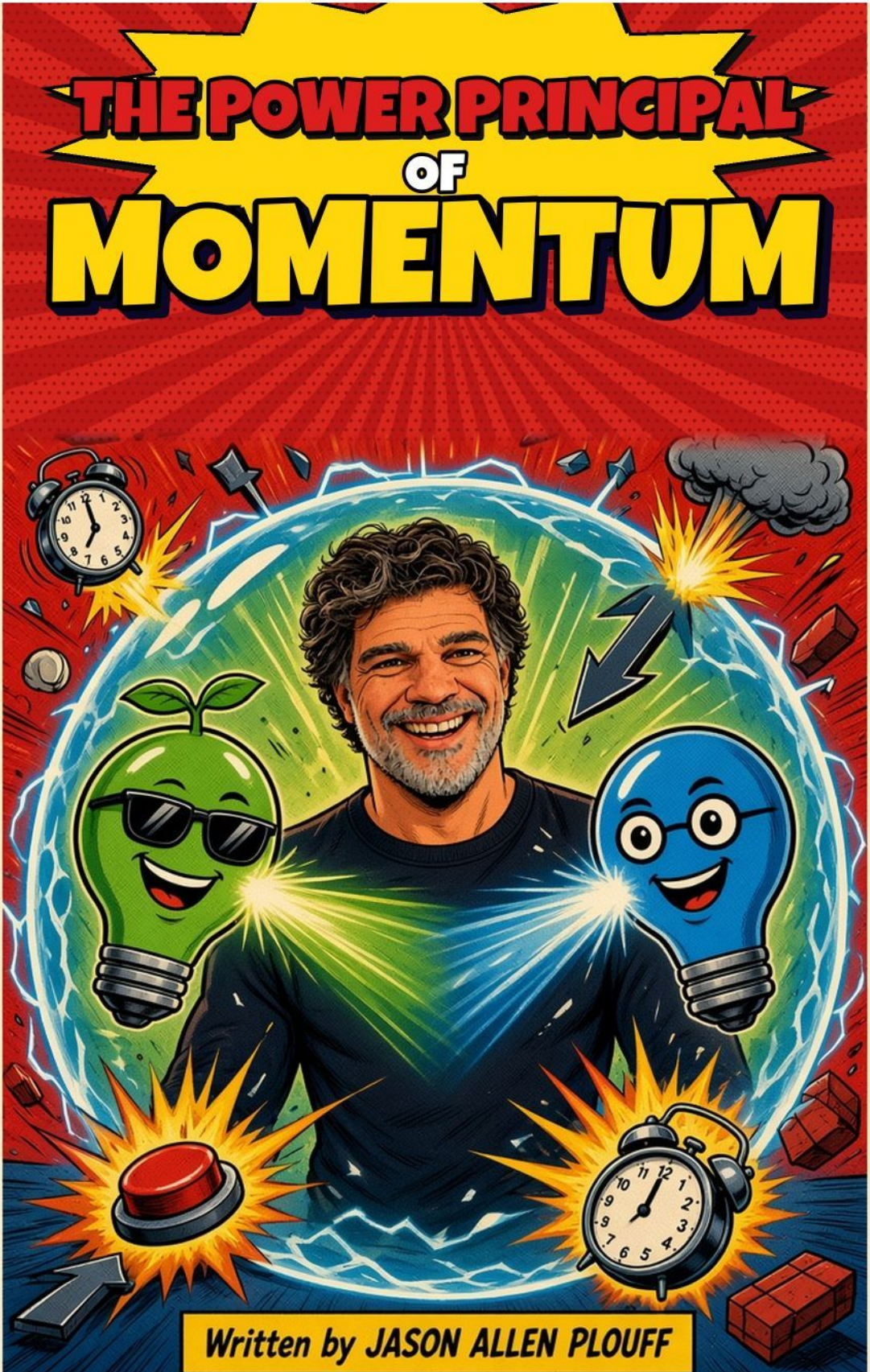
THE POWER PRINCIPAL OF MOMENTUM



Written by JASON ALLEN PLOUFF

THE POWER PRINCIPAL

of Momentum

THE HYBRID EDITION
SCREENPLAY · COMIC · BOOK

Written by JASON ALLEN PLOUFF

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The words of this book are a word-for-word transcription of the audio recording "Power Principal Momentum" by Jason Allen Plouff. Each chapter opens with the first part of the spoken words set as a screenplay, delivered by Dr. Mr. Fred Light the Second from the Back Office of Dr. News; continues with the next part as a comic; and finishes as book text. Every spoken word appears once, in order. Chapter headings, scene headings, action lines and comic speaker tags have been added; the spoken words are unchanged.

Hybrid edition, 2026

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CHAPTER 1

WHAT IS MOMENTUM?



INT. THE BACK OFFICE OF DR. NEWS - THE NO NAME BOWLING ALLEY - NIGHT

Neon lanes glow beyond a door marked with a single star. Inside: LED walls, four broadcast cameras, a mixing console the size of a pool table. SAGE (green bulb, leaf sprout, sunglasses) frames Camera One. SPARK (blue bulb, round glasses) rides the faders. DR. MR. FRED LIGHT THE SECOND leans into a chrome microphone. The red lamp glows.

DR. MR. FRED LIGHT THE SECOND
Hello and welcome to another episode of Power Tags. Today's Power Tag principle is momentum. Momentum, what is it? How do you get it? And more importantly, where does it take

you? Very often, momentum can take us to a place that we're not able to see now. Why? Why is that?

Momentum builds on our daily progress over and over and over and over again.

DR. FRED LIGHT
And our daily steps that we repeat and develop into our own habits cultivate us into being something that we are not currently when we start the process.







♦ ♦ ♦

The power of momentum is something that is going to take you there and can be a power principle if you choose to use it. Momentum is built upon each day being separate than another day. It is all one life, but each day is ended with sleep. So our bodies that we walk around in require a level of sleep to sustain a healthy or subpar lifestyle. So if our bodies are required to sleep on a consistent basis, for most of us that's daily. If we're conditioned and generally people are sleeping daily to recharge this body, to recharge this mind, to let go in such a way that we are essentially unconscious.

So when we wake up, we have detached from the momentum of the previous day. That momentum is momentum of thoughts, momentum of emotions, momentum of actions. So when we wake up the next day and we look around and we don't see that which we want to see and touch, then it is what we do when we wake up that will or will not connect us to where we're looking to go, what we're looking to achieve, or what outcomes we're looking to have.

Ultimately, it is a journey of one day at a time, a journey towards something or a journey towards nothing at all.

CHAPTER 2
THROWING SEEDS INTO THE FUTURE



INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

A strike booms through the wall. Spark slides a fader; a single glowing seed appears on the LED wall.

DR. MR. FRED LIGHT THE SECOND
If I put 10 people in front of you and we could guarantee that they would live for the next 20 years, then some might set long-term goals and some might not. But all 10 in this experiment would be living for 20 more years. If some chose to look 20 years into their future and work its way back, they would have images of recognition in their mind,

seeds that have been planted that correspond with or enlighten or connect to that person's self-image, self-esteem, self-concept, how they see themselves in the future, what they're able to think of themselves. Whether it's true, not, fairy tale, crazy idea, it's still seeds that have been planted and thrown. The seeds have been thrown 20 years into the future. Very often, most people are only throwing seeds one day at a time or one week at a time or one month at a time.

DR. FRED LIGHT
Sometimes when there's vacations or holidays, they might throw the seeds, you know, a year, two years into their future.



JASON
And those little thoughts that go around vacations or certain life experiences that we can see into the future like a marriage or a baby.



SAGE
It's us having things in our environment that are throwing those seeds there like a catapult.




SPARK
So yeah, they're thrown there, but was it you that threw it there? Was it your desire to throw it there?
DR. FRED LIGHT
Was it your willpower to throw it there? Were you throwing it there when you didn't feel like throwing it there?
JASON
Are you even the person that has the ability to pick up seeds of 10 years and throw it into your future.

♦ ♦ ♦

Into your future to cast a vision for yourself and how you see yourself.

Certainly your environment will change, at least for most of us. The environment will change, technology will change, how we do things will change, But still, some things are generally certain. Because even though the environment of humans on Earth, even though our environment may change, even though the technology may evolve, our bodies are generally very predictable in how we're going to respond to things 80% of the time. The 10% you could say we're still discovering and the other 10% is contradictory to the 80% that we're doing it means that the new ways of doing things because of our environment are stimulating us to be able to physically and mentally be able to do more because we're able to learn more we're able to expand our mind more we're able to access more information so that the mind can grow at a much rapid rate, to expand at a much rapid rate, to be able to succeed and do the success things for that person, for them to be able to connect the dots to where they are now, to where they want to go.

So it's never been easier to be able to do the things that we want to do. And it's how we define those things that we want to do that are really the determinants on how our journey to that place or towards those outcomes or towards those goals. It's really how we define where we want to go that's going to give us these assumptions that we're going to put in our backpack, these assumptions of thoughts that are going to develop into paradigms that we're going to put into the backpack and bring with us. And so some of those assumptions are that we are the type of person that can do that. And some of the assumptions are going to be based on where we are today.

When we get into the future, tomorrow, six months, a year, two years, our perspective will have changed because of our experience. And so going too specific into the future sometimes can be a great thing. Hey, this is what I want to be doing Tuesday, Wednesday, Thursdays. This is how I want to be generating any 80% of my income. This is how I want to be spending time serving in my community. This is how I want to be relaxing. This is where I'd like to be relaxing. This is who I'd like to be relaxing with.

CHAPTER 3
A SEASON FOR SOWING, A SEASON FOR REAPING



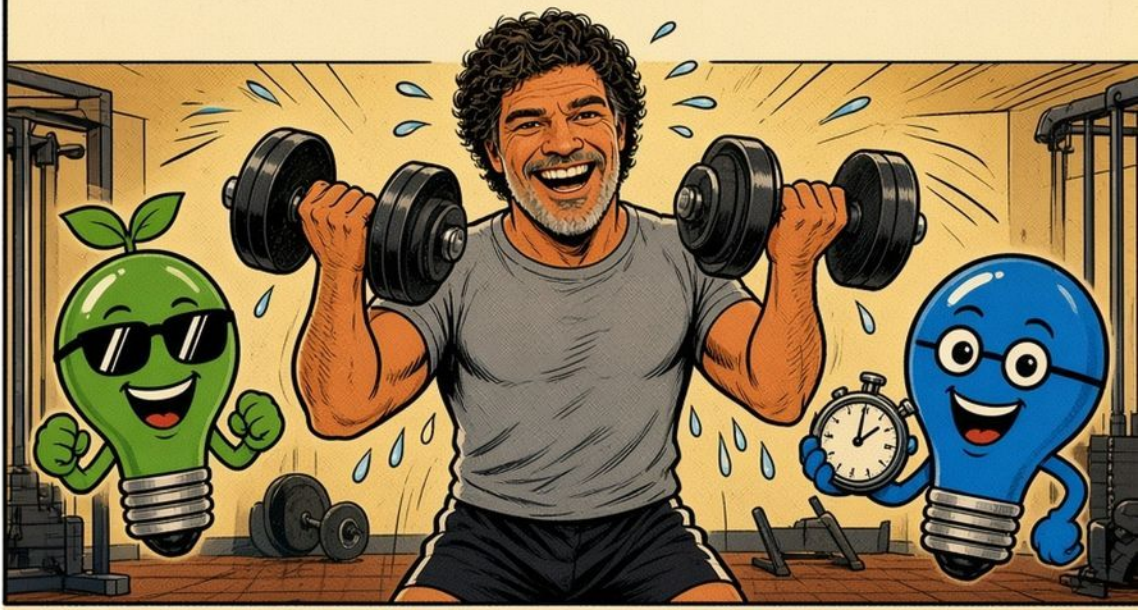
INT. THE BACK OFFICE OF DR. NEWS - LATER

The LED walls fade to a slow sunrise. Sage waters a potted sprout on the console.

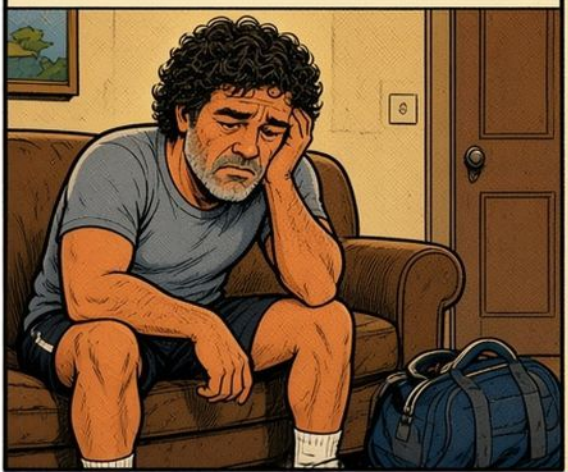
DR. MR. FRED LIGHT THE SECOND
So the momentum that you're able to build on a daily basis, before it's momentum, when it's not easy, when it's brand new, when what you're doing is something generally new than what you have been doing, or at least the order and sequence that you're doing it in, is a very new habit and process for you. And so when we are looking to develop new habits and processes, we must be patient to realize that there is a

seed, a season. We must realize
there's a season for sowing and
there's a season for reaping.
There's a season for sowing,
there's season for harvest.

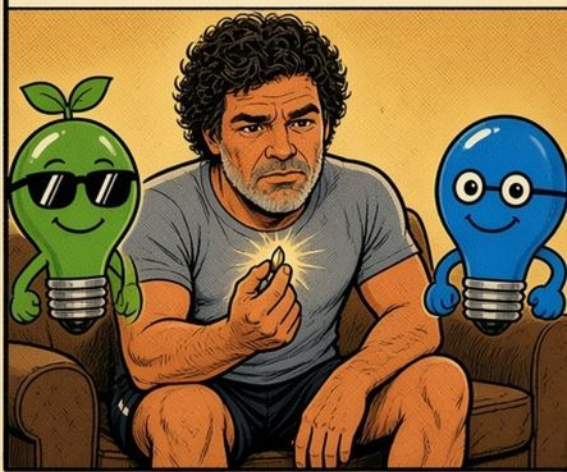
DR. FRED LIGHT
And so if we sow into one day or two days or four days in a row, five days, I went to the gym five days in a row and you look



JASON
in the mirror and on Sunday when you look in the mirror you say gosh I have busted my butt and other parts of my body at the gym for five



SAGE
days and it was so hard and look at me look at my results and at that moment as you start to decide whether or not you're going to get up on



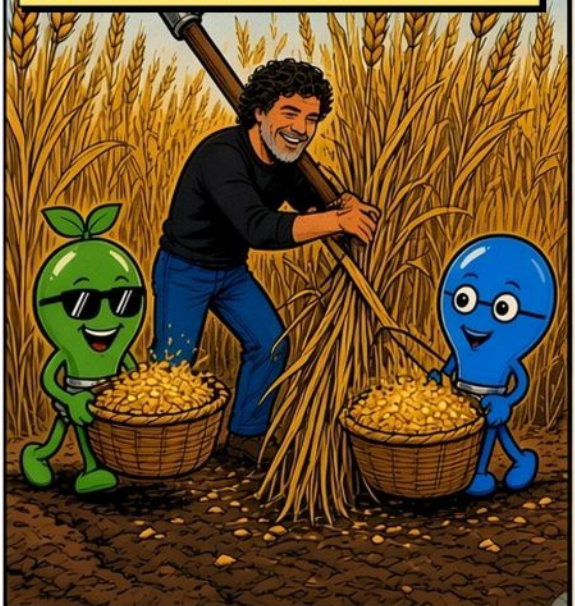
SPARK
Monday morning and go to the gym again or the next day or all five days or the original commitment, the original decision that you made, if it was in the area of losing weight,



DR. FRED LIGHT
whatever it is, you're going to check yourself in the mirror. You're going to say, hey, I just put in five hard days. Why?



JASON
And we reach those points where we get an early check to see if we're going to make it to the next level. Enthusiasm can get us to go to the gym for five days in a row.



SAGE
Enthusiasm and motivation and frustration can get us to that place where we start to go through that routine, you know, day after day after day after day, you know.



♦ ♦ ♦

Maybe it's five days at the gym. Maybe it's 30 days of eating a certain way. Maybe it's two weeks of a certain job. Let's say you've been going to the gym for five days. You're starting to build momentum. It feels like momentum because it's been a week. But what you've done in a week is very different than what you will do, or at least the ease of how you'll be doing it if you continue to do the same habit of going to the gym every single day, 20 weeks down the road, that process will be entwined with your life in very much the same way as other habits that you have around your weekly life or your daily life.

So we really have a decision to make once we start something and to determine if we're going to keep going forward. And sometimes keep going forward is the decision we're looking to make versus I'm going to do this I'm going to lose this x amount of weight I'm going to earn this x amount of money and that's the difference so the difference in momentum is your thinking your attitude and how far you can throw that seed of faith into the future to say hey this is what I want this is what I want to look like I look in the mirror right now it doesn't look that way pick up this seed of faith I throw it into my future and I said that's what I'm going to look like I don't know how and I want it to be a good journey I don't you know I want to go just walk in and get surgery on the last day because I didn't do it didn't exercise or I want to be ethical in how I pursue business ventures so that you can be happy with the journey that you've taken as you achieve the financial and material wealth.

If that's what you're choosing to throw that seed into your future, if that's where your focus is today, if that's where your thoughts are today, then today you're reaching down physically, picking up that

seed. You're taking that action to throw the seed into your future. Once you throw it, you're not sure where it goes. We'll assume it goes exactly where you want it. But the thing is, you're not able to quite see and touch where it goes. You're able to see where it goes because your actions show that you've picked up the seed and thrown it. So those looking around you can see that you already see in your mind a destination to throw the seed to, into your future, towards a specific image of how you see yourself or a specific result into a specific amount of time.

CHAPTER 4

SEVEN MINUTES A DAY

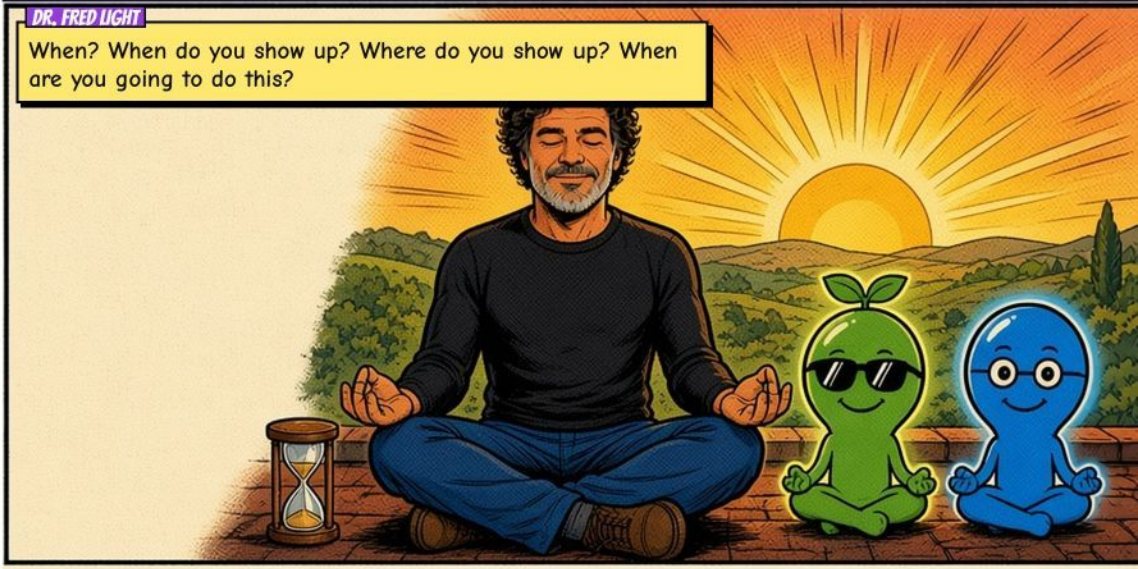


INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

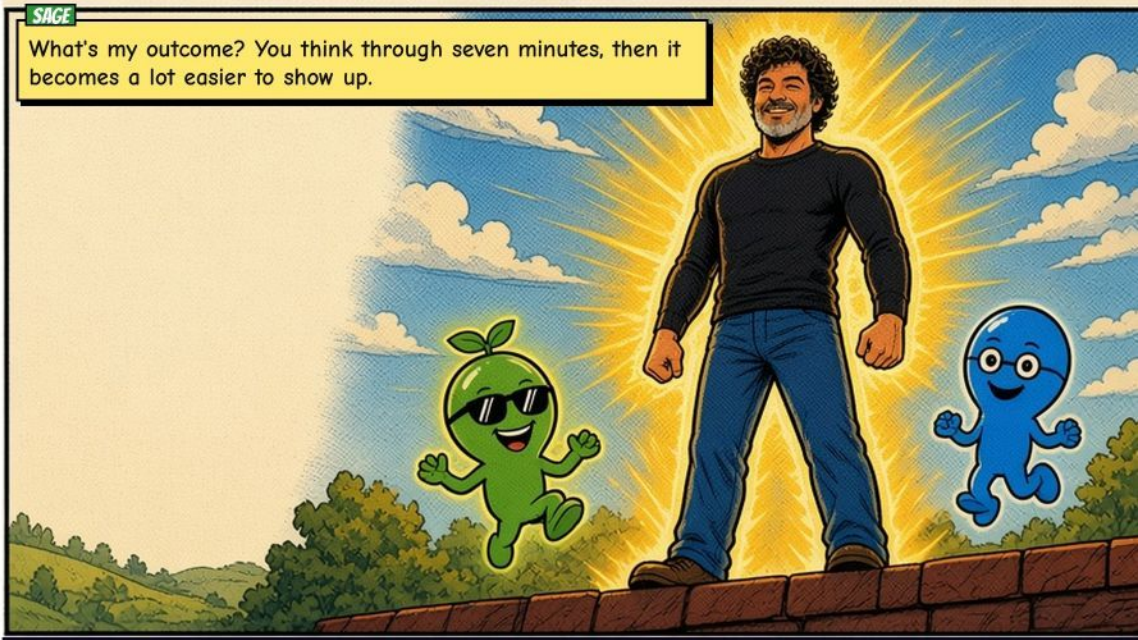
Spark sets a small brass hourglass on the desk and flips it. Golden sand begins to fall.

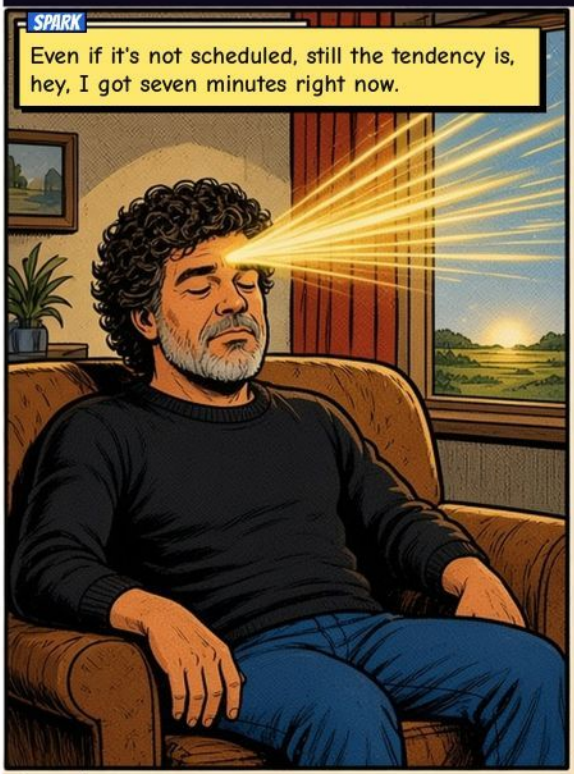
DR. MR. FRED LIGHT THE SECOND
Your actions of throwing into the future that thought, that energy, that thinking, that is action. It might look like you're on your couch sitting there meditating, but that's your action. It takes energy. It takes part of your life to sit there motionless and focus on your future, the things that are important to you, for seven minutes a day. That takes seven

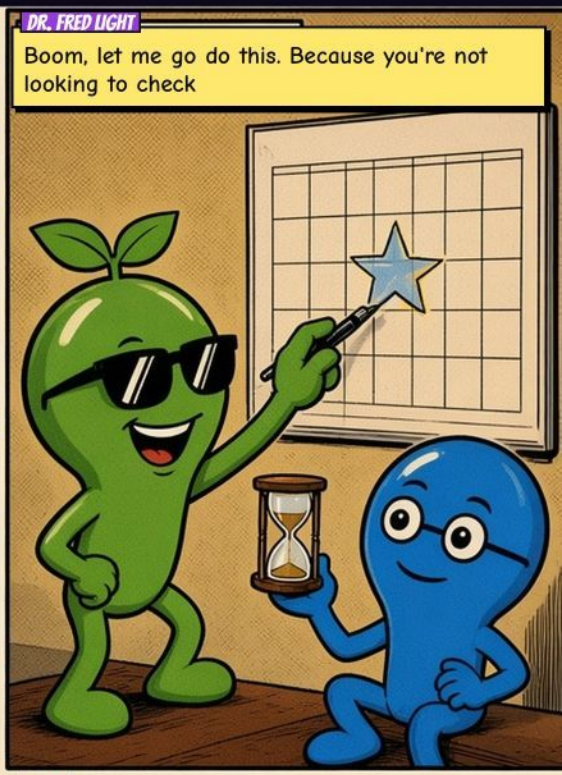
minutes of your life. Setting it up as a habit, setting up the habit of sitting there seven minutes to meditate, to visualize your goal, your destination, your outcomes, who you're going to be, what it's going to feel like, that is a new habit that must have a vision attached to it that is big enough and emotionally exciting and believable enough and all that mix of formula that gets us to the point where we do show up.


DR. FRED LIGHT
When? When do you show up? Where do you show up? When are you going to do this?


JASON
How long am I going to do it? What do I want to think?


SAGE
What's my outcome? You think through seven minutes, then it becomes a lot easier to show up.


SPARK
Even if it's not scheduled, still the tendency is, hey, I got seven minutes right now.


DR. FRED LIGHT
Boom, let me go do this. Because you're not looking to check


JASON
off an item on your to-do list as much as you are to check off a


SAGE
character building trait, a physical building trait, a mental building trait, a spiritual building trait.

♦ ♦ ♦

You're taking action by not taking any action and focusing your thoughts in a deliberate direction for a specific amount of time towards a specific outcome that has a specific date. When we're able to do that, we're able to find a new light, find a new energy, find a new vision. We're able to find something about ourselves that part of us already knows, part of us has been waiting for us to be more aware of, and part of us just became aware of it. And the same is true for you. It's a process of taking the puzzle pieces, putting them together, and then all of a sudden you say, oh my gosh, that's the last piece. I can't believe how that came together. It didn't look that way when I started.

So when you take the action to pick up those seeds of faith and throw them into your future, when you take the action to get up after you hit the snooze alarm only one time and you get to the gym real early, and you take the action to learn the things that you need to learn, to take the courses online, to meet with the people in your community, to clarify the goals and direction that you're going in, to take the time to sharpen the skills that you're going to need to accomplish the goals that you're looking to have, you start to see that even though we live this life one day at a time and we pick up seeds and throw them 10 years into our future, We pick them up and throw them 40 years into our future.

We pick them up and throw them 100 years into our future. So when we're able to do that, we see this not as one day at a time kind of a life. Not one year at a time life that's dictated by birthdays and holidays. But we see this as one life.

CHAPTER 5

ONE LIFE, NOT ONE YEAR



INT. THE BACK OFFICE OF DR. NEWS - LATER

A ribbon of calendar pages scrolls across the LED wall and runs off the edge of the screen.

DR. MR. FRED LIGHT THE SECOND

This is one life. It seems to be cut up into 365 of these days. And when they have them all in a sequential order from January 1st to December 31st, they call that a year. And that's how some people will measure parts of their life. Is, hey, one year, one year, what do I want to do with this, you know, myself? But the challenge is, if we think about working out for a year or

losing weight in a specific year, well then we're only thinking one year ahead.

DR. FRED LIGHT
And so I believe that part of what interferes with us, not being able to follow through

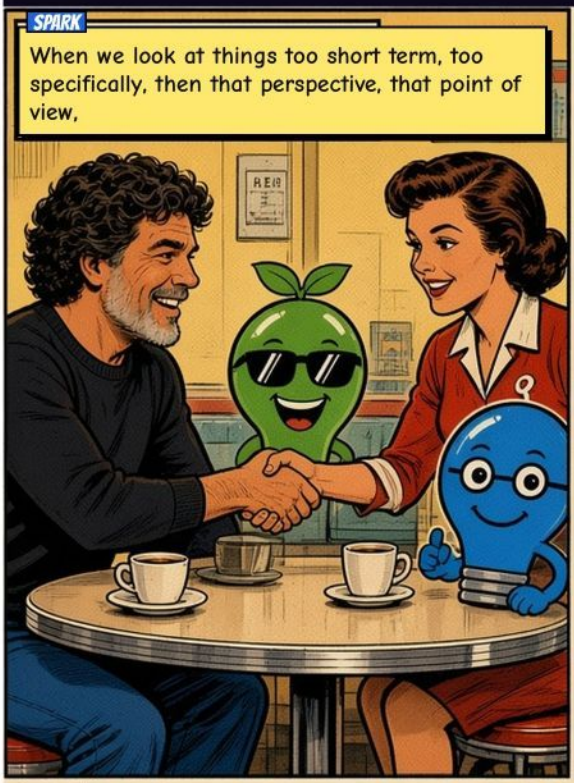


JASON
to go to that gym or take those courses or earn that extra money or be financially independent

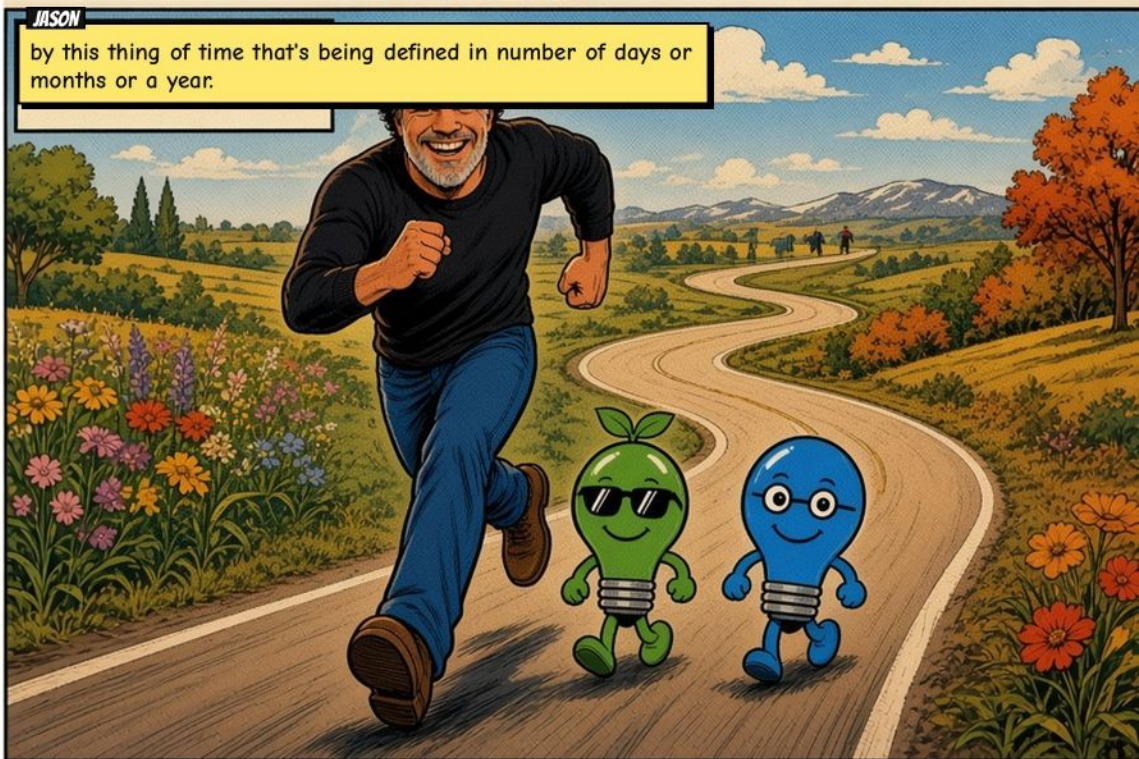


SAGE
or whatever that is for you, whatever that goal is for you, whatever that direction is for you.




SPARK
When we look at things too short term, too specifically, then that perspective, that point of view,


DR. FRED LIGHT
the way that we are looking at it right then is going to be blocked and hindered


JASON
by this thing of time that's being defined in number of days or months or a year.

♦ ♦ ♦

And so if you look at your life one year out in advance, then you put up a big brick wall there because that's where you're setting up your goals. You're setting those one-year goals. You're going to have that amazing high success rate that you're going to accomplish it, right? New Year's goals. What's the stat? 80%, 100% of the people that set New Year's goals, they achieve them. Is that the stat? No, I think it's much less.

And I think part of that reason is we're looking at this point in the year, January 1st, New Year's Eve, where we're said, look at your life. What do you want to do for the next year? And so then we say, oh yeah, I'm excited. That sounds so wonderful. And why wouldn't it?

As a general population, if we tend to live day by day, month by month, week by week, or season by season, and then the idea is look into your life into a year, what do you think is the possibilities? And we become excited at the possibilities that the dreams that we haven't yet saw and touched, we get excited at the possibility that who we are today could represent something different one year into the future. And it's that excitement that might get us to write down the resolution. It might get us to the gym five days, those first five days. It might get us to that first or second or third networking breakfast.

It's not the starting that will get you there. The starting is very important.

CHAPTER 6
MAKE ROOM FOR WHAT YOU EXPECT



INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

Sage drags a stack of cardboard boxes out of frame, clearing space behind the desk.

DR. MR. FRED LIGHT THE SECOND
Most of us that have a great deal of talent and potential, a lot of ideas, a lot of enthusiasm, very optimistic, have many things in progress. Sometimes it's those things that we're trying to do in progress that we're carrying around looking to do is the thing that's, it could be our 50-50. Our 50-50 means 50% of us carrying that around is our hopes and our dreams that we're

going to be able to see ourselves differently. The other 50% is represented that we're carrying around too much, assuming that everything that we have thought about before or wanted to do or saw ourselves being able to do, all of that stuff, is keeping us too full. We are seeing ourselves in a too limited way. And it's the other 50% that's not able to come in to our consciousness, to our realization, to our thoughts, to our actions, to our results.

And so it's what we must cleanse from ourself, must let go of through ourself. It's that we must make room for that which you expect. Make room for what you expect in your life.

DR. FRED LIGHT
If you are expecting something, then your actions and your words should represent that on a daily, weekly, monthly, seasonal, yearly basis. It's our expectation of ourselves into the future that we gain when we pick up that seed of faith and throw it into our future.

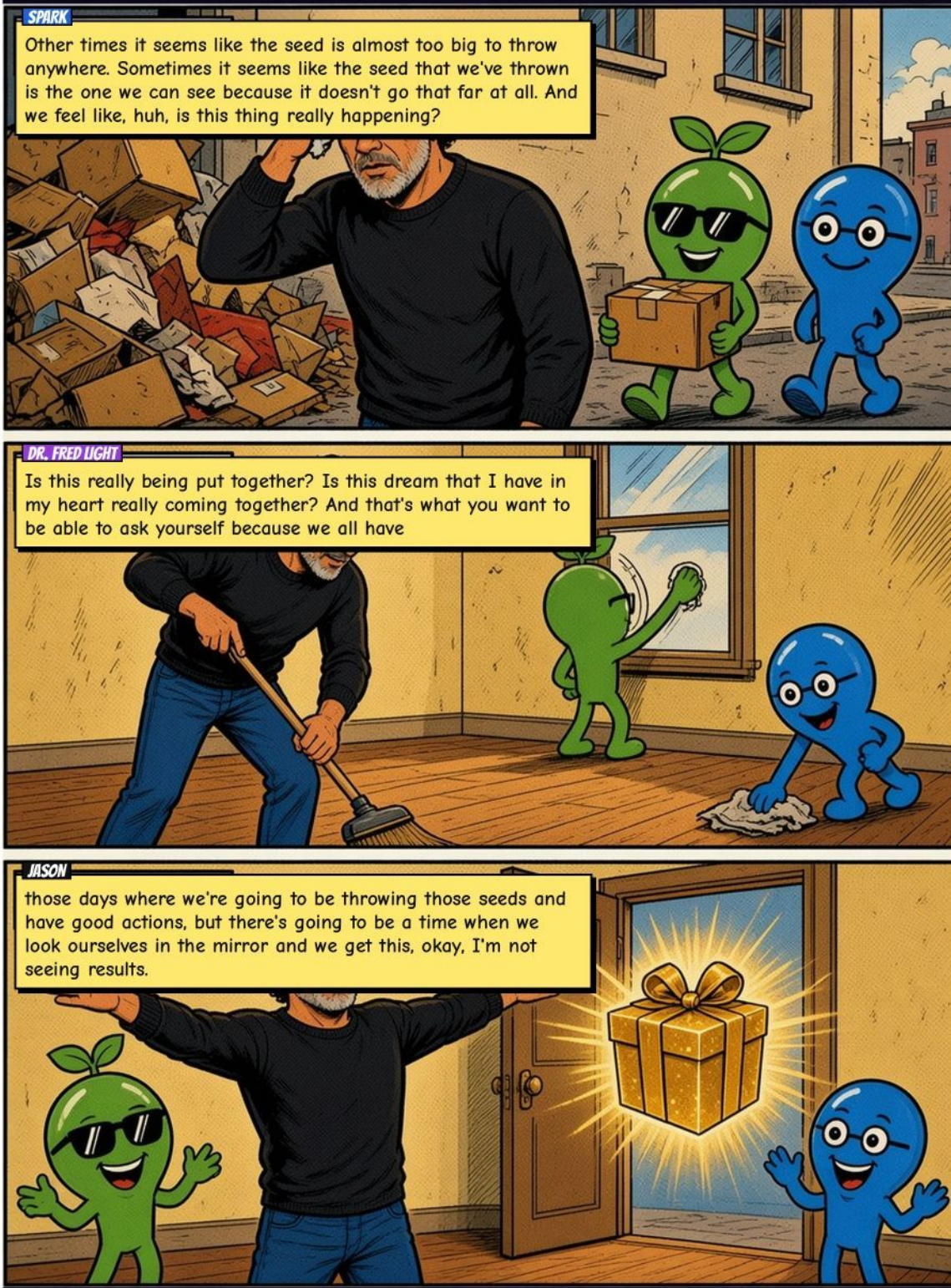


JASON
It's our expectation of what we could do that gives us the strength to pick up a seed of a vision, a seed of an idea,



SAGE
to be able to take the action of sowing that seed into the future. And sometimes it feels like as soon as we throw the seed, we can't see it.




SPARK
Other times it seems like the seed is almost too big to throw anywhere. Sometimes it seems like the seed that we've thrown is the one we can see because it doesn't go that far at all. And we feel like, huh, is this thing really happening?
DR. FRED LIGHT
Is this really being put together? Is this dream that I have in my heart really coming together? And that's what you want to be able to ask yourself because we all have
JASON
those days where we're going to be throwing those seeds and have good actions, but there's going to be a time when we look ourselves in the mirror and we get this, okay, I'm not seeing results.

♦ ♦ ♦

Right now when I look in the mirror and I'm trying to lose weight. I don't see the results right now when you're looking in the bank account trying to earn more money. You may wake up on a Tuesday morning and say, I don't see the result of me having a new job. You might wake up and you say, this is not the new house I want to be living in.

So our environment is that precious, precious thing where we spend our life journey. And if we choose to value where we are going in our life journey, then it will, by default and by your willpower and focus, focus on elevating your current and next and your future environments around you. And a lot of times that is focused on two things, money in your bank and your mindset and attitude.

How you spend those things is your habits. How you live each day with your mind and with your body will probably not change 20 years into the future. When you wake up each day 20 years from now, you're probably going to start waking with a consciousness and thoughts. What you do after that process for that first seven minutes, that first 15 minutes, that first hour, conceptually should not vary that much from where most of us are today. If you want to wake up and think negatively, or that's what you do right now, then when you look into the future and you see yourself waking up negatively, then let that seed of faith represent to you that how you see yourself into the future waking up is based on how you wake up today.

And that lesson right there would be absolutely worth failing at something, taking that action to throw that seed into your future and having something not work. Why? Because it allowed you to say, here's your 20-year mirror on how you see yourself at a certain point in the

future. And if it's in an important, important, important area, like the first seven minutes of when you wake up, the first 15 minutes in the first hour, because these things represent our attitude, our focus, our worship, being appreciative, how grateful we are. This is the foundation for that new thing that we get when we wake up, that new day that we get. It might look like the last day. It might look similar to the last month of days, the last year of days.

And that's where we are tested. If you see that when you throw your seed of faith into the future, that you're waking up happy and grateful, that you see that you're waking up in a different environment, if you see that you're waking up in an environment that you really enjoy, If you're waking up with a mentality to worship, to serve, to learn, to take action, to be led in the spirit of life, then my guess would be that those days that you have when you are going to be waking up or are waking up now with those actions, when you're waking up with those actions, Do you think that one hour of appreciation, gratitude and worship and learning and a focus on your future is going to have an impact day by day by day by day on your life?

Do you think it's going to have a different result than what you're doing now?

CHAPTER 7
THE MIRROR, THE BANK ACCOUNT, AND THE CALENDAR



INT. THE BACK OFFICE OF DR. NEWS - LATER

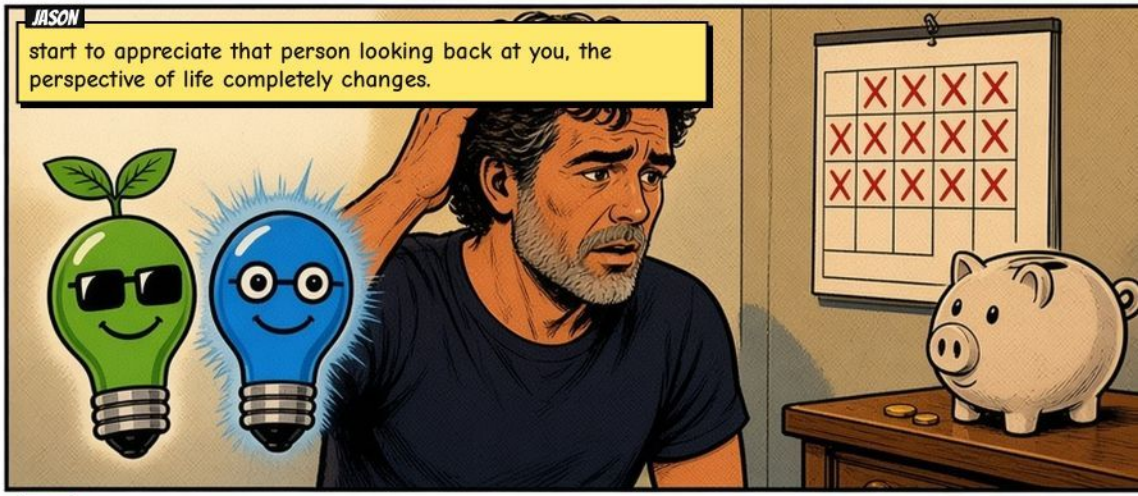
Spark rolls a full-length mirror into the studio. Fred straightens his bow tie in it.

DR. MR. FRED LIGHT THE SECOND
Now, if we're going to produce different results in life, chances are we're going to have to change our actions because it's our actions that are generally producing our results. So if we're going to need to change our actions, then we have to go to the place that is the truth of all truths. And it's basically the

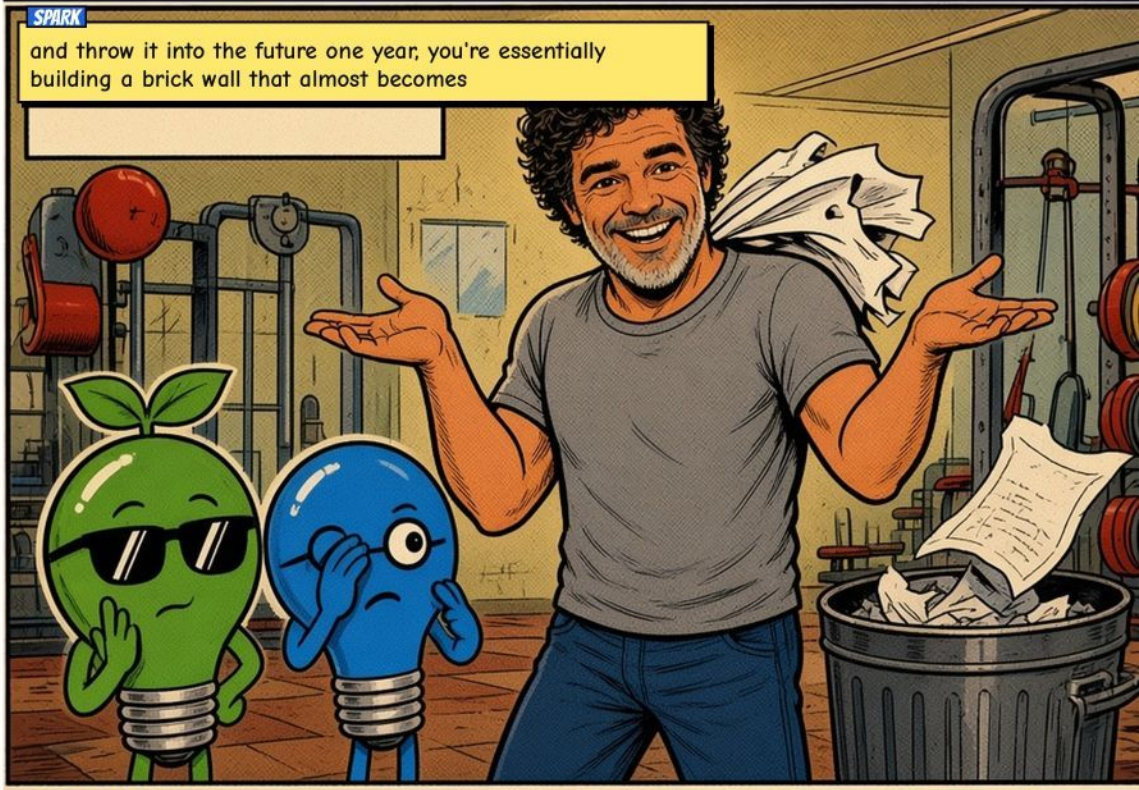
mirror and your bank account and your calendar.

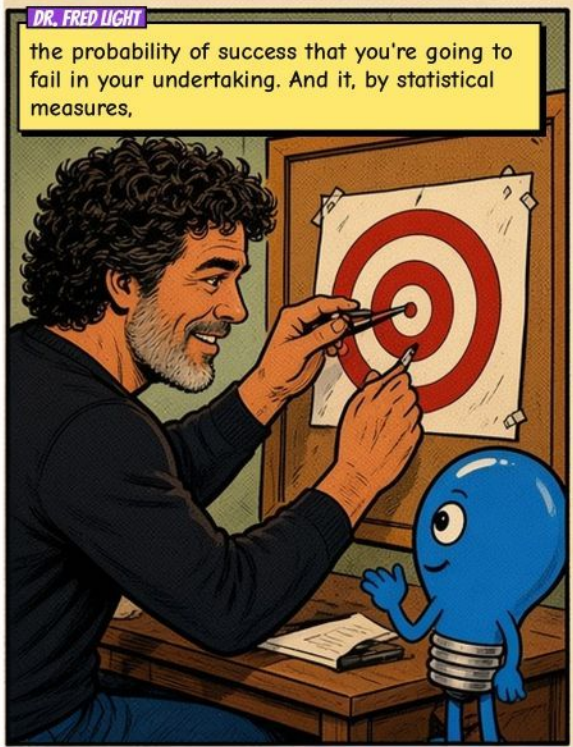
Your mirror, your bank account, and your calendar are going to represent a great deal about your life, who you are, your belief, your beliefs about time, your beliefs about energy, your beliefs about people.


DR. FRED LIGHT
So when you look yourself in the mirror and you start to see that what you want to be,


JASON
start to appreciate that person looking back at you, the perspective of life completely changes.


SAGE
When you go to pick up that seed, to pick up that New Year's resolution


SPARK
and throw it into the future one year, you're essentially building a brick wall that almost becomes


DR. FRED LIGHT
the probability of success that you're going to fail in your undertaking. And it, by statistical measures,


JASON
seems to be that most New Year's resolutions do not seem to turn into lasting results.

♦ ♦ ♦

And I think you know this to be true also. So when we go to pick up that stone and throw it into the future, or we look in the mirror after five days in the gym, and we have to decide, are we going to take action again tomorrow when the alarm goes off again?

Am I going to go to the gym again tomorrow? Five more days? And it's right then that right at your feet are seeds of your future that you can pick up right now and throw and the challenge is those seeds of faith that go into your future are right in front of the mirror so any seed you pick up you're looking at yourself right there you're looking at yourself saying, a year? I don't really see myself doing it, but I'll throw this New Year's resolution. I'll throw this goal out there. I'm excited.

Goals don't work, but I'm excited. I won't set any goals, but I'll just start going to the gym. You go to the gym, so you're like, goals don't work. I don't need goals. I'm going to the gym. You're going to find that most people that lose 30 pounds set the goal to lose 30 pounds.

Most people who earned six figures set a goal to earn six figures. Most people who become millionaires set a goal to become millionaires. Sometimes the goal millionaire isn't the goal, but it's bring a company public and sell. So generally, if that person believes they can become a millionaire in there, that's one of the things that they're fulfilling, but they classify it as, say, taking a company public or any number of various things.

CHAPTER 8
A CHECKPOINT INSTEAD OF A WALL



INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

Through the wall, a ball thuds into the pit. On the LED wall, a gray brick wall dissolves into a row of checkered flags.

DR. MR. FRED LIGHT THE SECOND
So it comes down to a goal that you can start throwing those seeds of faith towards so that it builds up a checkpoint instead of a wall. It builds up a vision that you can see when it's foggy, when it's dark, when the moon is the only thing that lights your way in a desert, but you see this big thing into the future and it has all these seeds of faith

that you've been throwing there. Well, it's going to be easier to know the direction you should go in because of the seeds that you've thrown into your future. It's going to get easier to throw the seeds because you'll develop the habit of when to throw them best. When am I going to do this?

How am I going to manage this in my life? You start developing momentum. You start, it doesn't take you as long to stand in front of the mirror and decide which seeds you're going to throw. You go there, you check yourself, you connect with yourself, you align with your spirit. You look.

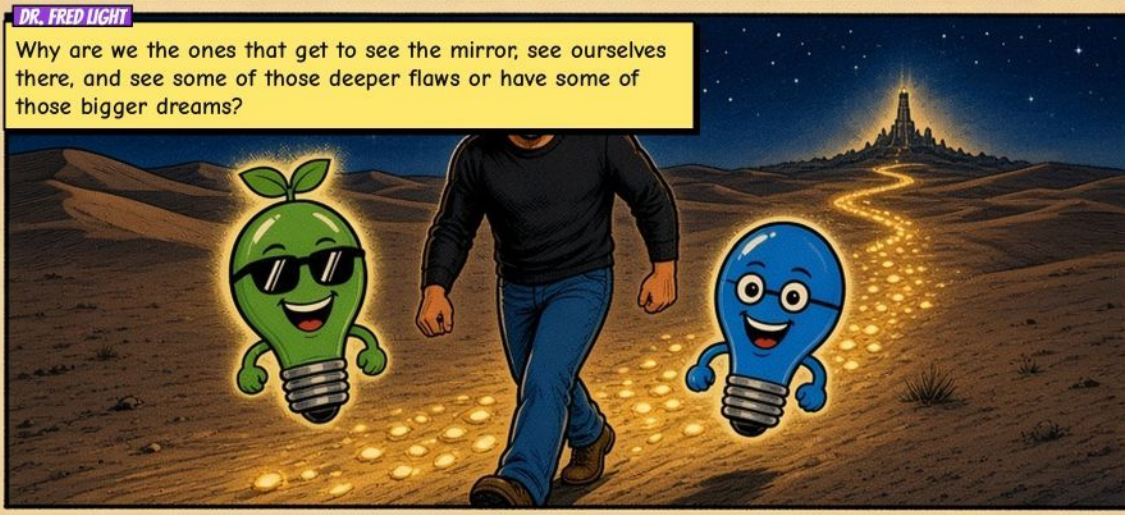
CHAPTER 8 · A CHECKPOINT INSTEAD OF A WALL



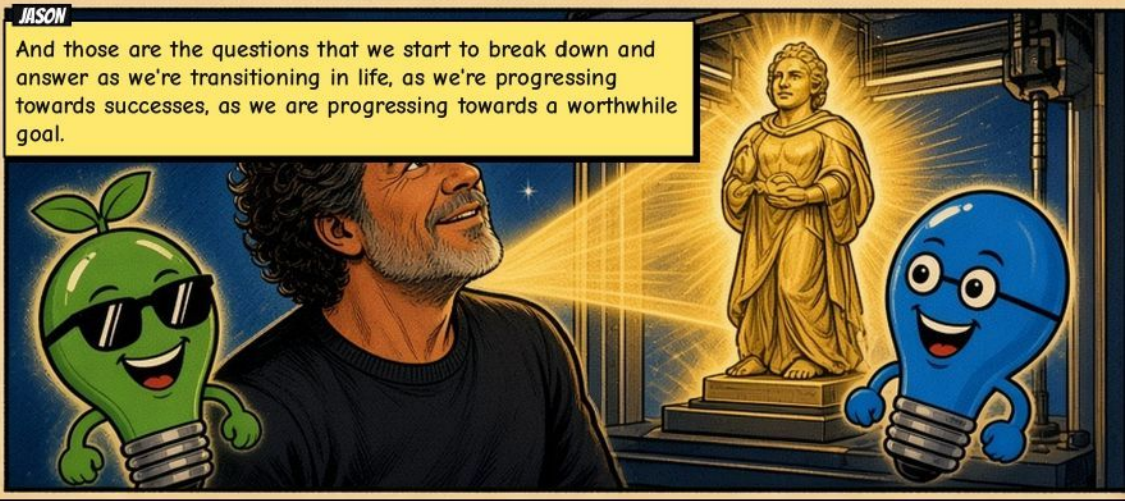
SPARK
And sometimes it seems like that time in front of the mirror is worse than a job or worse than prison or just this tough process that life seems to be taking us through.



DR. FRED LIGHT
Why are we the ones that get to see the mirror, see ourselves there, and see some of those deeper flaws or have some of those bigger dreams?



JASON
And those are the questions that we start to break down and answer as we're transitioning in life, as we're progressing towards successes, as we are progressing towards a worthwhile goal.



♦ ♦ ♦

It's the foundation that all the seeds of faith are going to land on that you throw. Our time and reflection is our foundation that we walk upon into the future. How have we cultivated this? Where have we thrown these seeds of belief, these seeds of faith? Where are we applying important things each day into habitual ways of acting, into habitual ways of thinking? Those are sowing activities. So what are the habitual ways of reaping that you're looking for? How are you looking to reap the rewards of your seeds?

How does that bank account look now? How does that calendar look now? Life has so much to offer us. I guess the question if we look in the mirror is what do we have to offer life? If we're looking to trade parts of our life for an income, we must realize we're trading it for income. We have one life. We have each day that we live and each day is filled with a certain amount of energy for each of us. Some have more energy, some have less. Some take stimulants for their body, some take stimulants for their mind, some shouldn't be working and some don't like their work, some love their work. Combination, all those different things probably for most of us. So it's how we see ourselves in those various areas that are those seeds that we're throwing into the future.

It's those cells of recognition that are being printed off in our spiritual mind with a 3D printer. They're being layered, layered, layered with what's important to us. Layered in skills, layered in waking up early, layered in paying a price, layered with different skills and habits and forward thinking because it's those layers that's the foundation of who we're going to walk on in the future because most of us when we set a goal to lose weight in a year or earn a certain income in a year, we're seeing ourselves earning that income in one year, but for some

reason, it's out of our consciousness for most people what they're going to be earning the next year. And so if our dominant way of thinking over 10 years is that we are a $60,000 a year salesperson, and we're going to set the goal to make $75,000, or we're going to set the goal to make $100,000, and we set that New Year's resolution for that goal.

Or we look in the mirror and we say, I'm going to lose 30 pounds this time. This time by November 1st, I'm going to be 30 pounds lighter. Of course, then it's holiday season. And so do you put it all back on? Do you put 10 pounds back on and be discouraged because you worked so hard for 10 months and then you took a step back? Because the vision, the goal, the image would all be about one year. It's not really about habits, yet when we look at our New Year's resolutions, it's about what do I want? I want to make more money. I want to be happier. I want to find that lover. I want to get married. I want to be rich. I want to be famous.

CHAPTER 9
SEEING YOURSELF BEYOND ONE YEAR



INT. THE BACK OFFICE OF DR. NEWS - LATER

The LED wall shows five fireworks bursts, one for each Fourth of July to come.

DR. MR. FRED LIGHT THE SECOND
So when we say we want to make that extra money, we want to make that, we want to be a six-figure salesperson. We want to make six figures. We want to lose that weight. We really want to be able to do is see ourselves beyond one year. See yourself as developing the habits of someone who makes six figures every year. Your life will change if you see yourself earning $100,000 a year for the next five years. You will see

your life change if you say, I'm going to be a millionaire at this date into the future.

I'm going to look like this every single year at the 4th of July party. So when you can say, hey, for the next five 4th of July parties, I'm going to be looking like this. I'm going to be weighing between this range.

DR. FRED LIGHT
You know, one of the things that we sometimes do that makes it so difficult for us to succeed is we might set a goal and do everything right.

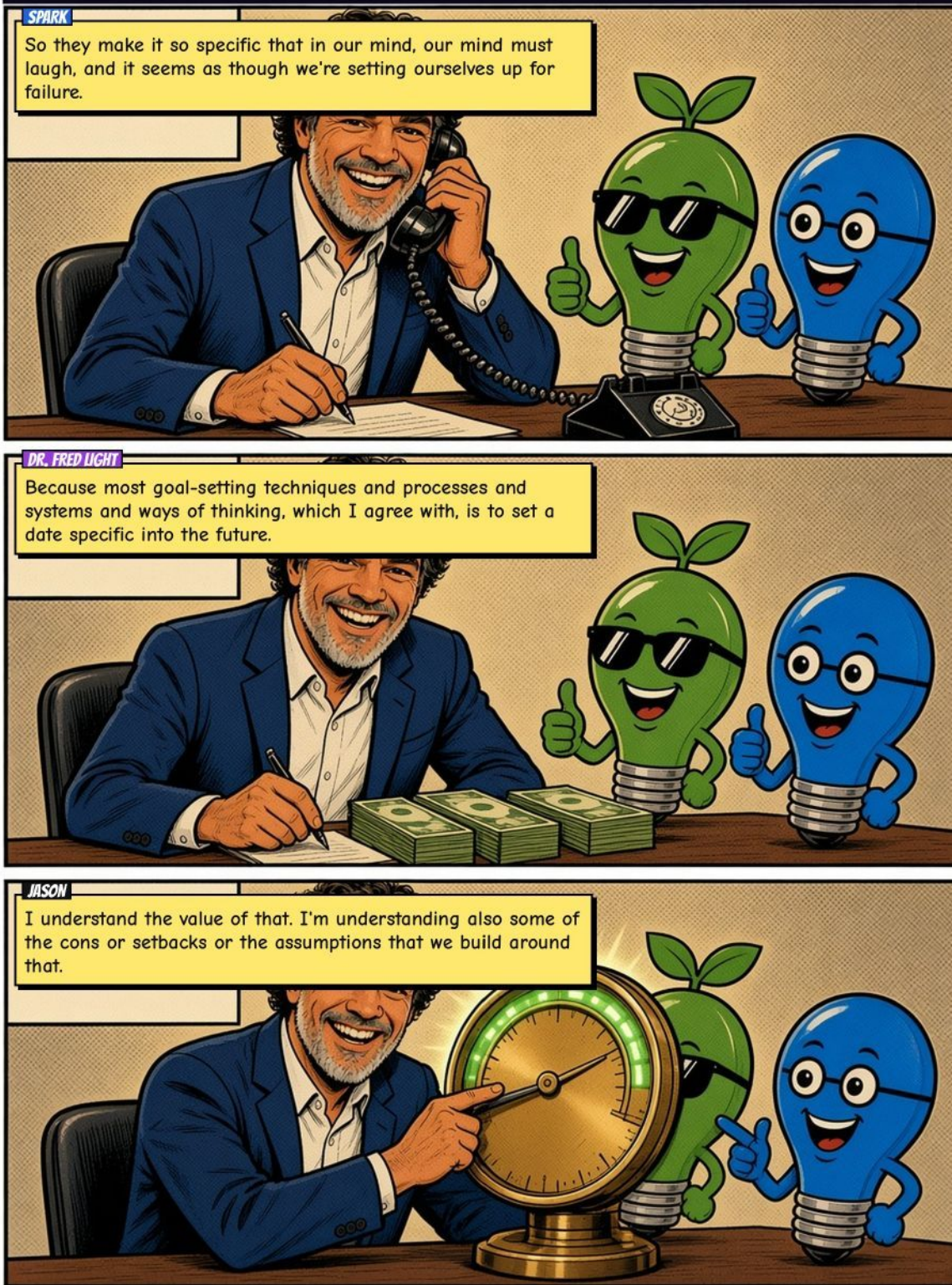


JASON
I'm going to look this way, next five 4th of Julys, and I want to be 130 pounds,



SAGE
I want to be 180 pounds, I want to be 225 pounds, whatever that goal is, right?




SPARK
So they make it so specific that in our mind, our mind must laugh, and it seems as though we're setting ourselves up for failure.
DR. FRED LIGHT
Because most goal-setting techniques and processes and systems and ways of thinking, which I agree with, is to set a date specific into the future.
JASON
I understand the value of that. I'm understanding also some of the cons or setbacks or the assumptions that we build around that.

♦ ♦ ♦

So right now, I really want to talk about setting flexible goals within a certain parameter. And so weight and income are perfect examples. So weight, if you say, hey, I want to look 135 pounds every 4th of July party for the next five years, you're picking up those seeds, you're throwing them in, you're building that rock pile for 135 pounds.

The challenge is, in reality, you know, if you were 130 pounds on July 1st, you would be putting on weight to hit your goal by July 4th. And if you were 140 pounds, you have missed your goal and I know those two examples might sound extreme or specific or it is odd how much emotions that they invoke in us if we're tied to losing weight if you're tied to learn earning income and you set a goal for a hundred thousand dollars and you made ninety two thousand dollars you could have reason to be a little disappointed it could be a reason to be excited also but if we're looking to build momentum in in small ways and big ways then we want to look at how can we put the odds in our favor that we're going to be able to build momentum.

So of course, it'd be excited if you made $150,000, but you set your income at $100,000. But chances are, if we are so attached to focusing on an end goal like 135 pounds or $100,000, then we could be ahead of schedule and start doing things that align us because that's what essentially we're doing when we throw the seeds of faith into the future we're trying to align ourselves when we look in the mirror when we see and touch to be able to have the things that we can see and touch and have in our environment in our future in our environment that we can touch in environment that we can see in our environment that we think and in our environment of peace. How peaceful are we?

Because we can change what you touch around your environment. We can change what you're seeing. You can even change what you're thinking. All of those things may or may not also change your level of peace. Chances are it will change your levels of peace. You start doing all of those things, your level of peace should change should change mainly because at least you'll have a little more time potentially if you're doing well financially to have more time to reflect but sometimes that can backfire.

CHAPTER 10
THE SEASONS OF ONE LIFE



INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

The studio lights cycle through four colors: green, gold, amber, white.

DR. MR. FRED LIGHT THE SECOND
So the main thing is it's the momentum that we're looking to build in this one life. And this one life is made up of various seasons of length, seasons of sowing, to seasons of a year, to seasons of a decade, to seasons that are undefined. For some people, it might be five years. For some, it might be seven. For some, it might be 12. Not a decade. It's not one year. It's this other

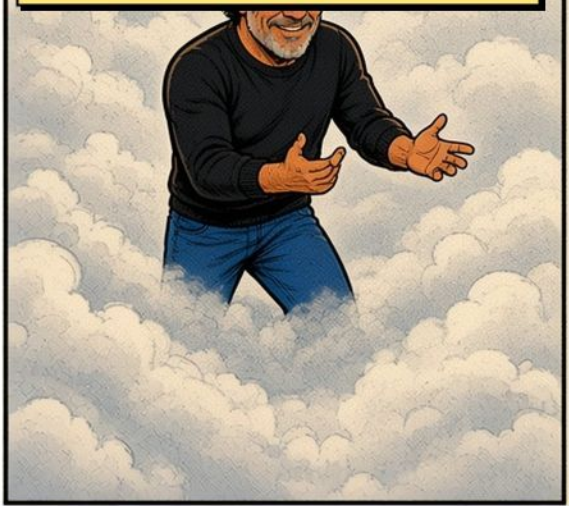
season. And that season sometimes, because our level of thinking and how we see things and what we're touching in our life around us, sometimes we only can look at things from the perspective of what we know. Not what we're heading, not what our momentum is building, not what we're aligning towards, none of that.

Almost being blinded by what we don't know.

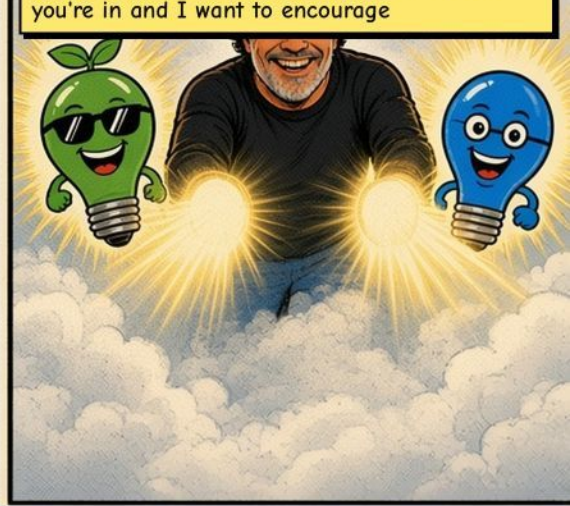
DR. FRED LIGHT
When we can start to identify with where we're sending our thoughts, where we're sending our love, where we're sending our habits, where we're sending our money, where we're sending our thinking,

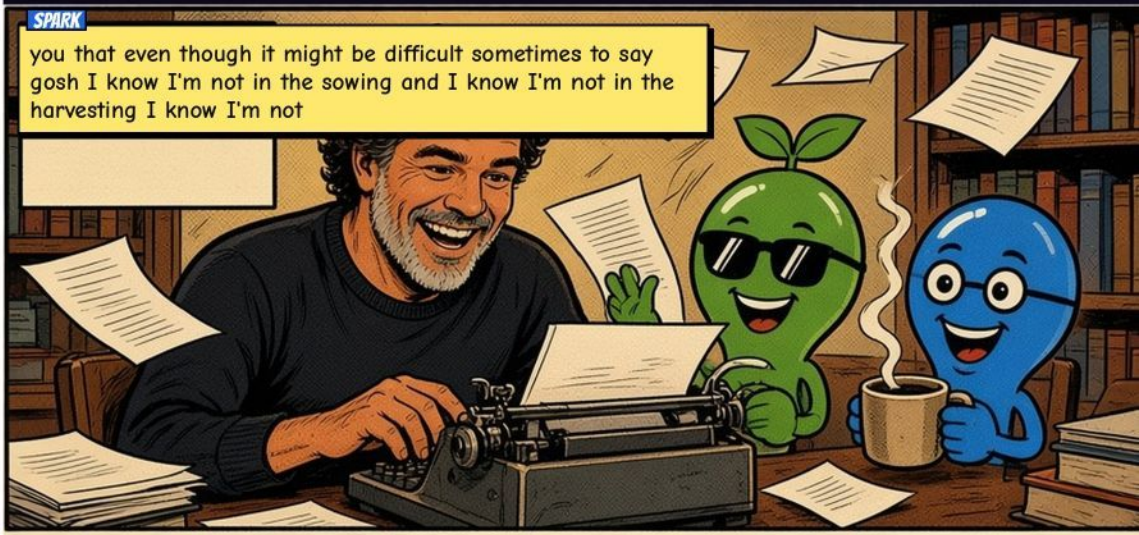


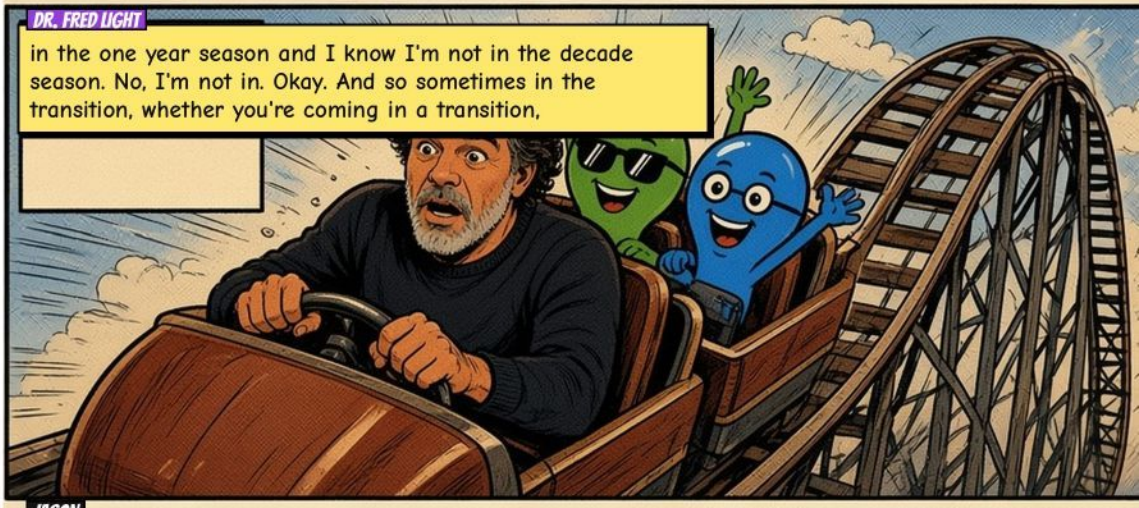
JASON
where are we throwing all of these seeds into the future? You can spread it out among a few areas.



SAGE
You can pile it up in one area you can throw them all over the place or you can decide not to pick up any at all I don't know what season you're in and I want to encourage




SPARK
you that even though it might be difficult sometimes to say gosh I know I'm not in the sowing and I know I'm not in the harvesting I know I'm not


DR. FRED LIGHT
in the one year season and I know I'm not in the decade season. No, I'm not in. Okay. And so sometimes in the transition, whether you're coming in a transition,


JASON
right in the middle of it, or on your way out, where we're throwing those seeds of faith into the future is an indication of what trajectory we're currently on.

♦ ♦ ♦

Where you have been throwing the seeds into the future gives others a perspective of where you may or may not be going, what you have been choosing to spend your time on. And for some of us, that's build up mountains that we've thrown into the future of checkpoints that we're looking to run towards. Yet our consciousness isn't aware that we have been doing it, yet not a connecting the belief and the vision and the habits and the timing and where you are in a transition or before a transition, after, wherever it is, if you're in the transition now, heading out, and you start to see that some of the things of your past, man, they've thrown some big piles up there. And then you realize, you know, when I throw into the future, I'm throwing awful close to that.

And that's an indication of starting to come out of a transition, already out of a transition, heading towards the end of a transition period. When we start to come out of the transition period of life, we'll notice that our habits are starting to change. Not necessarily every day. So if you're doing push-ups three days a week and none the next week and four days the next week, or that's your gym schedule, or you're starting to hit some new months in selling, but then you're having some new lows as well. So that's our environment. That's our transition. That's to say, gosh, I'm a $80,000 a year writer. I'm right on pace with that. But man, it's not like it's been before. Before, I was pretty even keel.

I'd hit this number. I'd hit this pretty much every month. But now I have these great months, but then I'd have these not so good months. And then I have the great months and then it levels out to where it used to be, but I feel like it's so different than before. And that's a good thing. When you have something like that, you're saying, oh yeah,

okay, if I can look to see where I'm going, if someone has a vision of making more income, then, and they're on pace and doing a little bit better than what they have been doing, or if they're a little bit behind, at least if they have the goal and they can see the vision of where they're throwing everything and they can see that they spend action doing nothing, if they can see themselves showing up for seven minutes, sitting on the couch, sitting in a chair, sitting on the floor, if they can see themselves through their day-to-day life taking actions, they can see and touch the environment where they show up for seven minutes and throw those rocks into the future, towards that specific image, goal, checkpoint that they've been building.

CHAPTER 11

THE INVISIBLE FORCE FIELD



INT. THE BACK OFFICE OF DR. NEWS - LATER

Spark taps the console. A translucent blue dome flickers to life around Fred's chair.

DR. MR. FRED LIGHT THE SECOND
That seven minutes gives us this vision, this invisible force field to help us. The force field doesn't keep out things differently. Apparently, it's almost a force field around our body versus a force field around our environment. Force field around our body, like the Bible uses a term, your shield, different shields of armor. And so if we have a shield of armor, invisible force field, it doesn't mean

that the force field outside of us is not working. It's something different.

DR. FRED LIGHT
What it means is we get the same in the environment that we've always been getting, but it doesn't seem to deter us.



JASON
We look in front of the mirror on a Sunday night and say, this is what I look like here.



SAGE
Am I going to be going to the gym or is this thing not working? Those moments are not so decisive or indecisive.



♦ ♦ ♦

They're not so indecisive about if you're going to stay committed to where you're going because if you had a clear vision of where you're going you'd see yourself and say okay I shouldn't look like this right now I am going to look like this in the future if I already look like that in the future then my consciousness wouldn't be so focused on what I am in the mirror unless I'm choosing to lose more weight or maintain that. It's like when you look in the mirror and you have a goal for six months from now, it should make sense that after three months, your harvest has not been here yet, even if you're putting in the work.

Same with the selling or jobs, increasing your income. If you are in sales and you're heading down the homestretch and you're going through all the routines of, say, new monthly goals. It's that, those moments that our vision, our goal, create that force field that says, I don't care what this calendar says. I don't care what the bank account says. And I don't care what the mirror says. Because I know where I'm going, I don't care what my sales are. With two weeks into the month, I know what my goal is. I know what I'm hitting. I know I'm learning. I know I've been learning. I know I'm trying new things. I know I'm prospecting more. I know I'm visualizing seven minutes a day.

That's the invisible force field. Same stuff comes to you.

CHAPTER 12
SEAT A

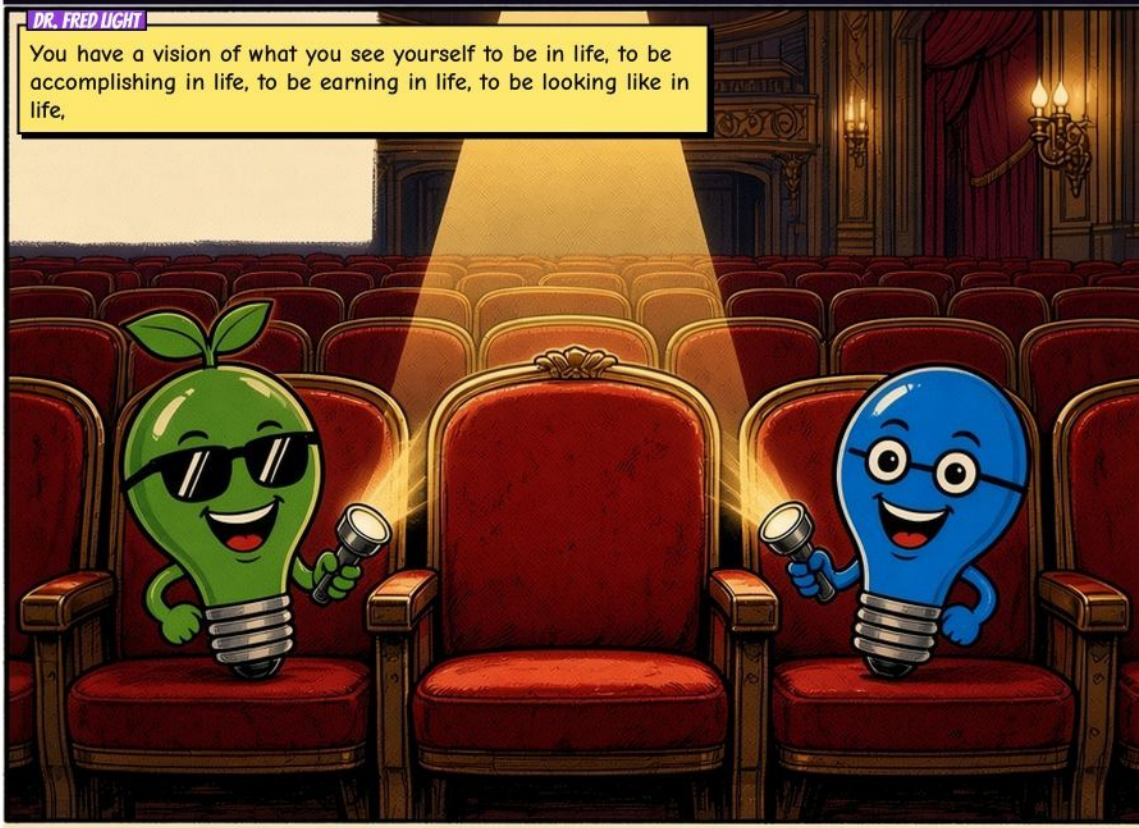


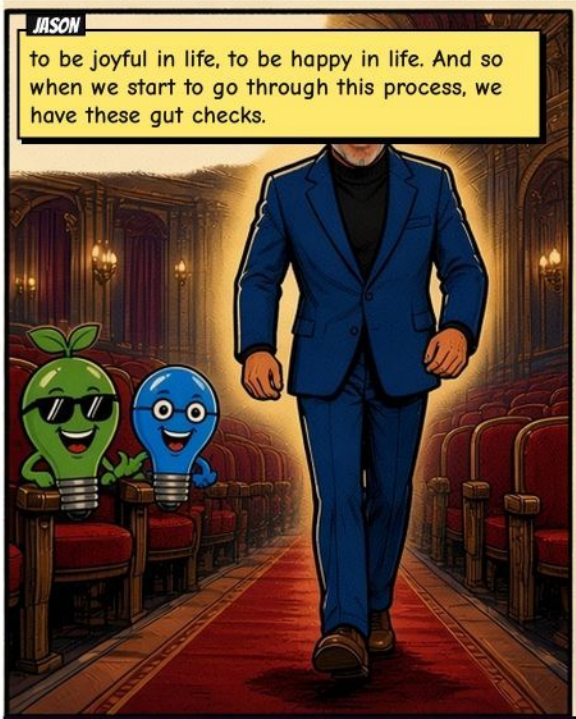
INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

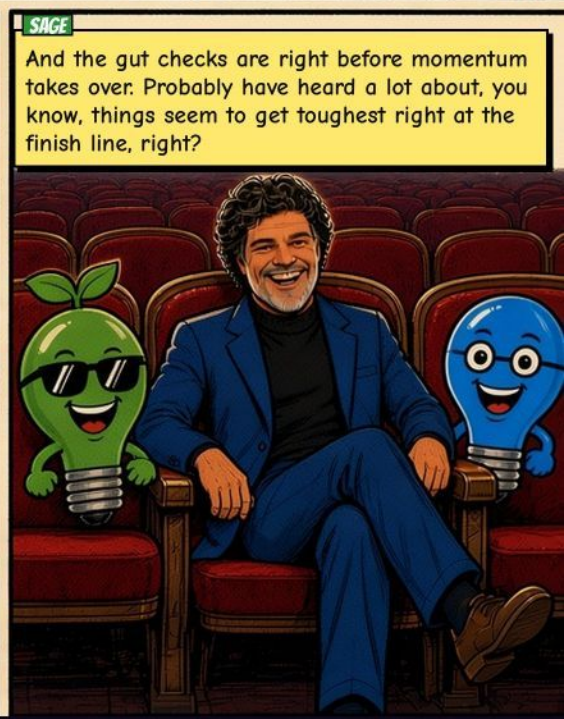
Sage spotlights an empty velvet theater seat on the LED wall. It glows gold.

DR. MR. FRED LIGHT THE SECOND
The same stuff I put you with the force field and the goal and the vision of five years from now, one year from now in seat A. I put the average salesperson next to you in seat B. Seat C, I put an average salesperson. Seat D, I put an average salesperson. Seat E, I put an average salesperson. And you are in seat A. What makes you different? You have a

vision of where you are going
in life.


DR. FRED LIGHT
You have a vision of what you see yourself to be in life, to be accomplishing in life, to be earning in life, to be looking like in life,


JASON
to be joyful in life, to be happy in life. And so when we start to go through this process, we have these gut checks.


SAGE
And the gut checks are right before momentum takes over. Probably have heard a lot about, you know, things seem to get toughest right at the finish line, right?

♦ ♦ ♦

So if you can get somebody to start, they're either going to start and quit right away as being the, you know, major obstacle next to starting and finishing, finishing that goal, Seeing yourself not giving up on the thought and belief that you can become that person that earns that money, that sows that money, that gives that money, that looks that way, that has that lifestyle, that has that spouse, that has that season in, season out, season in, season out level that is higher than where you are now. Higher in peace, higher in income, higher in love, higher in romance, higher in physical health, balance, just a higher level than you see yourself right now.

So see yourself on a certain plane of life right now. It's the foundation. The foundation is a floor we walk on. You want to work on a different floor, got to change our actions to produce that result. You want to earn a different amount of money in 2020.

If you want to look a certain way, five years from now, well, why are you only looking at what you can achieve in the next 30 days or the next season or this one year or what's left of the year.

And so we're conditioned to think that way, to think that way of thinking through goals, if we're even considering goals at all. Most aren't. So the ones that are are surrounded by people who aren't, which makes it even tougher or it makes it so we can get feedback right away whether or not we're doing the things that we need to do that change our environment, how we see us, how our calendar looks, how our bank account looks and what we see in the mirror and how we feel when we see it. How we feel when we see all three of those things.

CHAPTER 13
AN UNCERTAIN LIFE



INT. THE BACK OFFICE OF DR. NEWS - LATER

Fred lifts the brass hourglass and watches the sand. Bowling pins clatter faintly beyond the door.

DR. MR. FRED LIGHT THE SECOND
So when we expand our vision of this one life that we have, even though there is uncertainty that we will make it another 50 years, another 60 years, another 40 years, we don't know. Does that mean that we shouldn't pick up a few stones, throw them into the future? We don't know where we are going to be in five years,

one year, or seven seconds. Our life can change.

So it seems like the logical thinking is, why would I spend any amount of this uncertain time today, this week, this month, this season?

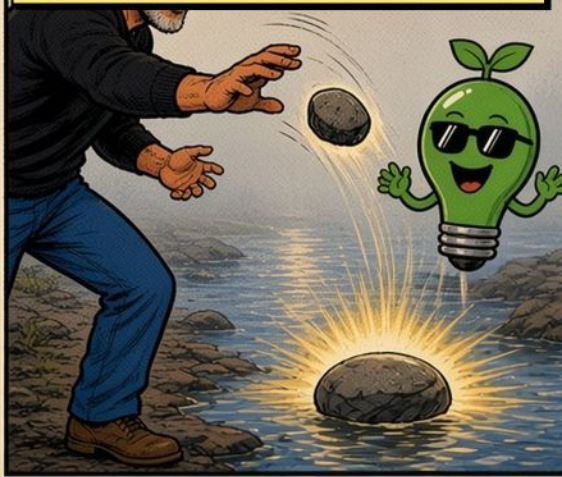
DR. FRED LIGHT
Why would I spend any amount of time taking the action to sit there for seven and a half minutes and focus on picking up stones,



JASON
throwing them to, I don't know where, or having to look in the mirror as I pick up this.



SAGE
Why would I want to be doing that? I don't even have that habit now. That doesn't even sound like a habit I would want to get into, right?




SPARK
Why would we want to invest time in these uncertain days that we have, this uncertain life that we have?
DR. FRED LIGHT
Because it's uncertain, It's undetermined how much time we have. And that undeterminedness seems to be an example of what would be like a devil's curse.
JASON
So if we could go through life saying we all live to 75, let's say we all live to 100.

♦ ♦ ♦

I don't know how good some of our images look from how we see ourselves being in life from age 80 to age 100. So why don't we just say, if a world lived where we all saw ourselves living healthy and vibrant to the age of 100, and that became a reality for the majority, and then we would die right at 100. And that became the belief system that structured the human existence. Imagine that with me, right? So do you think that we would live our lives differently because we were given this predestined amount of time? We were given X number of days, 100 years, 365 days.

It's like, wow, that's how many days we have. And so I feel like even though we've been given this life for free, if we could also be given a time frame for it, it seems as though we would have a different value than we do right now. And a different value for our life, a different value for our time, a different value for our energy, a different value for how we think about ourselves, a different value for peace. If you knew you were going to live to 100, you'd be like, hmm, I'm 25 now. I'm 35 now. I'm 45 now. I'm not live half my life. Hmm. Maybe I want to consider looking into this thing called peace, this thing called joy, this thing called financial independence, this thing called seeing myself differently.

And we don't have that. We don't have this pre-punched time clock on our life. It might exist in some other realm in some other phenomenon but for the consciousness it seems as though we're not able to detect when the majority of people are going to die based on their location or habits we can predict it within a range but there is uncertainty and so that uncertainty has us wanting to be more in the present moment doing more of what feels good and relaxing and peaceful and

satisfying versus doing the things that each day may or may not seem like they make a lot of sense.

CHAPTER 14
SEEING GENERAL, THEN SPECIFIC



INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

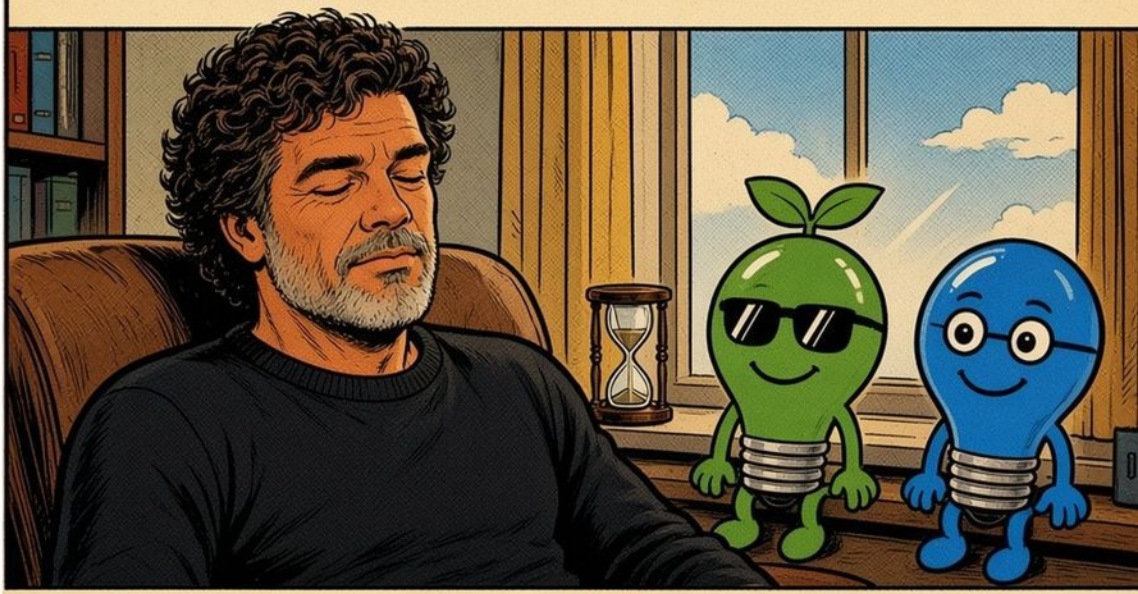
Sage turns a focus ring on Camera Two. A blurry image on the LED wall sharpens into a clear horizon.

DR. MR. FRED LIGHT THE SECOND
Each day that you show up, sit down for seven minutes to visualize your future, to take the action. I'm talking about seven minutes of visualizing your goal. And I know you know, and I know also, that that is going to produce more action. That more action is much more than seven minutes. Seven minutes, you sit there, take no physical action. Take mental

action. Throwing seeds of faith into the future and how you see yourself towards a specific goal or a certain area in life. They can be super generally where you're saying, I want health. I want good food. I want exercise. I want healthy friends. I want healthy activities. And you start throwing out these things. And then generally you start looking at some of the habits that you're going to cultivate.

And specifically, you're not looking to go specific. And let me say that again because it seems like I'm contradicting myself.

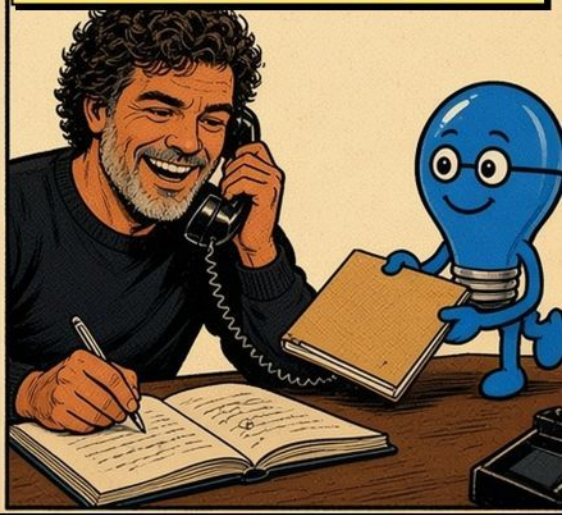
DR. FRED LIGHT
Because normally we follow the thinking of progressing through our thoughts forward or backwards in this philosophy and going super generally, generally, specifically.



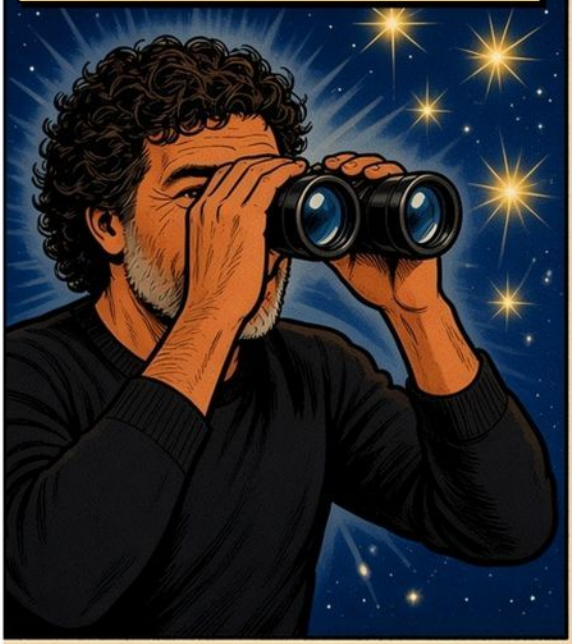
JASON
Helps us define things that we're looking at by starting broad, super generally, working our way down to generally, and then specifically looking at



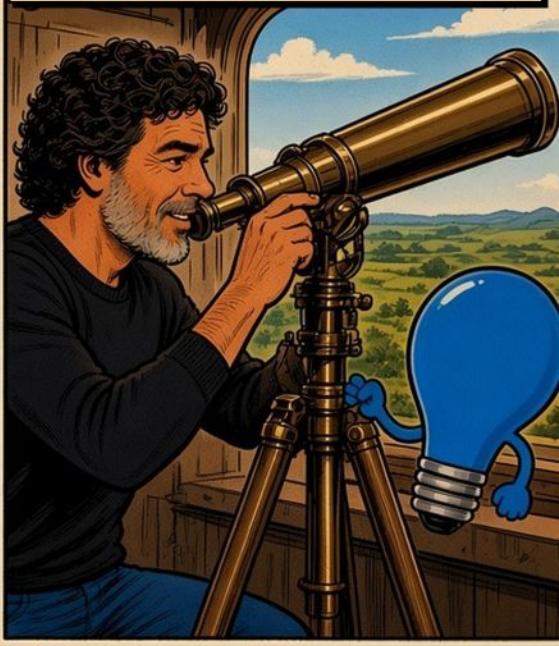
SAGE
the results why we would take this action super generally and generally. And so here when you're looking into the future of every 4th



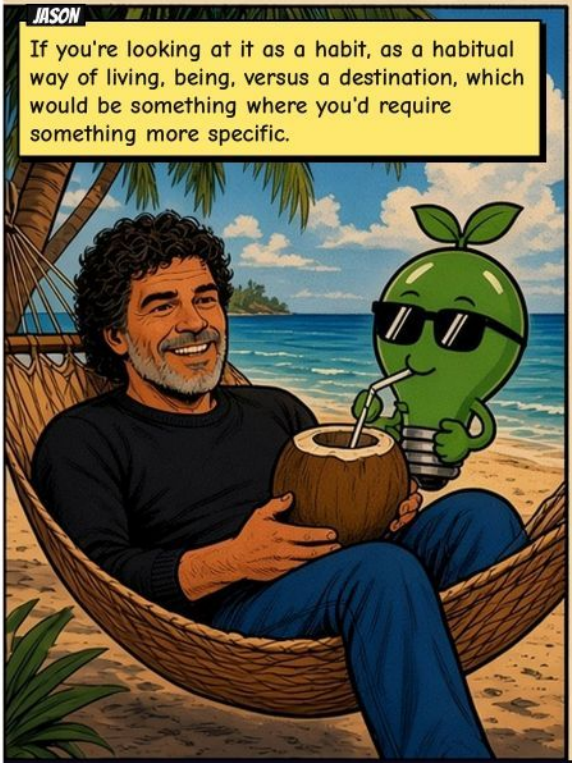
SPARK
of July this is what you want to look like or every single year this is what you want to generate an income.



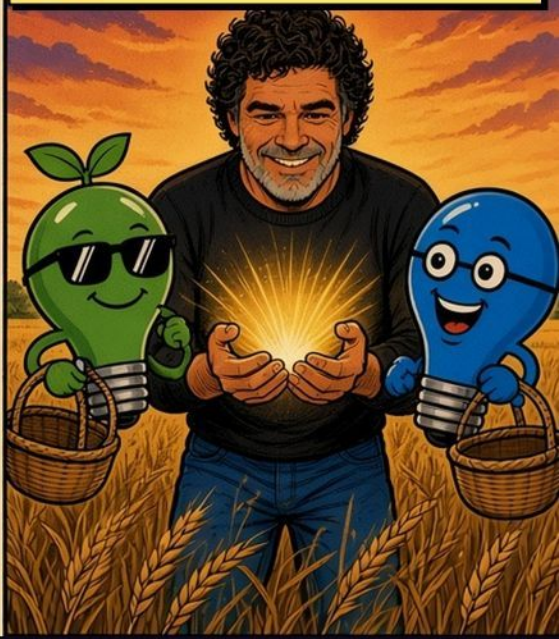
DR. FRED LIGHT
Specifically you want to add a range or an average but in this case range of your weight, range of your income.



JASON
If you're looking at it as a habit, as a habitual way of living, being, versus a destination, which would be something where you'd require something more specific.



SAGE
If you want to say, I want to go on a vacation, that's super generally. Super generally, I want to relax.



♦ ♦ ♦

And specifically you're going towards a specific destination where you would purchase plane tickets, purchase a cruise ticket and go to a specific location on a specific date because you're looking for the destination of a vacation. You want to accumulate X amount of dollars so you can have the destination of a retirement or you want to have a destination of financial independence.

We don't want a destination for weight, how much we weigh. We don't want a destination for how much we earn comes specifically. We don't want a destination for these things that we're going to want to be destinations every day of our journey or every season or every year. If you only want to look good on the 4th of July, but you don't care if you're a fat slob the rest of the year, those things probably won't align to give you that peace. And the peace, where the clarity, the focus, the work, it's a, if you just want to be someone who makes $10,000 a month, but you only care if you do it one month out of the year, and then you can be an average salesperson for the rest of the year, that's certainly attainable.

You can certainly look good on the 4th of July or write $10,000 and make a $10,000 income in one month. Those are checkpoints that confirm you're on the right path. It confirms that the action you have been taking of no action, sitting there seeing yourself for seven minutes, the action of picking up the stones and throwing them into the future and how you see yourself, the action that you've taken physically to change what you see and touch, those actions are going to produce habits. A culmination of habits produces something that becomes very difficult to see that it can produce something far beyond

what we have been seeing and touching as a result of what we have been thinking and acting and producing as results in our life.

It's the momentum of our habits. It is our momentum based on days and days and weeks and seasons that have cultivated who we are becoming so that when we do look at our commission check for that month or our tax forms to see what we earn or we look in the mirror on the 4th of July or the day after Christmas or we look to see how we are compared to what we want. What we want is each day we want to be reaping a harvest. I want the harvest of being able to close sales that will lead to commissions that will result in a six-figure income, a $10,000 a month income, a weight level that looks like this, a peace that looks like this, a happiness that looks like this, my passions being manifested that look like this.

CHAPTER 15

THE UNSEEN POWER OF MOMENTUM

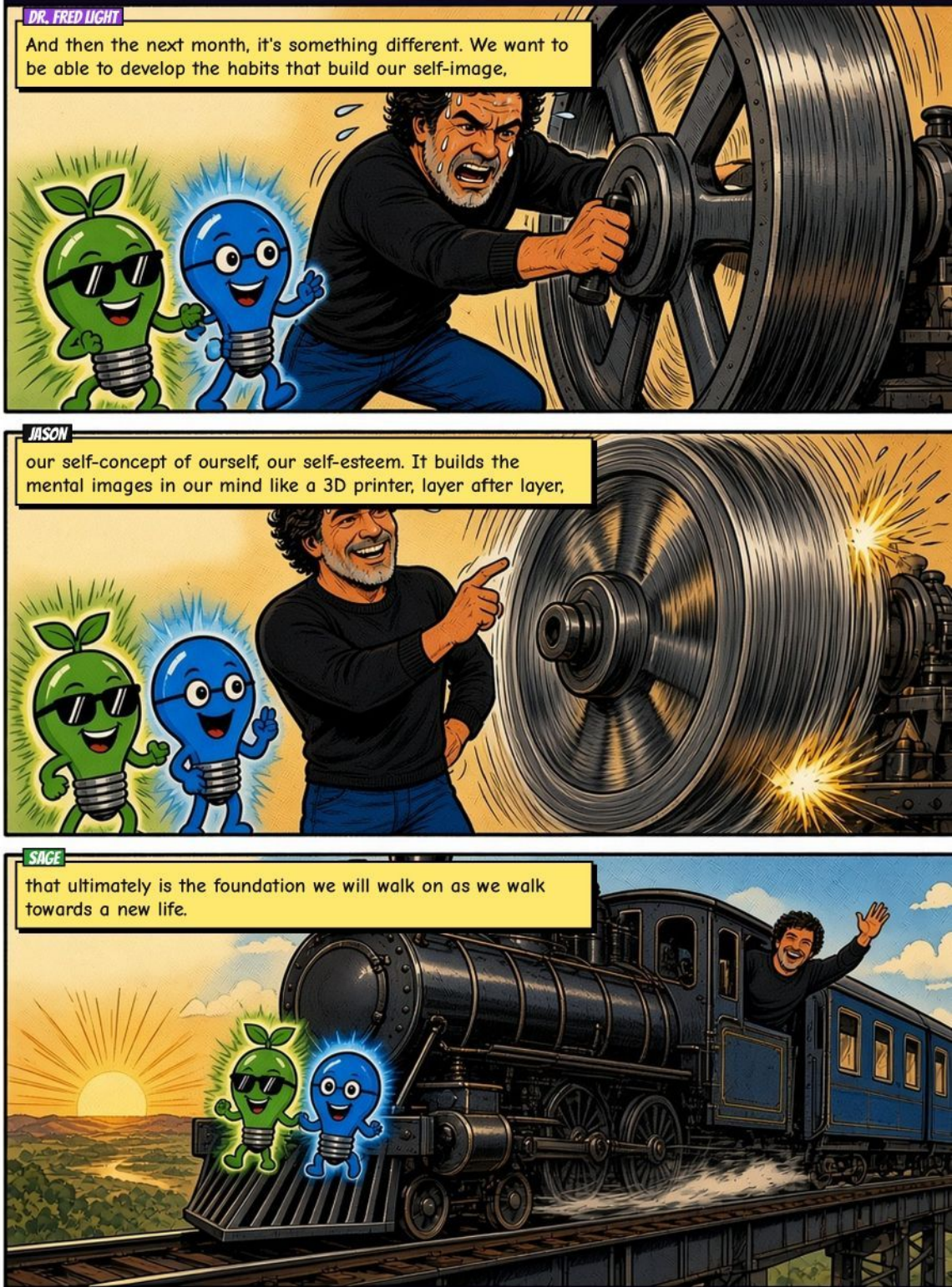


INT. THE BACK OFFICE OF DR. NEWS - LATER

A heavy iron flywheel on the LED wall begins to turn, slowly, then faster.

DR. MR. FRED LIGHT THE SECOND
The power of momentum is something that's unseen. The only way we're able to see it is by the rocks that we throw into the future, our vision that we cast into the future on a consistent basis, on a deliberate basis. It doesn't mean you only do it in April or you only do it in July. Or if we're looking for results, if we're looking for ourselves to be different so we produce different results, then we're

not so much looking for a destination as we are to change what we're seeing on our calendar, in our bank account, and in the mirror. We're looking to change something consistently. We don't want to look in the bank account one month and look in the mirror one month and say, oh my gosh, I'm awesome.


DR. FRED LIGHT
And then the next month, it's something different. We want to be able to develop the habits that build our self-image,
JASON
our self-concept of ourself, our self-esteem. It builds the mental images in our mind like a 3D printer, layer after layer,
SAGE
that ultimately is the foundation we will walk on as we walk towards a new life.


SPARK
As we find ourselves in new areas in life into the future, it will be because we have looked back and saw that we have dedicated consistent energy,
DR. FRED LIGHT
time, focus, belief, persistence, dedication, clarity, focus, action. Dedicated ourselves. We've given up some of this uncertain thing called time to invest our energy,
JASON
our limited supply of energy each day that we do get, into something that may or may not happen.

♦ ♦ ♦

It does take faith and belief to pick up those seeds and start throwing them. You will know you're getting close to breakthroughs. You know you will be moving out of that transition. When you start seeing yourself in the mirror saying, this is super easy now, or you get a check. Hey, you get that moment of reflection that says, do I really have a clear vision of my future or not? And if you do, then it becomes much easier to handle the same things that you've been going through, like the force field, like that shield of armor, is that you're going through the same motions, similar motions, you're developing new habits, slow, seven minutes here, seven minutes there, seven minutes there, four hours there, two hours there, and you look around and you say, well, it kind of looks the same, kind of looks the same, kind of looks the same, but when what you have been doing is very in line to where you're going, those habits, how you see yourself.

If you start achieving everything you have right now, and you see yourself doing the same things, chances are those two visions of where you are now and where you're going should start to connect, very close to connecting. If you, for seven and a half minutes a day, for 365 days or 250 days a year, you're seeing yourself for seven minutes a day, visualizing, throwing those seeds of faith into the future. When you go to the future and you see yourself in your new house, you see yourself sitting there for seven minutes a day. That's how you know you're starting to weave the thing we call reality that we can see and touch now to this other thing called our future that is uncertain we are weaving that into this thing called life this one life that we have there is a thing called faith that we must believe that the actions that we do that do not make sense today right now in our consciousness and intellect because we're

doing something that would almost imply that where we're heading is fairly certain and it's not.

CHAPTER 16
EVERY YEAR, NOT JUST THIS YEAR



INT. THE BACK OFFICE OF DR. NEWS - CONTINUOUS

A league crowd cheers through the wall. Spark pins a small trophy to the console.

DR. MR. FRED LIGHT THE SECOND
And that is why how we see ourselves long-term makes an impact. Do you see yourself earning more income just this year? Or do you see yourself earning more income all of the time? Do you see yourself in sales earning over six figures every year? Do you see yourself in sales writing a certain amount of business every single year? Not just this year not just the rest of this year not

just this month if you're selling cars and you want to be selling cars for the next couple years and you want to be earning money in the next couple years then you're currently earning right now when you see yourself in your future you should be seeing yourself making more money in the future doing what you're doing How does that look?

DR. FRED LIGHT
It should look different than what you're doing now if you're extending what you're looking to earn in income.



JASON
If you make $50,000 a year right now in sales and you want to figure out how to make six figures in sales,



SAGE
chances are you're going to start doing something differently than what you're doing now. Sometimes it's a different location.




SPARK
Sometimes it's some little thing is different, but no doubt is if you're looking to double your results in life,
DR. FRED LIGHT
area of selling and commissions, something's got to change. Just because you wish for it, just because you feel like you deserve it,
JASON
does not necessarily mean that you're going to get it to where you can physically untouch it.

♦ ♦ ♦

Sometimes you may get it, but some of the skills, habits, foundational key points have not been paid attention to, so it becomes something that has been achieved once.

I hit the sales goal, so I went on the vacation. I won the watch. I won top sales in my company. And so if you try to look for the destination, I want to be number one this year in my company. I want to hit that vacation goal. If you look at yourself hitting the destination, make sure that the destination has destinations after it. Make sure something's after it in that area that sees you producing that result all the time, producing, reaping those harvests all the time. Sowing the seeds every year because every year you really want to be making top in your sales. You want to be hitting the quotas that give you the vacations and the perks. You want that every year, not just one year, right?

So if that's the case, then extending a vision a few years into the future takes limited faith because you're already looking one year into the future saying, hey, this is what I want to do. Cast that vision a few more years and all of a sudden you're going to find that you start behaving differently. You start thinking differently. Why? Because you think differently. You see yourself now five years ahead versus one year, versus one month, versus one season.

If how you see yourself today is only based on today, A, how you've performed so far this year and the rest of the year, then two-thirds of that, of what you're going to achieve this year, is based on your past and how you see yourself today.

So if the odds are not really in your favor in that example, then something must show in your actions each day, seven minutes, habits, each week, each month. Those actions are either the seeds that are go-

ing to produce the harvest that you want or they are the actions that are going to produce the harvest that you have been already getting or see yourself getting.

CHAPTER 17
WORK YOUR WAY BACK

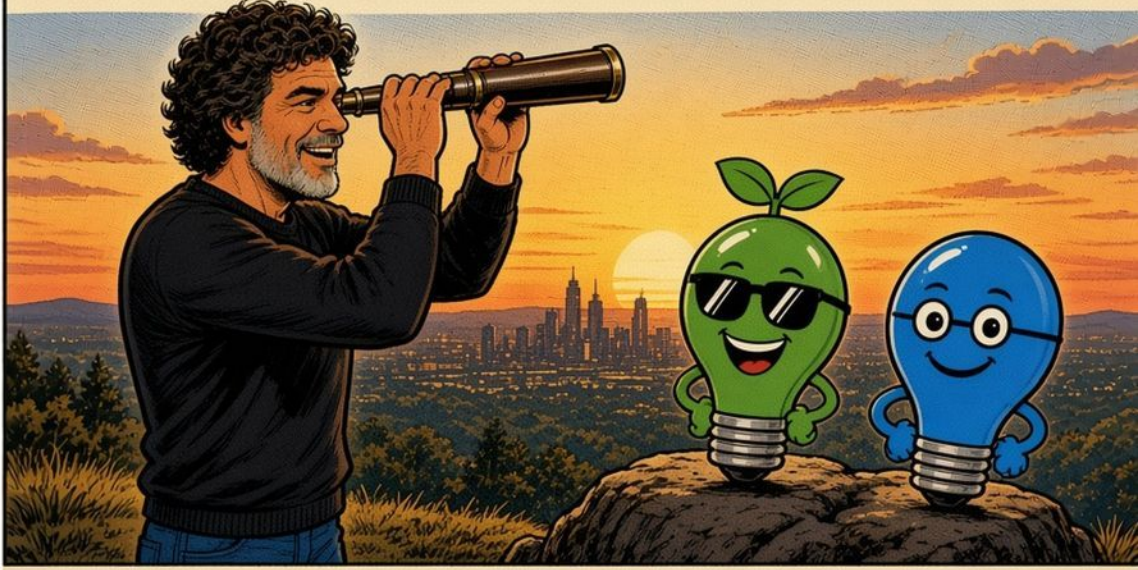


INT. THE BACK OFFICE OF DR. NEWS - LATER

The jukebox outside fades. Fred looks straight into the lens. Sage and Spark stand perfectly still.

DR. MR. FRED LIGHT THE SECOND
So I want to encourage you to have faith that you can see yourself beyond just this month, this season, this year. See yourself into the future five years, 10 years.

DR. FRED LIGHT
See yourself the next three years in this specific career, being top, hitting these every, you want to be a top producer every year,



JASON
not just once a year, not just one year. You want to be a top producer every year. You want to look that way every year.



SAGE
You don't want to go out, buy all the clothes, and then be like, oh, I should have thought this through.



♦ ♦ ♦

I want to weigh like this all the time. Well, then start looking at what habits you can develop that will put you in a position to be that type of person that you're looking to be that reaps the harvest every day, every week, every month, every season, every year, every decade. You want to be the person that reaps those harvests.

So you start to look at where you're going. Work your way back to where you are now. Say, okay. And then you say, this is where I am now. And this is where I'm looking to go. Let me see how I'm going to get there. And then you start looking at the habits that you're going to cultivate. To move you towards that.

THE POWER PRINCIPAL OF MOMENTUM



Momentum is invisible — until it isn't.

In The Power Principal of Momentum, Jason Allen Plouff walks you through the quiet daily choices that build a life you can't yet see or touch. Every night, sleep breaks the chain. Every morning, you decide whether to pick it back up.

Learn why one-year resolutions become brick walls, and how to turn them into checkpoints. Discover the seven-minute habit of throwing seeds of faith five, ten, even twenty years into your future; the invisible force field a clear vision gives you when the mirror, the bank account, and the calendar don't agree yet; and why the person in Seat A outperforms the room.

There is a season for sowing and a season for reaping. Keep sowing, one day at a time, and the harvest comes — every year.

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