

FROM THE DESK OF DIANA NIGHTINGALE

The 5%

In Earl Nightingale's, *The Strangest Secret*, he points out that the problem with people is that they – conform, and he goes on to say that conformity is the reason that only five-percent of any given group of people become successful in their life's efforts.

I have found this to be true when it comes to the people I've met in my lifetime – most consider themselves to be successful if they just fit into the particular segment of the population of which they wish to be a part. In other words, they conform – they fit into the behavior, standards and conventions, which are believed to be socially acceptable. If, everyone's doing it – they do it, too.

There's nothing wrong with being one of the 95-percent population - there are millions upon millions of people in that group who lead very happy lives; they make worthwhile contributions; are good and loving people and make up a wonderful and very important segment of our society.

But, do you do when deep inside, you just know that it simply isn't enough, or right for you, or that you just don't fit in or are uncomfortable, when trying to conform, with the majority of people around you who think and behave so differently from you and content themselves to being like everyone else?

Well, for some, we may worry that there's something horribly wrong with us – and there is – we're going down a path to which we've been directed by others and are following the followers instead of making our own way in the world. We're letting others map out the course of our lives

In my books I refer to this life-time as our, "journey" and like the physical journeys that we take, we should be allowed to plot our own roadmap when it comes to the life we lead; following our own True North Compass and blazing our own new trails, rather than jumping on the closest Interstate with the rest of the crowd that just wants to get to the end of the ride as fast and as un-enjoyably as possible.

Progress, in all areas of society, is made by those individuals - that 5% - who step outside of the comfort zone of - conformity. They look at things from a different perspective; always asking, considering, and believing that there may be a better, different or new way; they go about taking the risks to find out and then . . . they make it happen.

In today's world they're often called, "Nerds" who grow up to be multi-billionaires!

I could go on - - which I usually do, but I've chosen this topic as an introduction to something exciting that I want to share with you:

For years and years, I've been asked when I was going to come out with a coaching program that can be used along with Earl's, *The Strangest Secret*. Millions of lives

have been changed as a result of **just listening** to the message and I've wondered how many more would have benefited in a more positive way, had there been such a program. It's one thing **to understand** it – it's **difficult to know how to do it** and then, **make it work** in our lives! Maybe, the real changes have occurred for the 5% who, “just got it” and made it work in their lives?

You know, whenever someone claims that they've just found some lost treasure that has been hidden away for centuries and has just been found, I always smile, and even if I'm alone, say out loud: “Yeah, right!”

Well, it's time for me to eat my words because this actually happened to me.

A couple of years ago, I moved into the home I am living in now and finally have the space for all of the books that have been stored away for years. I recently brought a box out of storage that had larger books in it and while unpacking it, I found what appeared to be a notebook of some kind. When I opened it, it turned out to be something that Earl had written and published in 1958 – a guide and journal for use along with, *The Strangest Secret* recording – exactly what people have been asking me for – and I had it all along!

Keeping it exactly as Earl created it, I began to transcribe the text while I listened to, *The Strangest Secret* for the thousandth time, and as I did, I was amazed that by doing what Earl outlined to do in this program, I was completely transformed, as though I were learning this for the first time and I just knew that I had to share this with others . . . but how?

Well, I've gotten lots of advice on how to make a kazillion dollars by offering it over a protracted length of time as a coaching program. I've even been shown the crazy high prices that unknown entities are offering their coaching programs for that require monthly commitments, high dollars, only to receive coaching from trained, paid employed who make the calls. “Are you kidding me?” I asked.

Not being a conformist, and remembering the advice my husband always gave - “Find out what everyone else is doing and then, do the complete opposite!” I've decided to do just that!

I've learned through the years that you really **can't teach someone** to do anything – no matter how long or how hard you may try - or how much money a person pays . . . **unless**, they are ready to make a change and only then will they be open to how to make positive changes work in their lives, and, **when they realize** that it is, **they who must be willing to do the work.**

The secret that lies at the heart of, *The Strangest Secret*, is that no one has the power to change the quality of your life or the direction you travel, except - You; And that while everyone has the power to achieve whatever they set out to achieve, no one, no matter how much money you pay them, can achieve your goals for you – you are the only one who has controlled your past, controls your present and determines your future – but, you will only be able to do this, once you discover - how and then

are willing to do the work it takes to achieve the life you've imagined. It's all possible – if you are willing to do the work!

In the beginning of the Guide and Journal Earl wrote:

“The completion of this guide and journal, which you have in your hands, will indicate that you have the ability to select a worthwhile goal; also, that you have sufficient will power to achieve your objectives. **If you do not exert sufficient effort to complete this course, you will probably not complete other worthwhile objectives**”.

While those are pretty strong words, they inspired me to create, The 5% Club for that 5% of the population that **will strive** to become all that they are capable of becoming and wish to lead more successful lives . . . and then – are willing to do the work to achieve it!

This is a complete coaching program – accompanied by one of the world's leading success authorities – Earl Nightingale, as the personal mentor and coach!

This is a powerful course! It was written by Earl Nightingale, as he became aware of how many people's lives were being positively impacted by just listening to the recording of, The Strangest Secret and realizing that even more would benefit - ***if only they knew how to make the “strangest secret” work in their lives!*** So, set about and created, then self-published the mentoring/coaching program in 1958. ***Earl, believed that if, one followed the Guide and Journal as outlined and presented – the method would, without fail, provides one with the ability to change his or her life for the better.***

Little did he know that in his desire to share the greatest discovery of his life – discovering why people turn out the way they do – live the lives they do - that he had unknowingly planted the seedling from which the personal development industry would grow or that it would change, for the better, the lives of people all over the world – Or – that he would become a legend in the world on the subject of, Success.

Through The 5% Club, I am finally able to offer what so many people have asked for all of these years – ***How***, do you make the information contained in The Strangest Secret ***really work*** in the lives of individuals?

The Strangest Secret Guide and Journal, offers you the opportunity to - ***learn what you must do*** in order to direct the course of your life, and ***sets the method for what you must do*** and ***then shows you how.***

At the end of, The Strangest Secret recording, Earl says this:

“Start today . . . you have nothing to lose, but you have a whole life to win!”

Earl Nightingale

If, during the process of the production of, *The Strangest Secret's Complete Coach, Guide and Journal*, you would like to become a Founding Member of, The 5% Club, [please contact me](#) here for more information.

In closing I want to share a poem that I also found tucked away in my filing cabinet – It's called: *The Calf Path* and was written by Sam Walter Foss, and it's worth pondering.

One day, through the primeval wood,
A calf walked home, as good calves should;
But made a trail all bent askew,
A crooked trail as all calves do.

Since then two hundred years have fled,
And, I infer, the calf is dead.
But still he left behind his trail,
And thereby hangs my moral tale.

The trail was taken up next day
By a lone dog that passed that way;
And then a wise bell-wether sheep
Pursued the trail o'er vale and steep,
And drew the flock behind him, too,
As good bell-wethers always do.

And from that day, o'er hill and glade,
Through those old woods a path was made;
And many men wound in and out,
And dodged, and turned, and bent about
And uttered words of righteous wrath
Because 'twas such a crooked path.
But still they followed -- do not laugh --
The first migrations of that calf,
And through this winding wood-way stalked,
Because he wobbled when he walked.

This forest path became a lane,
That bent, and turned, and turned again;
This crooked lane became a road,
Where many a poor horse with his load

Toiled on beneath the burning sun,
And traveled some three miles in one.
And thus a century and a half
They trod the footsteps of that calf.
The years passed on in swiftness fleet,
The road became a village street,
And this, before men were aware,
A city's crowded thoroughfare;
And soon the central street was this
Of a renowned metropolis;
And men two centuries and a half
Trod in the footsteps of that calf.

Each day a hundred thousand rout
Followed the zigzag calf about;
And o'er his crooked journey went
The traffic of a continent.
A hundred thousand men were led
By one calf near three centuries dead.
They followed still his crooked way,
And lost one hundred years a day;
For thus such reverence is lent
To well-established precedent.

A moral lesson this might teach,
Were I ordained and called to preach;
For men are prone to go it blind
Along the calf-paths of the mind,
And work away from sun to sun
To do what other men have done.
They follow in the beaten track,
And out and in, and forth and back,
And still their devious course pursue,
To keep the path that others do.

But how the wise old wood-gods laugh,
Who saw the first primeval calf!
Ah! many things this tale might teach --
But I am not ordained to preach.

