

Conversations With Bob

Diane Armitage

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25 years of the most  
memorable (sometimes  
super whacky) chats with  
my mentor Bob Proctor that  
transformed my ordinary  
life to spectacular.

**Diane Armitage**  
*With a Foreword from Bob Proctor*

# Chapter 5

## The Interesting Mail Experiment

“Hi, Bob!”

I am in my car, driving the 20 minutes to my home in Carlsbad. I have just resigned from a corporate position I had taken eight months prior and am feeling remarkably cheerful and free.

“Hey, Di,” he says. “Did you resign?”

“Yep! Looking forward to starting up my company again. I should be getting that rolling pretty quickly.”

“You're heading back to Denver?” he asks, referring to the home I'd left after accepting the position, closing my marketing business, and transferring to California. I had been offered a VP position to rectify a giant training website for the real estate industry. It was a beautiful site, but it wasn't selling. We had negotiated a three-year contract but, eight months later, after changing the site and its marketing direction, I was ready to be an entrepreneur again.

“You know ... no. I don't feel like heading back to Denver quite yet.”

“You're staying in Carlsbad?”

“Uhhh ... I don't know. It's not really my vibe.”

“So, where do you want to live?” he asks.

“Anywhere in the world?”

“Anywhere in the world.”

“Well, I'd LOVE to live in Laguna Beach. It's so awesome ...(pause) ... but it's soooooo expensive.”

As soon as I say the words, I cringe over my steering wheel. Did I say that with my outside voice? After four years of working with Bob Proctor I know this was not an appropriate sentence to share with the man.

Silence on his end.

“I mean,” I stutter, trying to fill the silence with something, “I PLAN to move there someday...” I trailed off lamely.

“Diane.”

(Oh God. There it is again. No comma. No question mark. Just my name with a period. This means trouble.)

“Are you in your car right now?”

“Yes!” I say, a bit relieved. Maybe he’s changing the subject.

“How far are you right now from Laguna Beach?”

Dang. He’s not changing the subject. “Uhhh, maybe 40 miles,” I say.

“I want you to drive up to Laguna Beach right now,” he says. “Find a post office box and start forwarding your mail.”

“Today?” I squeak incredulously as if I’m buried in a cadre of tasks.

“Right now. You have to take that first step. You know this. Start forwarding your mail today and you’ll find a way to live in Laguna Beach. Call me when it’s done.”

So. I drive to Laguna Beach.

I find a mailbox store in North Laguna, complete the forwarding forms and rent a box, giving myself plenty of time - six months. After all, I don't know anyone in Laguna Beach. I know nothing about the town. I figure this is going to take some serious time and research.

Eight days later, I receive a random email. It was not forwarded to me because no one in my entire life (aside from Bob) knows that I have any designs on Laguna Beach. It is addressed directly to me, but the sender is no one I know. She is a homeowner in Laguna Beach. She and her husband have just taken their renovated cottage off the market and are looking for a tenant through six months of winter.

Fifteen days after I began forwarding my mail, my Pyrenees dog, Merlin, and I are living in Laguna Beach. We arrive even before the mail does.

# Application

\_\_\_\_\_ from Diane

You're allowed to want anything you want. There's absolutely nothing wrong with that - we're all made of spirit – we are spirit to the core – and spirit is always for expansion and expression of good.

If you always want more, you're a healthy spirit.

But when you say, "I'm going THERE." ... And you don't move your feet ... you will always stay firmly planted right where you are.

Moving your feet is so much easier when it's a goal that seems within reach. When, on the other hand, you have this giant dream that sends shivers down your spine ... THOSE kind of dreams have a tendency to leave you rooted to the ground.

Bob taught me that there are three types of goals.

## **A Type Goals**

A-type goals are easy gimmes. You already know how to accomplish this in some way, shape or form. It's not even close to a challenge - it's more like a "to do" list. This is where most people live. They reach a certain accomplishment, they know what it took to get there, so they apply the same principle to reaching a very similar goal.

### **Examples of A Type Goals:**

- You bought a new car four years ago. You want a new car now. Pretty much same price range, maybe a whopping \$5,000 more. Maybe even the same dealership or make and model of car.
- You're getting straight As in school except in French class where you have a 'B.' You make it your goal to get an A there, too. You already know the most direct path.
- You have an opportunity for the position you've always coveted at work. At the same time, another position becomes available that's in your same department but offering a few thousand dollars more each year. You opt for that position because it's a familiar world with familiar faces, even if you need to learn a few more skills to adapt to the new position.

## B Type Goals

B-type goals are a bigger reach, but you think you've got a way to figure it out. You know that if you connect this dot with that dot, and perhaps if you call that person, you can hop your lily pad way across the pond to your new goal.

### Example of a B Type Goal:

- You've been saving to move your family from a 2-bedroom house to a 4-bedroom house with a larger yard for the kids. You find THE house, but even with the best mortgage negotiation, you're going to have to come up with several thousand more dollars to secure the house. So, you sit down to work out your options. Where can you possibly borrow the needed funds? Can you sell anything of value that would help you reach that mark? Could you take on another short-term consulting job, even if it's a temporary stretch on your time?
- You decide you want to sell real estate or be a stockbroker or acquire any number of certifications in any number of industries to enjoy what you see as a wealthier lifestyle. This is a big jump for you, but you sense you can pull yourself through it. You seek out the exact testing requirements, secure study materials, sign up for classes, connect with study groups and/or set the same amount of time aside every early morning to study for the test or certification. You register for the testing date and show up for the test.

## C-Type Goals

C-Type goals are the mother lode. These are the big dreams, the gargantuan one that sneak up on you and whisper, "Can you *imagine* if ...?" They're often so crazy to even speculate on that you don't dare tell anyone in your closest circle because they would first look at you in amazement and then prattle you down from your lofty perch.

### Examples of C-Type Goals

- Deciding to move to a town because you've seen it once in person or in a movie but there are so many extenuating factors around making the leap that you can't even wrap your logical brain around what would need to come first.
- Talking your way into renting the giant home of your dreams because you have aims to purchase it from the owner, even though the owner currently has no intention to sell. In so doing, your rent increases 200%.
- Quitting your job to leap into doing what you love to do with absolutely no flipping idea how you're going to monetize your service or product.
- Deciding that you're going to get a recording contract with a big-name label in a year's time. Your friends say you sing really well but you have absolutely no contacts or clue as to how to find your way into that contract.

So, now that you know the three types of goals, I imagine you've already thought of places you've been in your life where you've experienced A-type, B-type and C-type goals.

While they have different ends as to how your life is going to look, they all share one similar fact: You have to take action no matter what.

When it's a C-type goal ... because, really, this is how you deserve to live ... it usually requires an action that may seem as brainless and crazy as the idea itself. The key here is to ACT AS IF you've already accomplished the goal.

When you see yourself having already achieved that C-goal, it's easier to look *down* that trajectory to the place where you *used* to be and ask yourself, "What one thing did I do to get here?"

Ask yourself this question and, then, be still.  
Listen for the answer. I assure you that Universe will send you an answer.

Do that ONE thing.  
Take that decisive step in faith.  
You'll find that as you draw closer to IT, that very thing will draw closer to you.  
(And sometimes it happens in hours or days. So ... be ready.)

P.S. When you're grappling with a C-Type goal, it helps to know that other people on this planet are grappling with *their* own C-Type goal, too. I've created a community of like-minded individuals at my private group Facebook page: **The Armitage Collective**.

This is a positive-minded, supportive community. If you're ready to slay a few C-goals of your own and understand the importance of this like-minded mastermind to both give and receive, please ask to join.