

# SUCCESS!

*The Glenn Bland Method*

**GLENN BLAND**



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*Success! The Glenn Bland Method*

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The *foundation* of success:

Direction, balance, belief.

The *definition* of success:

“Success is the progressive realization  
of predetermined, worthwhile goals,  
stabilized with balance  
and purified by belief.”

This book is dedicated to the men who have  
had the greatest influence on my life.

Billie Snell—*for his encouragement*

Joe Schuhardt—*for caring about me*

Jack Crawley—*for teaching me to win*

Melvin Reimer—*for his instruction*

Colonel Robert B. Thieme, Jr.—*for directing me to the truth*

Charles Baker—*for believing in me*

And to all of my colleagues with Coaches Insurance  
Associates of America who believe in our philosophy.

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# FOREWORD

WHEN I FIRST MET GLENN BLAND, he told me of his ambitious plan to build “from scratch” one of America’s largest and most successful life insurance sales organizations. Then it was only a dream, but today it is a reality.

To my knowledge, the phenomenal success story of Glenn Bland and Coaches Insurance Associates of America is unparalleled in the history of the life insurance industry. His company produces more sales each year than many life insurance companies that have been in business for over half a century.

Why is Bland so successful? Because he understands and applies universal success principles most people never know

about. He knows how to establish far-reaching goals and how to plan for their attainment. His world is an “action world”—a place where he makes good things happen, benefiting all mankind.

In this dynamic book you will have the opportunity to discover these secrets of personal success. You, too, can realize your dreams by learning to apply his methods to your life. The book was written from personal experience by this man who has “done it” and knows what he is talking about. Any individual who truly wants to succeed can do so by committing himself to following the Bland Method.

The author believes in building people and has devoted much of his life to doing so. He wrote this book to direct men and women to a happy and prosperous life and to help others free themselves from the chains of ineptness and mediocrity, becoming the successful persons God intended them to be.

Regardless of who you are, or what your vocation, this book will help you find a better life if you will read it and believe!

*Charles A. Baker*  
*Senior Vice President*  
*Lincoln American*  
*Life Insurance Company*

PART 1

# HOW TO HAVE A HAPPY AND SUCCESSFUL LIFE





# 1. THERE IS A WAY

IF I WERE TO DRAW A line and tell you that simply stepping over it would change your life for the better, would you take that step?

Certainly you would. And if you knew that taking that step would guarantee inner peace, riches, enlightenment, and physical well-being, you would not hesitate a second.

You will have an opportunity to take that step—right into a life of happiness and success—as you continue through this book.

Stepping across the line *does* work. Stepping across the line definitely led me to a life of happiness and success. I have shared my experience with close friends and business associates

and with others I scarcely knew. In every instance, where the line was never recrossed, fantastic results have been achieved.

I have seen derelicts changed into decent people. Debt-ridden individuals into financial successes. Misguided souls into persons who possess the wisdom of the ages. Mentally and physically ill weaklings into healthy and productive citizens.

I have seen these miracles happen right before my eyes, and they will happen again and again to those who follow the teachings of this book.

Before crossing this line, a young man in Houston was out of work, beset by ulcers, and harried by obligations. Today, he is the leading salesman with his company.

In Lubbock, Texas, another young man was unhappy and rapidly losing ground in his work. After he crossed the line, he soon became one of the city's outstanding businessmen.

In Memphis, Tennessee, a man had literally failed at every undertaking, until he stepped across the line and adopted the principles outlined in this book. Today he is a business and financial success.

The secret that is the heart of these teachings will be presented herein. If you will let this book serve as a guiding light to direct you to follow its path to a life of happiness and success, then my efforts will have been worthwhile.

## **THE DISCOVERY OF A NEW LIFE**

But, first, let me tell you how this book came into being. Years of thought and study, months, weeks, days, and hours

of planning preceded the development of what I call the Bland Method of Goal Setting and Planning.

The development of this method was not an easy task. It demanded unwavering faith, unrelenting persistence, and the courage to act no matter what obstacles seemed to lie around every corner.

The principles in my method are not unique. They have been responsible for the making of kings, the building of empires, and the creation of vast fortunes. On the other hand, these principles have never stolen serenity from the lives of those who have used them.

Having discovered this secret and having applied it in my own life, I want now to share it with just as many people as possible.

My method of goal setting and planning had its beginning many years ago when I first became success conscious.

My fondest dreams involved happiness and success. I searched for the wisdom and the truth that could lead me to realizing those dreams.

I made a giant step toward success while browsing through a bookshop in San Antonio's International Airport. I was attracted by a colorful blue and yellow cover and an appealing title. The book? *Think and Grow Rich*, by a man I had not heard of before named Napoleon Hill.

To help pass the time until my plane was due to leave, I bought the book and began to skim its pages.

As I read, I found something happening to me.

At that particular time in my life, I was doing my work

well, but only because it was something that I had to do and not something I wanted to do. I was drifting. I had no real direction, no goals, no plans.

Because I *was* drifting, others dictated to me. I didn't understand the one basic principle, "Men who have goals and plans dictate to others, while men who have no goals or plans are dictated to."

As I read, the above principle revealed by Mr. Hill became increasingly important to me. I said to myself, "He has found the key that can unlock the door to happiness and success in my life. This is what I've been looking for!"

I read on and on and found myself in even greater agreement with the things Napoleon Hill stands for.

Almost before I realized it, I was in the living room of my home, 200 miles from San Antonio, finishing the last pages of this fantastic book.

I hardly recall the flight from San Antonio to Waco. Time had flown by because on that evening my life was changed. I had become "success conscious," and an entire new world of meaning and opportunity had been opened for me.

Becoming aware of this new world is experienced by everyone who achieves success at some point in time.

"Success consciousness" is the place where all achievement begins. It's a time in your life when you first realize that there is a happy and successful way to live. At that time you suddenly know you can change your life for the better. You decide to change it, and then you follow through and attain your desires.

Having become “success conscious,” you develop a hunger for wisdom and truth, and you begin to search for everything that you can read or hear to satisfy that hunger.

I have read many books and spent many hours listening to tapes with only one goal—to program my mind for happiness and success.

As I studied and accumulated wisdom, I hit upon a basic truth. It struck me like a bolt from the blue:

“Techniques and methods change, but principles never do!”

I knew exactly, at that moment, where to find the information that I had been searching for. The principles had never changed; everything you and I need to know about happiness and success is contained within the binding of one book—the Holy Bible.

There was no reason to search further or elsewhere because within the Bible’s covers you find the distilled wisdom of the ages.

The Bible’s principles, which have withstood all the tests of recorded time, generated all of the other books and tapes that had proved so helpful to me.

Within the Bible you will find the answer to all of life’s opportunities and problems. It contains all of the principles found in every other book ever written about success and happiness. From the wellspring of the Creator, stimulating wisdom will never run dry. As we grow, our understanding grows, and more and more of the wisdom of the ages is

opened to us. We are limited in our understanding only by our willingness to abide by the principles and to grow.

*“I, Wisdom, live together with good judgment.*

*I know where to discover knowledge and discernment.*

*All who fear the LORD will hate evil.*

*Therefore, I hate pride and arrogance, corruption and  
perverse speech.*

*Common sense and success belong to me.*

*Insight and strength are mine.*

*Because of me, kings reign,*

*and rulers make just decrees.*

*Rulers lead with my help,*

*and nobles make righteous judgments.*

*“I love all who love me.*

*Those who search will surely find me.*

*I have riches and honor,*

*as well as enduring wealth and justice.*

*My gifts are better than gold, even the purest gold,*

*my wages better than sterling silver!*

*I walk in righteousness,*

*in paths of justice.*

*Those who love me inherit wealth.*

*I will fill their treasuries.*

*“The LORD formed me from the beginning,*

*before he created anything else.*

*I was appointed in ages past,  
 at the very first, before the earth began.  
 I was born before the oceans were created,  
 before the springs bubbled forth their waters.  
 Before the mountains were formed,  
 before the hills, I was born—  
 before he had made the earth and fields  
 and the first handfuls of soil.”*

—PROVERBS 8:12-26

Without question, “Techniques and methods change, but principles never do.” They have existed in eternity past and will exist in eternity future. The principles for achieving happiness and success in your life today are the same principles that King Solomon used to create his vast fortune in 966 BC.

This planet, called Earth, didn’t just happen! It was created by an infinitely intelligent Being beyond our human understanding, and this Creator established certain natural laws that put order into all things. If you plan your life to function within the boundaries of these natural laws, you can achieve happiness and success. If you live outside these natural laws, you will never enjoy the inner peace, riches, enlightenment, and physical well-being for which you are searching. It is as amazing and simple as that.

You may avoid the laws of man, but there are greater laws that cannot be broken. The Creator is the source of every natural law leading to happiness and success. He wants to

share this wisdom with each of us and has outlined his plan for the ages in an inspired book, the Holy Bible.

Mankind faces great problems today because people have become so self-sufficient that they sometimes forget there is a God. They forget that there is an omnipresent power that is bigger and more powerful than you and me! God created everything that exists, and he can certainly create something of such relative insignificance as happiness and success for a man if that man will play the game according to the rules.

W. E. Gladstone said, “I have known ninety-five of the world’s great men in my time, and of these, eighty-seven were followers of the Bible. The Bible is stamped with a Speciality of Origin, and an immeasurable distance separates it from all competitors.”

Napoleon Bonaparte said, “The Bible is no mere book, but a Living Creature, with a power that conquers all who oppose it.”

Yes, “the Bible is no mere book,” for through its message and from the other outstanding material you will be exposed to, the secret of happiness and success will leap from the written page and become a reality in your life. You will be asked to do only one thing as these principles are unfolded for you—*believe!*

## **YOU MUST TAKE THE “CAN’T” OUT OF YOUR LIFE**

History reveals that there have always been those individuals who spend their lives in a negative world where “can’t” is the

most frequently used word in their vocabulary. Had such great men as Thomas Edison listened to the so-called experts of their day, our civilization would probably be regressing instead of progressing.

Here's proof. The following statements are taken from official documents, newspapers, and magazines widely read during their day. Listen to what the "authorities" had to say:

1840—"Anyone traveling at the speed of thirty miles per hour would surely suffocate."

1878—"Electric lights are unworthy of serious attention."

1901—"No possible combination can be united into a practical machine by which men shall fly."

1926—(from a scientist) "This foolish idea of shooting at the moon is basically impossible."

1930—(another scientist) "To harness the energy locked up in matter is impossible."

There have always been those who said, "It can't be done." Yes, even the experts can be wrong. But the real tragedy is that 99 percent of the people believed them.

We can be thankful that nonconformists, such as the Wright Brothers and Edison, did not accept what the so-called authorities said.

You can be sure of one thing—people who made statements such as those quoted did not understand one of the most

important and basic natural laws of the universe: “Anything you can think of and believe in, you can achieve!”

The mind of man can conceive many things, but believing them is something else. You might conceive the idea of earning one million dollars next year, but without *genuine belief* in your heart that it can be done, it will never become reality. Believing is the key! It is the basic ingredient of the happy and successful life.

Jesus made the same point in the following manner: “If you can believe, all things are possible to him who believes” (Mark 9:23, NKJV). Jesus did not eliminate anything. He said, “All things!” Why would Jesus make such a statement if it were not so? He understood the natural laws of the universe—he knew that the “Law of Belief” is just as certain as that day follows night. He used the power of belief to heal the sick, to change water into wine, and he said that if a man could develop his belief enough, he could even move mountains (see Mark 11:23).

Belief is a powerful force, and when properly used it can move man to accomplish great things! Our Creator gave us the choice of living in two worlds: positive or negative. A world where you “can” accomplish your lifetime dreams or a world where you “can’t” do anything because of a million trivial excuses that hold you back. Quit thinking about all of the reasons why you “can’t” do something and think of all the reasons why you “can.” Decide now that you are going to be a member of that select group of successful people who live

in a positive world—it is just too difficult to live any other way. Take the “can’t” out of your life by *believing!*

## THE ESSENCE OF THE CREATOR

Mankind has always been aware of God’s creative force within our universe. The evidence of this great force is all around us. It is found in the birth of an infant, in the roar of a mighty ocean wave, in the unparalleled beauty of a flower, in your innermost feelings for a little child, and in the magnificent design of a single snowflake. The evidence surrounds us, but it is so commonplace that we take it for granted.

Each of us has the opportunity to use this creative force in our life to accomplish our goals, but few do so. This creative force has been given to us free—it costs nothing, and to receive its full power we must only believe. As human beings, imperfect by nature, we place little value on things that we do not pay for. We value homes, automobiles, boats, television sets and, at the same time, place little or no value on the things in life that are free—our bodies, minds, families, friends, good health, love, and the natural laws of the universe.

The truth is that the material things that we value highly are really very cheap and can be replaced. Your home can be destroyed by fire, and it can be rebuilt. A man can lose his fortune and then replace it several times over. But when the things that are given to us free are lost—they are gone forever.

The statement “The best things in life are free” is true. They are available for the taking. They are the things that are responsible for putting happiness into your life. To take advantage of the natural laws of the universe, to guide us to a life of happiness and success, we must understand the essence of the Creator, who governs all life and creation.

*Sovereign:* The Creator is the ruler of all things.

*Righteous:* It is impossible for the Creator to be wrong; he is perfect in every way.

*Just:* The Creator knows everything, all sides of every situation—therefore, it is impossible for him to be unfair.

*Loving:* The Creator gives perfect affection—a love beyond human love and understanding.

*Eternal:* The Creator has always existed, is very much alive today, and will always exist—he is everlasting.

*Omniscient:* The Creator knows everything—all ideas come from his infinite mind.

*Omnipotent:* The Creator has the power to do anything—he is all-powerful and able.

*Omnipresent:* The Creator is everywhere at all times—he is not someone located in some remote, unknown place. He stands by your side.

*Immutable:* The Creator never changes—he is the same yesterday, today, and forever.

*Truthful:* The Creator is absolutely true—it is impossible for him to lie.

Now that you understand the essence of the Creator, you will find it much easier to understand why you can apply the natural laws of the universe in your life and, by doing so, accomplish your fondest dreams and never doubt their fulfillment. The Creator established the rules, and simply playing the game with all your heart will produce fantastic rewards—that is, if you can *believe!*

*Before going on to the next chapter, take these two steps, if you have not already done so:*

1. *Convince yourself that there is a happier and more successful way of living than your present way of life.*
2. *Accept the fact that God is a tremendous guiding force in this universe and that he is wiser and more powerful than you.*

*You need not, at this point, accept anything more. But future chapters, hopefully, will help you to accept more and more of the principles that will cause your life to become exceedingly happy and prosperous.*

## **KEY POINTS TO COMMIT TO MEMORY**

- Anything you can think of and believe in, you can achieve!
- You may avoid the laws of man, but there are greater laws that cannot be broken.

- Men who have goals and plans dictate to others, while men who have no goals and plans are dictated to.
- Techniques and methods change, but principles never do!
- Quit thinking about all the reasons why you “can’t” do something and think of all the reasons why you “can.”
- The Creator is sovereign, righteous, just, loving, eternal, omniscient, omnipotent, omnipresent, immutable, and true.

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Read one book each month for twenty-four consecutive months as your personal program for planned enlightenment:

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## HOW TO KNOW JESUS PERSONALLY

GOD WANTS EACH OF US TO experience a life that has meaning, direction, love, and peace. God makes this kind of life possible through a personal relationship with his Son, Jesus Christ. But before you accept Jesus as your Savior, here are five truths that will help you understand God's desire for you:

1. **God has a plan for your life.** “No one can receive anything unless God gives it from heaven” (John 3:27). God created you and has good plans for your life. To know those plans, you must know God personally.

2. **God's plan gives meaning.** “Jesus replied, ‘I am the bread of life. Whoever comes to me will never be hungry again. Whoever believes in me will never be thirsty’” (John 6:35). Many people seek meaning and purpose for their lives. But they never find it because they look for meaning in the wrong things and the wrong people. When you follow God's plans for your life—the most important of which is to know Jesus as your Lord and Savior—you will find meaning and purpose in all that you do.
  
3. **God's plan gives direction.** “Jesus spoke to the people once more and said, ‘I am the light of the world. If you follow me, you won't have to walk in darkness, because you will have the light that leads to life’” (John 8:12). Without God's direction, you may not know what to do with your life. You may try a lot of things, hoping to find meaning in each one. But if you have God in your life, he will lead you and show you how to make your life count for him and his Kingdom.
  
4. **God's plan brings peace.** “I am leaving you with a gift—peace of mind and heart. And the peace I give is a gift the world cannot give. So don't be troubled or afraid” (John 14:27). When you follow Jesus as your Lord and Savior, you will be at peace with God. You will also be filled with God's peace. So when

troubles come, you will be able to have peace as you endure hardships.

**5. God's plan is for you to live with him in heaven.**

“For God loved the world so much that he gave his one and only Son, so that everyone who believes in him will not perish but have eternal life” (John 3:16). Before Adam and Eve sinned (Genesis 3), they had a good relationship with God. Therefore, they were not ashamed to come into God's presence. But after they sinned, their relationship with God changed, and they were ashamed to come into God's physical presence. Sin had separated them and the entire human race—including you—from God. But God did not want sin to keep people from having a relationship with him. So he provided a way in which people could be cleansed of their sins and live with him in heaven forever. He gave his only Son, Jesus, as the perfect payment for everyone's sins.

Here are three things you must do in order to know Jesus personally as your Lord and Savior:

- 1. Recognize that you are a sinner.** “For everyone has sinned; we all fall short of God's glorious standard” (Romans 3:23). “As the Scriptures say, ‘No one is righteous—not even one’” (Romans 3:10). Because everyone is a sinner, no one deserves eternal life with

God in heaven. In addition, no one can work hard enough to *earn* this life. Instead, God gives eternal life to everyone who believes that Jesus Christ is his Son. Before you can appreciate what Jesus has done for you, you need to recognize that you are a sinner in need of God's forgiveness. If you never acknowledge this, you will never receive God's forgiveness for your sins. And you will never enter into heaven.

- 2. Ask Jesus to forgive you.** “Yet now he has reconciled you to himself through the death of Christ in his physical body. As a result, he has brought you into his own presence, and you are holy and blameless as you stand before him without a single fault” (Colossians 1:22). If you recognize that you are a sinner, then you may be ready to ask Jesus to forgive you. Do you believe that Jesus is the eternal Son of God, who died to pay for your sins? If you do and you have never thanked Christ for dying for you, thank him right now in a simple prayer. Pray, “Lord, I thank you for paying for the sins I have committed. I give my life to you. Teach me the right way to live. Amen.”

If you have believed in Christ now for the first time, write your name and today's date on the blank lines as a record of the time of your salvation.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

- 3. Turn away from your sins.** “Those who have been born into God’s family do not make a practice of sinning, because God’s life is in them. So they can’t keep on sinning, because they are children of God.” (1 John 3:9). As a Christian, you will still sin from time to time. But you should not continue to live a sinful lifestyle. Putting your faith in Jesus means that you are willingly turning away from your old sinful nature. It also means that you are living to please God. You can live to please God by obeying the commands he has given everyone in the Bible. If you obey God, you can be sure that you are a Christian and will one day have eternal life in heaven.

# THE DEFINITION OF TRUE SUCCESS:

“Success is the progressive realization of predetermined, worthwhile goals, stabilized with balance and purified by belief.”

## BLAND'S DYNAMIC SUCCESS PLAN

1. *Let God Guide You*—Get yourself out of the way and let the great, universal creative mind of God give you direction—have faith!
2. *Establish a Faith Period*—Set aside thirty golden minutes each morning to engage in meditation and planning.
3. *Crystallize Your Goals*—Decide on specific goals that you want to achieve and keep them before you each day.
4. *Make a Plan of Action*—Develop a blueprint for achieving your goals and a target date for their accomplishment.
5. *Develop a Burning Desire*—Desire for the things you want in life will motivate you to action.
6. *Believe in Yourself*—You can accomplish anything, if you believe you can. You have God-given talents and abilities—use them!
7. *Never Give Up*—Success cannot elude a will that stays in existence in spite of the pressures of adversity. Success comes to persistent people!

*I do not choose to be a common man.  
It is my right to be uncommon—  
if I can.*

*I seek opportunity, not security.  
I do not wish to be a kept citizen,  
humble and dulled by having the  
state look after me.*

*I want to take the calculated risk,  
to dream and to build, to fail and  
to succeed.*

*I refuse to barter incentive for a dole.  
I prefer the challenges of life to a  
guaranteed existence, the thrill of  
fulfillment to the stale calm of Utopia.*

*I will not trade freedom for beneficence,  
nor dignity for a handout.*

*It is my heritage to think and to act  
for myself, enjoy the benefit of my  
creations, and to face the world  
boldly and say, "With God's help,  
this I have done."*

—AUTHOR UNKNOWN