

**look up**



**see the difference**

**FRED WIKKELING**

WITH CHRISTOPHER LAKE



LOOK UP!

SEE THE DIFFERENCE

A BRIEF INTRODUCTION TO A  
MORE SUCCESSFUL LIFE

BY FRED WIKKELING

WITH CHRISTOPHER LAKE

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To Jeannette, my wife of 25 years, and my two children, Hans and Hannah, three highly exceptional, successful, and talented human beings. Thank you for allowing me to look up and realize my dreams.

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# CHAPTER I

## LOOK AND SEE WHERE YOU'RE GOING

*As a man thinketh in his heart, so is he. – Solomon,  
Proverbs 23:7*

As you read this book, I want you to get into the habit of looking up. Once you start, you'll realize how much better it is looking up than looking down. You can go through your entire life without realizing how much you look down and what effect your posture can have on you.

Take this quick test: stand up with your hands by your sides. Look down for thirty seconds. Breathe deeply and look down at your shoes, the floor, the frayed corner of the rug, the dust bunny just barely visible under the couch. What do you see? Defeat? (*De-feet?*)

Now, after thirty seconds, raise your hands in the air above your head and look up for thirty seconds. Breathe deep and look at the ceiling, the light fixture, the crown molding, the empty hook where a macramé plant hanger used to be, maybe the sky.

Put your arms down and look straight ahead. As you think about what you felt, first while looking down and then while looking up, which felt better to you?

If you are like 95% of people who have done this experiment with me, looking up felt good and looking down led to negative thoughts and emotions.

Why, then, do we tend to look down so much, if it makes us feel worse than looking up does?

Looking down is a more natural posture for many reasons, but the two I think are most important are the pull of gravity and the need to watch where we walk.

Gravity pulls at us and it takes less effort to let your body slump toward the ground. During our experiment you may have grown tired and restless holding your hands up and looking to the sky, but fatigue wasn't an issue while looking down. For the untrained it is easier to

slouch than to stand tall, pull your shoulders back, and hold your head up. Fortunately, it is mostly a matter of awareness and habit to establish a looking-up posture instead of looking down all the time. Besides, if the Creator wanted us to look down, He would have put our eyes by our feet; instead our eyes are near the top of our head.

Watching where we walk is obviously necessary to our safety, especially outdoors. It is important that we use all our senses to protect ourselves. Vision is the primary source of data while walking, and for that reason many of us look down all the time we're moving, usually at a point three to six feet ahead. Even when we're in a familiar place – the office hallway or the master bedroom – we end up staring down at the floor instead of looking ahead.

I know it isn't very safe to look *up* whenever you're walking, and I'm not telling you to stare at the clouds while you're heading down the sidewalk. What I am saying is to be conscious of your gaze and don't hunch over to watch your every step. Keep your head up and take in the view. You might be surprised what you see.

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What about the physiology of looking up? Did you notice a difference in your breathing while looking up as opposed to looking down? You may have felt your lungs filling more freely while looking up and your throat probably seemed constricted while looking down.

Looking up opens the esophagus and allows better respiration. Breathing is easier and more effective: more oxygen reaches the lungs and the whole body functions better, especially the brain.

The more you look down, the harder you have to work to supply your lungs with oxygen and the less healthy you'll feel. Your energy will be lower, your thoughts will be foggier, and your stamina will drop from working so hard.

Looking down also has a psychological effect. Imagine a shy, possibly unhappy person. How will her shoulders look? Is her back straight? Are her eyes averted? Now think of the most confident, happy person you know. She stands up straight, shoulders back, head high, and looks you in the eye, often smiling.

Is it possible the unhappy person suffers some depression due to poor posture and looking down all the time? I always think of the clichés we say to get someone out of the dumps: “Chin up!” “Keep your eyes on the prize!” “Keep your feet on the ground and your head in the clouds.” From now on you can start telling people, “Look up and feel better!”

Think of yourself as a telescope or a radar station. You have to look up to get a clear view, a clear signal. Hold yourself up straight and tall so you will get the best reception. Your mental antenna is receiving signals all the time. Keep your antenna up and you'll have a healthy, positive life.

If you're sitting in a chair, where are your feet right now? Flat on the ground or propped up on your heels? Are your legs straight or crossed? Are you sitting up straight or hunching over?

Or, if you're laying down, what are you doing with your legs? Are you fidgeting? Are you holding

this book with both hands or is one doing something entirely different?

The point of these questions is just to make you aware of your body. You can become more conscious of yourself and start changing your habits. Good posture is easy to learn if you remind yourself to roll your shoulders every time you stand up. The same is true of looking up: establishing the new habit takes only a few weeks of attention to your gaze and raising it whenever you feel yourself looking down.

My purpose with this book is to bring a fresh approach to the way you look at life. Using the techniques I describe will change your attitude about yourself and your world. You can be happier and more successful just by looking up.

Let's look at more reasons why you should cultivate your new habit of looking up.

## CHAPTER 2

### WINNERS, LOSERS, AND SUPERCOMPUTERS

*What the mind can conceive and believe, the mind can achieve. – Napoleon Hill*

Learning to look up can bring a fresh perspective to your life. It's not just breathing better or feeling more optimistic. It's starting to use the positive attitude that comes with holding your head high to change your approach to business, relationships, spirituality, and personal thoughts.

Only two to three percent of Americans are financially independent by the time they retire. Another two to three percent will be able to retire comfortably. The remaining 94 to 96 percent will have to work during their golden years to supplement

their incomes. These are sobering statistics. With awareness, though, comes the chance to make changes today that will put you in the top two percent later.

I want you to develop the attitude of a winner. You may have read it before but it is vital that you understand that success begins with the belief you can achieve success. Why do winners win? They plan in advance and expect to win. They visualize their race and see themselves crossing the finish line far ahead of their competitors. Winners hold the thought of winning in their minds all the time.

Think about what winners do to celebrate: they raise their fists in the air and look up, whooping and jumping for joy. Whether it's the Super Bowl or a third-grade spelling bee, winners seem to instinctively react the same way.

We don't need to be taught to look up when we win. What we do need to learn is to look up and feel like winners all the time.

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Jim Rohn, the famous inspirational author and speaker, says, “For things to change, you have to change.” In order to start changing, you have to create a positive attitude and open up to the experience. The quickest way I know to change the way you feel is to put your hands in the air and look up. Take some deep breaths, slowly in and out, and notice how your attitude becomes more positive.

Conscious awareness of your thoughts and keeping them positive as much as possible will improve your life. It is said that we use only a small portion of our brain’s capacity – from 5% to 15%, depending who you ask. I think it’s not just how much of the brain we use, it’s the lack of careful thought that demonstrates our untapped potential. Simply making the most of your talents will put you ahead of many people.

You’ve heard the brain compared to a computer. In fact the brain is much more powerful than any computer for all tasks other than high-speed mathematical calculations. Computers haven’t

mastered natural language queries or artificial intelligence. Replicating the way we put thoughts together to reach conclusions is still far off for computer researchers.

It is interesting to note that most of us know more about how our personal computers work than how our minds work. You probably understand the basics of data storage in temporary memory and long-term media like hard drives and optical discs. You know that the central processing unit (CPU) does the calculating and sends information to other systems via the motherboard. Data moves in and out through the keyboard, mouse, network, and video ports. You recognize a graphical user interface and know how to point and click your mouse cursor to start software programs.

But how does your brain work? How do you store a new experience? How do you move information from short-term storage to long-term memory? Can you expand your storage or upgrade your physical CPU? Is it possible to enhance your sensory inputs to

acquire more information through sight, smell, taste, touch, or sound?

Some of these questions are still unanswered by science. Much brain activity is understood, however, and can be analyzed with positron emission tomography (PET) scans and other medical technology. One interesting study of our conscious versus unconscious awareness showed just how much time we spend in “screen saver mode.”

Do you daydream or “zone out” sometimes? Do you go into “screen saver”? We all do, but can you guess how often it actually happens? Research suggests most people go into this mildly altered state dozens of times every day. This trance-like state is a function of the conscious mind pausing to assimilate thoughts, ideas, and memories. Practitioners of neuro-linguistic programming (NLP), a form of hypnosis, believe that where your eyes are focused during these trances indicates what kind of data you are processing: visual memories, kinesthetic experiences, or imaginary ideas, for example.

It is beyond the scope of this book to explain the myriad functions of the brain, but I want you to be aware of the extraordinary potential for growth if only you are willing to try something new.

We hope you have enjoyed this sample of *Look Up: See The Difference*. Please visit Fred Wikkeling's Web site at <http://www.lookupbook.net> to purchase the book in its entirety. Don't forget to add yourself to our e-mail alerts list so you will keep up with all the latest news about Fred's appearances and upcoming books. Readers will receive advance notice and discounts on new titles.

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# look up

Do you realize how often you look down? Try looking up instead – go ahead, stop looking down at this book and look up toward the ceiling, right now! Doesn't it feel better to look up instead of down? Motivational speaker and author Fred Wikkeling challenges you to change your point of view and start a happier, more successful, and more fulfilling life. Using scientific principles, practical experience, and original insights, Wikkeling will show you how to increase your satisfaction with your job, your family, and even yourself. Worksheets are included to help you develop your own personal daily affirmations to build your self-confidence and effectiveness.

**Look up and you can reach any goal you set for yourself!**



Fred Wikkeling is a successful real estate entrepreneur and motivational lecturer and writer living in San Jose. He applies three decades of self-achievement experience to help you reach your dreams by living your life to the fullest. A certified instructor for the Napoleon Hill Foundation, he lectures widely in the United States.