Discover and Manifest Your Ultimate Destiny!

Featuring 101 Empowering Resources to Help You Realize More of Your Potential Including Wisdom and Insights from 12 Visionary Leaders Who Are Manifesting Their Ultimate Destiny While Helping Others Fulfill Theirs Such As:

Paul J. Meyer       Mark Victor Hansen       Deepak Chopra
Les Brown            Marianne Williamson     Loral Langmeier
Wayne Dyer           T. Harv Eker           Sir John Templeton
Jean Houston         Ken Blanchard           Barbara Marx Hubbard

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Discover and Manifest Your Ultimate Destiny

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Discover and Manifest Your Ultimate Destiny!

Overview

The world is full of people who go about their business every day and dream of what they could achieve. They get up, get ready for work, commute in, and put in a long, hard day in a job that does little to tap into their creative potential and which leaves them far from satisfied. They dream of working passionately in a job and field that allows them to be recognized for the amazing talent that they are. Thoughts of living the life they desire, making the kind of money they’ve only dreamed about drift in and out of their thoughts through each and every day.

What do most people do about it? You got it, NOTHING.

In order to achieve your Ultimate Destiny you have to be willing to dream. In order to be willing to dream, you have to believe in your heart that you truly do deserve to live a life filled with love, success, and job fulfillment. In order to get to this place, you have to be willing to look deep within to discover the gifts that are the experiences, hopes, dreams, and emotions that are your life.

In DISCOVER AND MANIFEST YOUR ULTIMATE DESTINY, you will be taken through a magical process that unlocks the deepest parts of your soul and shows you the inherent talent within and how to harness it. This book will provide an incredibly comprehensive experience that allows you to not only discover who you really are, but also what is most important to you. Understanding these priorities will allow you to make clear plans filled with step-by-step action steps to
move you on your way to create the *ultimate destiny you’ve waited your whole life* to live.

You’ll gain amazing insights using the childhood tool of *imagination* to fully explore who you are, what you’re passionate about, and how to move you quickly and efficiently toward your goal. You will also develop the valuable tool of *spiritual visioning* that will help you create and manifest the details that will enrich your life in all areas. You’ll learn to set appropriate goals and take the correct action steps that keep you on task and steadily bring you closer to fulfilling your dreams and manifesting the *ultimate destiny* you’ve been craving all your life.

This is the first in a series of publications designed to help individuals, organizations, companies and communities actualize more of their inherent potential. Each edition will include an interactive CD with the Personal Discovery Exercises and hyper links to various web sites that will reinforce the gifts and exercises that are presented in each chapter. The CD will also include all of the resource directories one could want or need in discovering the depths of themselves.

Each book will also come with a *special gift*. A bookmark and “magic wand” video *message pen* that includes the six major steps in manifesting your *ultimate destiny*. 
(1) Imagine Your Ultimate Destiny    (2) Envision Your Desired Outcomes;
(3) Nurture Your Heart’s Desires       (4) Set Empowering Priority Goals;
(5) Develop Plans and Take Action   (6) Feel Grateful and Appreciative

This pen is a fantastic reminder of the six major steps you’ve worked through to achieve your ultimate destiny. You will always be able to look down and center yourself by knowing what steps need to be done on a daily basis that move you towards your goal.

The Resource section of the book will feature the major co-branded programs and products we will be developing such as Mark Victor Hansen’s Living Your Dreams, Bob Proctor’s Pieces of the Success Puzzle, etc. These resources are from the most professional, enlightened, and successful speakers and trainers on the planet.

Best of all, by the end of the book, in addition to gaining tremendous insight into who you are by going through the fun and exciting exercises, you will be grounded in a new reality – One of gratitude and appreciation. Achieving your **ultimate destiny** will not only change your life for the better, it will change those closest to you as they will witness a transformation that goes far beyond the ability create a new job. They will witness the birth of a new human being that is centered in their goal, aware of what’s most important, and appreciative of the gifts that are in their lives.
Readers will receive discount certificates for subscribing to the Ultimate Destiny Monthly Newsletter, for joining the Ultimate Destiny Membership Network, for buying featured and recommended products and for attending live events and online teleconferences, etc. For more information of the editions targeted to other markets such as youth, companies, non-profit organizations, churches and communities, please refer to the Resources for Marketing and Promotion.
Charles Betterton has been helping individuals, organizations and communities discover and manifest more of their ultimate destiny for over thirty years by fostering personal, organizational and community development, empowerment, transformation and capacity building. He has a Masters in Community Economic Development (CED) from Southern New Hampshire University. The field of CED focuses on the three areas of self-help, empowerment and capacity building, areas where Charles has been developing award-winning projects for decades. Charles is also certified as an Economic Development Finance Professional by the National Development Council.

Charles has over thirty years of management experience in government, community development, community economic development, business and nonprofit organizations including twelve years with HUD (U.S. Department of Housing and Urban Development) three years as Executive Director of Community and Economic Development for the City of Kankakee, Illinois, ten years as Executive Director of nonprofit organizations involved in personal, spiritual, organizational and community development and over five years creating, leading and managing cause-oriented companies.

Charles has developed and delivered dozens of seminars and workshops including: Personal And Professional Success Techniques; Motivision; 21 Steps to Successful Living; TULIPS, The Ultimate Life Inpowerment Planning System; 10 Steps in Co-creative Visioning and Strategic Planning, Seven Ascension Attitudes; Empowerment 101, Enlightenment 101, etc.

Charles has provided training and consulting services to companies, chambers of commerce, non-profit organizations, churches and communities. He has produced major events for personal, professional and community development for up to 1,800 people featuring world class trainers such as Dr. Norman Vincent Peale, Jim Rohn, Les Brown, Mark Victor Hansen, Bonnie St. John, Brian Tracy and others. He has been written up in hundreds of newspaper articles, made numerous radio and television appearances and has had many articles published in magazines.

Charles has founded or co-founded dozens of non-profit organizations involved in personal, organizational and community development and empowerment. He has also founded several companies focused on development and empowerment including: EAGLES (Empowerment, Achievement, Growth, Leadership, Enlightenment and Success); Universal Empowerment, Inc.; Wisdom, Wealth, Wellness, Inc.; the Sedona Imagination Center, Inc.; Ultimate Destiny; Conscious Media, Inc. and INNERSPEC, Inc.

Charles’ companies and organizations have over 200 web sites that provide products and services that help individuals, organizations and communities realize more of their potential, discover their purpose in life and know how to manifest their ultimate destiny.

Charles is currently launching Ultimate Destiny Enterprises, a marketing and distribution company he co-founded to provide expanded access to resources for personal, professional and community development and spiritual enlightenment. The initial product line includes a series of books designed to help individuals, companies, non-profit organizations, churches and communities discover and manifest their ultimate destiny. Charles is a member of the World Business Academy, Social Venture Network, Heart Math, Institute Of Noetic Sciences, The Love Center, Spirit In Business, and others.

650 West Vermont Ave., Escondido, CA 92025 * 760-212-9931 * www.CharlesBetterton.com
Competition and Comparative Analysis

We have identified 18 titles that seem to compete most directly with *Discover and Manifest Your Ultimate Destiny*. We are presently completing the process of the comparative analysis beginning with the following six books. In the meantime, we have incorporated all of the titles into the inventory of featured products marketed by Ultimate Destiny.

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<th>From Dream To Destiny (Hardcover)</th>
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Discover and Manifest Your Ultimate Destiny Chapter Headings

Chapter 1: What the Bleep Does “Ultimate Destiny” Mean?

OUTLINE:

When one looks at the term Ultimate Destiny what images come up? If we could sit for a moment and imagine ourselves living the life we would ideally choose, doing the kind of work we would feel most passionate about, how would that feel? To be able to create and live our own individual Ultimate Destiny is the dream of every human being on the planet. However, how many people are even thinking about their Ultimate Destiny? Most people are so caught up in living their life, paying their bills, and making their ends meet that it makes it very difficult to even think about fulfilling the Ultimate Destiny that they may have come here to experience in their life.

Sometimes we need a push.

This chapter will provide answers and insights from a dozen or more world-class individuals who have succeeded in living their Ultimate Destiny. These individuals will share their insights and thoughts about what it took for them, and what it can take for us to achieve our Ultimate Destiny. This chapter will educate, inspire and empower us, the reader, to realize that we too, can achieve our Ultimate Destiny.
Chapter 2: Preparing for your Journey: Know Thyself! Who am I? Why am I Here?

Outline:

Once the individual understands that their own Ultimate Destiny is something that they are excited about and is something that they can actually manifest, the journey begins. In order to truly understand one’s Ultimate Destiny, one has to explore the depths of themselves in order to best see what tools, talents, and gifts they have that can be enhanced and directed toward fulfilling their Ultimate Destiny. Oftentimes, people find this to be scary, difficult, and too time consuming. This needn’t be the case.

This chapter will provide fun and insightful looks into the depths of the individual to help them see the complexities within that have allowed them to become the wonderful, potentially incredible person that they are inside. Best selling author’s like Stephen Covey and Rick Warren provide insights and quotes to help the individual realize that they are involved in a process – a process of self-discovery that has no end, but will yield incredible gifts along the way. By the end of the chapter, they will indeed have a deeper, richer, clearer view of the talents that lay within.
Chapter 3: 21 Steps in Discovering and Manifesting Your Ultimate Destiny

OUTLINE:

Once one realizes that to discover one's *Ultimate Destiny* is an amazing gift to understand, the challenge to know the depths of oneself provides a rich field to mine the invaluable facets that make up the diamond mine that is one’s life.

Upon discovering the depths of who one really is and by engaging in the exercises from the previous chapter, the reader is now ready to look at the skills required in manifesting his or her *Ultimate Destiny*.

In addition to identifying what skills are required to succeed in one’s chosen area, the individual would greatly benefit by the massive amount of resources available to help both discover and develop the necessary tools to succeed. This chapter will provide a wonderful amount of resources always available to the individual to aide them in this discovery process. The framework is established in this chapter that helps the individual understand the work they’ve done to this point, and it sets the stage for framework to plan and create the action steps to follow.
Chapter 4: Ultimate Destiny Wheel of Life Exercise

OUTLINE:

Few exercises ever created can offer the incredible amount of information that is yielded in the *Wheel of Life Exercise*. This incredible tool provides the framework to discover the six most vitally important area of one’s life. Not only does the reader discover these important areas, they are able to prioritize their importance which allows them to begin focusing on what is the most important thing in their life at this time and what needs to be addressed.

Not only will these areas be discovered and prioritized, each of these six areas will be examined and goals will be set that will move the individual closer to achieving their *Ultimate Destiny* in each of these specific areas of their lives.

Upon completion of the *Wheel of Life Exercise*, the individual will also discover the potential synergy that is created when one has developed a *balanced action plan*. The motivation and excitement builds as the possibility and *inevitability* of achieving one’s goal draws ever closer.
Chapter 5: Imagine Your Ultimate Destiny

OUTLINE:

One of the most underused tools as we move through the aging process is often our imagination. Do you remember how rich our life was when we were a child and didn’t have to worry about the mortgage, the groceries, the bills, the kids, our job, and our health? By the time we reached adulthood, the reality of having to be responsible for making our way in the world seemed to take up most of our time.

As a child, it seemed our job was to play. As children, we spent more time in the rich realms of our imagination than at any other time of our lives. This chapter allows us to drift back in time and discover the incredible and power and benefits of using our creative imagination. Wonderful tools such as My Ideal Image, Tapping into the Power of Imagination, and Success Map exercises provide a solid foundation for us to reconnect with that part of the child within us that knew no limits, overcame all boulders, and had no limits. That part of our imagination is now focused on the most creative way to help us move toward fulfilling our Ultimate Destiny.
Chapter 6: Envisioning Your Desired Outcomes

OUTLINE:

Once we’ve tapped into the amazing power of our imagination and used it to brainstorm a number of different ideas and resources to move us to the next step in our process, it’s time to take that next step.

Visioning takes the beauty of what we’ve just accomplished with our imagination and provides the framework to begin seeing ourselves as we truly wish to be seen. Quantum theory states that as we begin to see ourselves doing anything, we begin creating the energy needed to draw the sub-atomic particles together to be creating this particular reality. Therefore, it is paramount that we learn to vision in a way that allows us to see ourselves fully integrated into our Ultimate Destiny.

Using established tools like the Success Outcome Map, Golden Bridge Exercise, Visioning worksheet, Science of Mind Treatment, and the Power Vision exercise will give the reader a comprehensive and thorough set of tools to create the most positive vision that will take them to their Ultimate Destiny.
Chapter 7: Nurturing Your Heart’s Desires

OUTLINE:

In chapter four, we looked through The Wheel of Life Exercise and discovered six areas that were vitally important to us. This chapter will allow the reader to identify those things within those six areas that are most important in their life. These are the specific people, events, and outcomes that we hold so close and dear in our hearts.

To be able to identify what one wants from the deepest fibers of their being from the bottom of their heart will provide a strong foundation to push from when working towards fulfilling their ultimate destiny. Incredible resources from HeartMath, The Love Center, Unity, Reverend David McArthur (author of the Intelligent Heart), Glen Clark’s I Will Life Up Mine Eyes, Mediation by Roy Eugene Davis, Visualization, Affirmations by Reverend Anne Marie Evers, Treasure Map worksheet, Power of Prayer Treatment, and the Success Map Exercise to identify coaches and cheerleaders to support your mission are just some of the tools given in this powerful chapter.

To keep these deep, rich heart desires close to us and use them to keep us motivated and know that as our Ultimate Destiny manifests itself, we'll be able to honor those relationships and events from the deepest fibers of our being. This is living at its highest.
Chapter 8: Setting Empowering Priority Goals

OUTLINE:

The foundation has been laid to discover the necessary elements to manifest one’s *Ultimate Destiny*. We’ve identified what’s important to us, both in a general, and then a specific way. We’ve used our imagination to tap back into the exciting world of unlimited creativity that we once thrived on as a child. We took that creative imagination and used it to fuel the vision we had of ourselves as we saw ourselves achieving our *Ultimate Destiny*.

The next phase of manifesting our *Ultimate Destiny* calls for us to set goals that will deeply empower us toward our vision while keeping us moving in an efficient and effective manner towards our goal. Examples such as Developing Spiritual New Year’s Resolutions, Setting Spiritually Oriented Goals from TULIPS (The Ultimate Life Inpowerment System), Partnership with God, and the Dream Minder provide the necessary tools and insights to move the reader to the next level of manifestation. The manifestation of achieving our *Ultimate Destiny* takes a step towards reality as we identify the goals along the way that bring us closer to living the life we’ve dreamed about.
**Chapter 9: Developing and Implementing Effective Action Plans**

**OUTLINE:**

As with any journey one takes, one will encounter obstacles and setbacks along the way. We realize that life does not always flow so *smoothly* for everyone… hardly anyone in fact. However, what makes life *seem* so easy for some people is that they’ve developed a living philosophy that allows them to deal with whatever comes up in their lives. To have this type of philosophy or *balanced action plan* provides a foundation that allows us to deal with whatever comes up. We realize that obstacles will surface, but our plan and our philosophy will allow us to effectively deal with the problem.

It's like the old metaphor goes: When they start throwing lemons, start making lemonade."

Tools utilized in this chapter will include but not be limited to: Co-Creative Visioning and Strategic Planning, Discernment Grids, Fishing for Whales Exercise, Creative Thinking and Problem Solving exercises from Personal Success Techniques, and 10 Things You Can Do Today To Change Your Life. These tools help us deal with the issues that can surface at any time of life. The goal is to deal with it, learn from it, let it go, and move on – with a positive mindset.
Chapter 10: Radiating Gratitude and Appreciation:

OUTLINE:

One of the most powerful tools in any capacity for living revolves around showing one’s gratitude and appreciation. The ability to move into the heart and feel and then radiate the feelings of gratitude and appreciation is one of the healthiest and most positive things an individual can do. When we move into a state of appreciation, gratitude or love in our heart, research by The Institute of Heart Math has shown that our metabolic and physiological state changes. It moves us into a state of congruence that allows the body to regulate itself in a natural, yet healthy way.

This tool will be supported by quotes and exercises on gratitude, HeartMath research on appreciation, the Seven Ascension Attitudes, etc.

In looking to achieve one’s Ultimate Destiny, appreciation and gratitude are vital components for us in living an honorable, integrity-filled life that is rooted in gratitude and appreciation for not just all life – but for the concept of life itself as well.
Chapter 11: 101 Resources for Ensuring Your Ultimate Success

OUTLINE:

This chapter will focus on providing the reader with a tremendous amount of resource material that they can easily access to reinforce and continue the personal work they have accomplished through the book. These resources will cover all phases of support in working through the steps to achieve one's Ultimate Destiny.

Resources such as publications, web sites, audio and video programs, training programs, coaching and mentoring are some of the rich supporting information provided for assistance. This inventory is already being developed on-line as a resource guide at the following website:

www.101ResourcestoDiscoverYourDreams.com

It is the author’s design that every phase necessary to create the proper mindset and tools necessary in achieving one’s Ultimate Destiny be covered. Once completed, this process will create a step-by-step plan for any individual to not only grow tremendously as a human being by discovering new levels within, they in turn can use this discovery and the steps and tools provided to confidently achieve their true Ultimate Destiny.

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Marketing Discover and Manifest Your Ultimate Destiny

This book is the first in a series of 6 to 7 related titles and it is targeted to individuals who are seriously interested in personal growth and development. These are the individuals who attend seminars and workshops and who belong to various membership organizations and personal and professional networking organizations.

Many of our customers will be encouraged to buy our books by some of the best selling authors and best known trainers and coaches on the planet. This is possible because the author already has strategic alliances and or distributorships with these featured resource providers AND because their resources are featured in the book and supportive web sites.

We have developed several online quizzes and personal assessment instruments that are being used to generate Opt In data bases of likely customers for the books. In addition, through the Ultimate Destiny Online Quiz and Hall of Fame Award, many of the best-selling authors in the world have been nominated as someone who is living their ultimate destiny while helping others manifest theirs. The award nominees are being invited to contribute content to the series of at least six books in the planned Ultimate Destiny series.

We are developing an Ultimate Destiny membership program and individuals who buy the book will receive a free one year membership valued at $99. We have developed a 100+ plus page e-book as The Ultimate Destiny Discovery Exercise. This product will be launched in late July 2006 and will promote membership in Ultimate Destiny and advance sales of the printed books.

We are developing teleseminars, Webinars and live seminars and workshops based on the contents of the Ultimate Destiny books. We are also creating Ultimate Destiny board and electronic games and an all day experiential Ultimate Destiny Game Planning Playshop.

The books will be marketed and distributed through our strategic alliance partners and through our featured resource providers. The distribution infrastructure will include thousands of local non-profit Empowerment Resource Centers. One aspect of the Ultimate Destiny marketing strategy is to donate 10 million dollars worth of Empowerment Training Mentoring Systems.

That would generate major media coverage and launch the first 1,000 local Resource Centers, all of which will feature our books, audio/video programs and hundreds of related products. They will be “donated” to United Way’s, Community Development Corporations, Urban Leagues, Public Housing Authorities and youth social service agencies as part of our Expanding the Circle of Success project to foster self-help, empowerment and capacity building. Funding for the 1,000 Resource Centers will be generated through our two affiliated non-profit organizations by our team members who have previously generated over 100 million dollars in grants and donations.

While there have been several books written on the topic of destiny, the Ultimate Destiny series will provide the most comprehensive, interactive discovery processes that facilitate personal discovery, self-assessment and the creation of self-motivating personal visions and missions, goals and implementation plans for any individual interested in personal growth.

In addition, our web sites and membership programs market many of the competitive titles at a 40% to 50% profit to our company. For more of an overview of the various resources we will use to market and promote the Ultimate Destiny books, please refer the Resources for Marketing and Promotion.
Promoting Discover and Manifest Your Ultimate Destiny


We are about to launch a number of comprehensive Opt In campaigns featuring valuable free resources that are expected to generate several tens of thousands of new Opt In email addresses. In addition to our own Opt In databases of tens of thousands of individuals who are interested in personal growth, leadership development, empowerment and enlightenment, we have indirect access to the data bases of the many national and international organizations we belong to. We have also been developing strategic alliances with individuals and organizations that have massive data bases of hundreds of thousands of potential customers whom we will develop mutually beneficial joint ventures with.

Furthermore, we are developing an ongoing calendar of resource showcases, teleseminars, seminars and workshops where we will feature and market the Ultimate Destiny books. We have dozens of specifically related web sites and hundreds more that will drive traffic to those core web sites. We are in the process of setting up membership sites and blogs.

The author belongs to several membership organizations such as Social Venture Network, World Business Academy, Heart Math, IONS, etc. and we are inviting members of those organizations to contribute content to the series of Ultimate Destiny books. We will also invite them to help market and promote our books, membership programs and other products and services.

We will develop and generate donations, scholarships and grant funding for special editions of the Ultimate Destiny books for target markets. Some examples would include: 3,500 United Way’s and their hundreds of thousands of local non-profit agencies, 5,000 Public Housing Authorities, 2,500 Community Development Corporations, service clubs such as Rotary, Kiwanis, Lions, etc. and youth service agencies such as the Boys and Girls Clubs.

As part of the Expanding the Circle of Success project to provide development training services to previously underserved populations, Ultimate Destiny will be co-branding and rebranding best selling development training programs from world-class trainers such as Mark Victor Hansen’s Living Your Dreams, Bob Proctor’s Success Puzzle, Les Brown’s Choosing Your Own Future, etc. Several of these programs will be combined into new interactive multi-media programs for youth. Each of the new and repackaged products will promote membership in Ultimate destiny and the sale of our books by the members and sponsors and supporters of all of these niche markets.

And finally, we have been developing strategic alliances and producing events with some of the world’s top authors, trainers and success coaches who will happily provide endorsements and quotes to help market our books.
Resources for Marketing *Manifest Your Ultimate Destiny Books*

**Dozens of Web Sites, Interactive Quizzes, Online Assessments and Profiles, Google Ad Word Campaigns, Joint Venture Partners**

**Ultimate Destiny Discovery Worksheets and “Magic Wand” Video Message Pens**

**Discover and Manifest Your Ultimate Destiny™**

This workbook is packed with fun and insightful discovery exercises that will help you unlock more of your potential and fulfill your purpose and mission in life. The six major steps will help you to:

1. Imagine Your Ultimate Destiny
2. Envision Your Desired Outcomes
3. Nurture Your Heart’s Desires
4. Set Empowering Priority Goals
5. Develop Plans and Take Action
6. Feel Grateful and Appreciative

**Ultimate Destiny E-books and Home Study Courses**

**Ultimate Destiny Resource Showcases, Seminars and Workshops, Webinars and Teleclasses, and Game Planning Playshops**

**Ultimate Destiny Success Puzzle**

**Marketing Flyers and Brochures**
Private Placement Memorandum and Investment Marketing Memorandum

12 Minute Introduction to Ultimate Destiny DVD

Essence of Destiny Invitation Cards

Ultimate Destiny Hall of Fame Awards

Helping At Risk Youth Discover their Dreams and Manifest Their Ultimate Destiny!

101 Resources to Help Youth See, Believe, and Achieve All They Can Be, Do and Have!

Featuring insightful resources from:
Ray Faulkenberry
Les Brown
Jack Canfield
Brian Tracy
Mark Victor Hansen

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