



Mindshift

In Association with
Preeminence



THE CHIROPRACTOR'S PINE NEEDLE MIND SHIFT

This mindshift story gives you an example of the value in seeing all the endless possibilities that exist which can lead to creating very successful joint ventures.

A chiropractor came to one of my programs and learned about the Abraham Mind Shift. He went out and he used his new ability to see more possibilities to create a very successful joint venture.

He lived in an area near a large national forest. Every year that national forest had to pay people to haul away the pine needles that fell from the trees. He basically figured out that pine needles turned into mulch was a great fertilizer, but most people didn't see that.

First he did a joint venture with a trucking firm. He found a trucking firm that went right past the national forest delivering, but they were going back dead-ended. He made a deal with them where they would take pine needles and deliver them to him for no fee, but for a percentage of revenue he would later get.

He found a big used car lot that was unoccupied where the trucks could drop off the pine needles. He made a deal with them where they let him access their space for no fee, but for a share of the revenue he would soon realize. He went to the National Park Service, and he underbid the company who was hauling the pine needles away and disposing of them. He underbid it by 50%, because he figured out how to take the pine needles, turn them to mulch, have someone bring it there, put it on this yard, and sell it - he made \$300,000 the first year, and his success continued.

