

Are You in a Cult?

By John A. Palumbo

This story began over thirty years ago, when I was still wet behind the ears in the business world. I can remember reading the brochure for an audio cassette program entitled “The Psychology of Winning” by Dr. Denis Waitley. Although I struggled with the price, I placed my order anyway and a few weeks later, the audio cassettes arrived. I listened to them over and over again, totally impressed with the message, but very unaware of how much their message would impact my life over the years to come. It wasn’t long before I was hooked. Each month I ordered a new program to help me down the highway of success.

Then, the opportunity came almost a year later to become involved with something very exciting. There was a program entitled The P.M.A. Rallies, which stood

for Positive Mental Attitude, scheduled to come to town. It touted speakers such as Zig Ziglar, Paul Harvey, and Dr. Norman Vincent Peale, just to name a few. I became so excited when I called about obtaining a ticket that I asked if I could help sell tickets to the event. Over the next 60 days, I sold hundreds of tickets, so many that I was allowed to go back stage to meet all of the speakers and get my picture taken with most of them.

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These people became my new mentors as I began to actively follow the messages in their writings, books, audio cassette

programs, and eventually videos over the coming years. I listened to their strategies, I listened to their ideologies and philosophies on life, and there is no question – these people had a huge impact on who I am today. Through them I gained courage to begin speaking to small groups, which has now graduated to forums of several thousand people at a time at conferences, conventions, and corporations. These individuals also shaped my perspectives, which have also allowed me to write the hundreds of articles and many books which I've produced, including my best seller “What’s Your Sales DNA?”, “Close and Grow Rich”, and “The Closing Numbers”.

Recently I had the opportunity to meet one of my original mentors after almost thirty years; I had the pleasure and honor of meeting Dr. Denis Waitley with a good friend of mine and very successful business associate, Mr. Mike Friday. Together we both stood in awe as we got to speak with Dr. Waitley in person, both of us realizing that a voice we had listened to for almost thirty years was now standing in front of us *and* it felt like we were chatting with an old friend. He returned our enthusiasm with genuine interest as we took photographs and finally bid farewell.


I spent the rest of the afternoon on an indescribable high of having met someone so special and important after all these years. In the next few phone calls, as I shared my excitement, I realized that most of the people I was talking to didn't know who Dr. Waitley was or of the magnitude of his writings and philosophies. What actually dawned on me was that *most* of my mentors were not known by many of my family, friends, and even business acquaintances. Mr. Friday and I were very impressed with getting to meet Dr. Waitley because of how he had championed our cause in life, which was nothing more than the constant movement towards success. However, so few people knew, not only who Dr. Waitley was, but also of the many great minds behind the number of programs I had read, listened to, and adopted.

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That night at dinner, it finally made a full circle to me that I had joined a cult almost thirty years ago. However, this was not the sort of cult we typically associate with

the word. I had become a part of a social network that was dedicated to excellence, winning, and success. As I have always known, it's a very small group, but it seemed to hit me harder now than ever before.

The question is have you joined a cult of some sort? Do you follow the philosophies and ideologies of the right individuals, people who guide you in the direction of your final destination? Most

of us believe in something, but we don't realize that we are products of those things which we have put our faith in for many years. I simply challenge you to answer the real question, "Are you in a cult, and if so, did you make the right decision many years ago?" If your answer is no, there is still time to alter your decisions and *cultivate* the right habits. 

Continue to learn from the sales master, **John A. Palumbo**, in his recently published book that is certain to help you improve your sales!



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