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## FOREWORD

*“If you change the way you look at things, the things you look at will change.” —Wayne Dyer.*

“ALL humans have \_\_\_\_\_ potential. And I emphasize... it’s ALL, capitalize it, double-underline it... ALL humans... have \_\_\_\_\_ potential.”

When I ask this question in introducing my seminars, most people know what word fills in the blank. They shout out, “unlimited,” “infinite,” or “boundless.” There is always one tiny problem, however. *They* are a human. Yet, they don’t believe that *their* potential is unlimited. There is this hidden parenthesis at the end of THEIR sentence—*except for me*—they think to themselves.

But that can’t be true, can it? Have you *ever* met a four year-old who believes they’re limited? What happens to us? Where does the train go so horribly off the tracks?

If you’ve picked up this book, if you’ve come to this material, chances are you’re here because you are a seeker of knowledge, you are looking for answers, you are in pain, or perhaps you’re an overachiever. For *whatever* reason that brought you to the pages of this book, be prepared to truly recover your destiny, to remember your unlimited potential, and to unlock the inevitable *YOU* that has been at the mercy of other people’s world view. The system you’re about to uncover was created from a number of ancient wisdom systems and newer, technology-based sciences blended together to truly release “old you” programs, patterns, and perceptions. The “new you” can now discover a tools-based and

experientially driven system that proves you have heights you may have never imagined.

What happens to most people is this—they go to school and are told, “Sit down, shut up, and look like all the other kids in your row. Color within the lines, and we will give you an ‘A’.”

In spite of this programming, do you remember who you are? Have you settled for a life that is less-than but is the best that you can do with the tools you have right now? Or, are you reaching for more?

Whatever your response—to be even reading this book, you are above average! Would you like more greatness in your life?

Conventional psychology, current success teaching, and even traditional mental health systems will teach you that who you are and what you have is a result of genetics, training, culture, and other intrinsic values of life. They will give you a personality type, categorize you, and possibly classify you as broken, as a victim having a syndrome or disorder. There is a staggering number of people in this culture on medications as a result of their supposedly bio-chemical brokenness. Obesity is now so rampant that 300 active and retired generals and admirals have spoken out that it’s a threat to national security! The sad statistics can go on and on as we continue to perpetuate negative patterns.

This book is a challenge to the conventional system. Every person reading this book has past successes. It might have been a part in a high school play. Maybe you’ve mastered an instrument or a second language. Can you remember a time when you were determined to have something—you thought about it, you focused on it, you obsessed about it, and you *knew* you had to have it? What happened in that space? Yes, you got it. Maybe not always perfectly and maybe not exactly when you wanted it, but if you never gave up, *you got it*.

Now as an adult in a life, you are busy doing the best you can with the tools and strategies you have. You understand potentiality only as a concept that *should* apply to you. Your belief system, your reality mechanisms, and the life you are actually leading has created a blind spot in your life, and you don't remember that inevitability applies to you. It works for everybody else, but not you. You will get bad luck. You will sabotage yourself. You will fall short. You are not obsessed about, focused on, and determined to have the thing you say you want at this stage in life.

Now if the preceding paragraphs don't apply to you, you're an overachiever and you're absolutely great at getting what you want. And on your very bad days, you're still above average. However, in reality, your challenge is the same. The speed you travel is not as important as the direction. But, how can you change it? What should you do? What you are going to discover is that all of these things are not about you, it is more about *how you have been taught to do you*.

As you begin this book, you will discover much of your life contains neural recipes for success and failure, and by the end of this book, you are going to change how *you look at life*. You are going to take a thorough inventory of your beliefs, neural recipes, strategies, action plans, and reality creation mechanisms. Some of them are going to be quite good; others will require a larger shift. Regardless, you will discover by the end of this book that the life you have today can be moved to the right for more potential, more outcome, more joy, more energy, more hope, more laughter, and more love than you ever thought possible...

WILLIAM SUMNER

## A NOTE ABOUT JOURNALING AND WRITING DOWN ANSWERS

At the end of every chapter, there are some great questions to answer. These will help you assimilate the material. It is essential to write down your answers because it makes this process real. *You see it for what it is.* Often, I write down client sentences for them so they can see what they said when I am in session with them. If you adopt this process, you will see your own “programs” far more clearly. You’ll be able to *commit* to what you’re saying and visually associate to your own words in black and white. Otherwise, it’s just floating around in your thoughts, which does not create success. “Floating” thoughts are vague and unsubstantial. Writing down your answers is valuable and eye-opening.

Journaling allows you to see what is really going on. What is the flow, what is the truth, what is the program, what is hiding, what are you NOT writing, and so much more.

Write to your heart’s content—scribble, and doodle, dog-ear the pages. Use different pens, highlight stuff, tape in pictures, jot down notes, or use “stickies.” You can type up stuff and tape or staple it in. *Make this book work for you! This is your road-map.*

My own journal is, in essence, my best friend. Of all the places in life I communicate—my journal knows every crook and crevasse that is ME. You will learn to love to journal. Write down what is really going on as you read this book. It is the ***Inevitable You***<sup>®</sup> showing up!

WILLIAM SUMNER

## CHAPTER ONE: Your Future, Your Choice

*You are only a small reflection of  
what is possible and inherent within  
you.*

There is a potential in you greater than *anything* you have ever imagined.

You are an unstoppable, magnificent force with the potential for deep fulfillment and infinite prosperity. You are perfection. *You are inevitable.*

Yet... if you are like most people, even if you are able to fully comprehend this statement, you still cannot fully embrace it. Somehow, we innately understand that human life is divine and powerful. But, when it's applied to our own life, there is a hidden parenthesis—(except me), (but not right now), or (maybe someday).

Can you even remember the last time you felt completely free and unbounded? Can you think of a time when you were uninhibited by rules, doubts, fears, and worries? The child version of you was not burdened in this way. The four-year-old version of you had no idea that he or she could not become or do absolutely anything in life. Our deepest self

knows no boundaries and has no fears. Our truth always triumphs. Is there *any* four-year-old who doesn't learn to ride a bike?

So, what happens to us over the years? And, more importantly, how can we get back on track?

We all experience pain, misfortune, heartbreak, and disillusionment in life, and over time, we all create boundaries, stories, and layers to protect ourselves from the hard lessons we've learned through life. However, instead of taking those difficulties and using them to enrich our natural power, we often grow fearful, hide our true gifts, and reinforce our protective shields.

But, there is an alternative, more empowering, and more authentic approach. You have the power to choose a better future and to leave your past behind.

In fact, once you finish reading this book, you'll understand—you have *both* the divine perfection with which you were born *and* the skill and experience that only comes through life's trials and errors.

It is up to you to decide how to use those tools to enrich your future.

### ***The Inevitable You® Process***

The fact that you bought this book is a good sign. It indicates you are looking for a shift at some level. Whether you are coming from a great place, an above average place, a place of pain, a place of resignation, or a place of compromise, there are two parts of you. One part is in top form—it functions well, and it has gotten you everything that you consider good and successful so far in life. In contrast, the other part of you is laden with challenges and obstacles. It's the part of you that you don't like. It's the part you would desperately like to change if you could.

This book addresses *both* parts. You are about to uncover the best in you, *and* you are going to make it *even better*. You are also going to deeply examine the challenged part of you. However we aren't going to just work on fixing or enhancing it; we're going to permanently and forever remove it from the reality of who you think you are.

I developed *The Inevitable You*<sup>®</sup> system a number of years ago. I was in the presence of a great mentor and friend of mine, and during the course of our conversation, he said to me: "Imagine a circle of light in front of you and move towards it. When you step into that light, who you are, what you're going to become, is inevitable. *You* are inevitable."

This concept clicked with me. I got it. I said "Yeah, that's who I am. I am a part of that unbounded light. I know why I'm here." And, there's a reason why you are here, as well.

*The Inevitable You*<sup>®</sup> is designed to take the best of the best in personal growth, psychology, and leadership, to mold it into a framework you can access, and to translate it so that you can apply it to your own life. It's designed to help you discover and embrace who you are, and why you came here to be.

### ***Finding Your Trajectory***

But, what does it really mean to be inevitable?

It's about finding your path, it's about living up to your full potential, and it's about stepping into a trajectory towards your destiny. I've chosen the word, "trajectory," very carefully.

Stepping into *The Inevitable You*<sup>®</sup> is not a winding journey full of pit-stops, and segues. Rather, a trajectory is a driven force. It's about acceleration and rising momentum. It's similar to a journey in that it implies you are

on a path, however, it's also much more. Being on a trajectory is about moving with direction, purpose, and confidence. It's about moving steadfastly with total focus so that your final destination, no matter the exact course chosen, is inevitable.

*Do you know where your current trajectory is heading?*

What has been the direction of *your* life thus far? What has happened in your past? What is your personal history. What brought you to this place. How did you come across this book?

The fact is—there are a certain number of doors you have been both consciously and unconsciously creating for yourself over time. There are decisions you have embraced, possibilities you've ignored, and opportunities you haven't even noticed. And, you will continue to do so over time (whether you realize it or not).

So, do you know where you are currently heading? Do you know which doors you are entering, which you are avoiding, and which you are blindly passing by?

There are three keys to finding out.

First, you must fully believe that *all results begin with a thought*. You may have heard this before, and you may agree on some level, but you may have a few exceptions to the rule. Perhaps it's easy to see the connection between thought and result in some areas of your life. However, when events in your life become challenging, it's not as easy to see the link, or perhaps it's simply hard to make the connection on a large scale.

For example, you may not be able to grasp the notion (yet) that one little thought can trigger a tsunami or a stock market crash.

The second key to understanding your trajectory is to fully acknowledge that *emotions catalyze the power of your thoughts*. Emotions are the

juice, the electricity, and the lighter fluid of life. When you're in an intense emotional state, your hypothalamus floods your body with neural peptides that communicate directly to your physical body. Thus, when you're intensely happy, all the cells in your body are also happy, which benefits your entire body—your cells expand and allow a positive inner and outer flow. Likewise, when you're angry, all the cells in your body are also angry. In fact, they contract and become restrictive the angrier you get. Thus, managing your emotions will continually affect your trajectory (and your overall health) in life for better or worse.

Third, your current trajectory inherently relies on your acceptance and deep understanding that *all humans have unlimited potential, including you*. You must understand this as a *fact*. Take a moment and really feel this sentence because here's the truth—you may be able to accept this on a philosophical level, however, when it really comes to fully owning this truth and employing its sheer magnitude in your own life, you likely fall short. You may be able to accept that human beings are unlimited; you may be able to see brilliance and talent in others; and you may even be able to philosophically try on this concept in your own life. However, all that is not enough—you must “get” this message on a very deep level.

*You are a human, therefore you have unlimited potential.*

It's that simple. Over the years, you may have been taught that you have limitations. You may have inaccurately deduced that your past struggles mean you are imperfect in some way. You may be struggling with deep-seated fears about the possibility of failure. However, take a moment now and read this sentence twice if you need to.

*It's not your potential that's limited, it's the strategies you're using that need help.*

It's your recipes that need to be updated, *not you*. The cookbook that you've been baking with all of your life was most likely passed on from

parents who inherited those recipes from your grandparents, and in all likelihood, you've probably passed the same recipes on to your own children, as well.

You are operating with strategies that stem from an old consciousness. How you show up today is really an older version of you. When you were born, your family of origin gave you a blueprint for your life. They said, "This is who you are," "This is what you're good at," "This is what you're not good at," "This is what is good in life," and "This is what is bad about life."

And, even if you had a great coach or a great teacher who inspired you over the years to modify your blueprint, you're still only operating off of a slightly modified blueprint based on your old consciousness and unsupportive patterns. In order to truly change your current trajectory, you have to make a deeper mental shift.

### ***Change Your Strategies, Not You***

Think about this. Suppose you were born in a house trailer. However, as you grew in life, you moved into a better neighborhood and a better house. In fact, by now, you may even be living in a mansion or your own version of the Taj Mahal. Your difficult, awkward, or poor past is long gone, but in spite of your current conditions, you are *still* lugging that old house trailer along with you. And, it's not just the memory of the trailer that hinders you—it's the beliefs surrounding it, the people it represents, the painful baggage loaded inside, and the cumulative experience of all those things combined. No matter how far you've come in life and no matter how far in your past that trailer seems, *somehow* it's still always there. Someone may even come into your new home and says, "Wow

what a great house you live in,” and you’ll think to yourself, “Yeah, but he doesn’t know about the old, rusty trailer sitting in my back yard.”

It’s like one of those master combination locks from your old gym locker at school. Suppose your parents and your grandparents taught you that the combination to a fulfilling life is 12-18-12, and as a result, you have been working hard ever since to reach success by following that code. But, suppose the code isn’t working. Have you tried a *different* code? Or, are you only pushing harder, working more intensely, and trying with all your might to no avail? Perhaps 12-18-12 was a combination that worked for your parents or grandparents, but that doesn’t mean it’s *your* code.

You’re not stupid. You’re not hopeless. You’ve just been using old psychology and old recipes for growth. Old thinking has likely helped you get to where you are, but it won’t get you to the next level. You need to change, you need to transform, and you need to move forward. It’s time to *elevate* your game.

### ***This Program is Unlike Any Other***

We are going to take a pretty big chunk out of your old consciousness and old patterns throughout this book. As a result, you will not only define your history, but you will *decide* what it means. You will re-evaluate who you think you are today, who you believe you could be, and what you think you’re capable of accomplishing. I am going to give you the tools and awareness you need to understand a new reality, and I’m not just talking about a “motivational,” mumbo-jumbo new reality either. This is not another “feel-good” book. In fact, if you understand and apply what I am about to share, I promise—you *will change*.

THE INEVITABLE YOU®

I'm not your traditional self-help guru. I am a successful businessman with a military background, and a deep part of my nature stems from the years I spent in the military and training at West Point. On the battlefield, there is no time for wavering or indecisiveness. When you have guns firing at you and lives at stake, you *must* focus solely on your mission. There is no other option. If you get off track, people *die*.

For better or worse, this critical mindset is now embedded in my DNA. It is something I apply to everything I undertake.

I am here to help you get your results, and I am just as committed and focused on this objective as if I were pulling you out of a war zone.

*"Mission first. Mission always."*

So, get ready to really make some changes. My system is about *results*. I've been called a motivational speaker before, and I don't really like those words because motivation is relative—it's not what truly drives us. We are all motivated to do what we want and to avoid that which we think will bring us pain. Do you have to dig very deep to find the motivation to enjoy a fully paid trip around the world? Are you be able to motivate yourself to accept a \$100 million lottery prize? You don't need *motivation* from me. You're already motivated... about what you want.

Instead, this book will give you a new sense of awareness of about how a new reality can be. It's also going to give you the tools you need to get there. It's about how your brain functions and how *you create your reality*.

But, be advised—some of the strategies I use may be counterintuitive. They may challenge you to see things a little differently.

***There is No Such Thing as “Weak Link”***

For example, you’ve likely been laboring under a common misconception. Most educational and training systems teach under the “weak link” theory. Throughout life, you’ve probably learned that “fixing you” is the way to get better. However, my diverse background as a professional warrior, corporate salesperson, and operational executive in telecommunications has proven to me that trying to “fix you” is actually the worst way to improve. In fact, it’s the least efficient path towards success.

We’re not chains. We’re not weak links. We’re not machines. You cannot tap into your potential by fixing weaknesses. Take a moment to really ponder and feel this sentence:

*“You don’t tap into potential by fixing weaknesses.”*

If you’ve ever gotten your one-hour review at work, you likely went in and received a full three minutes of praise for all that you had done right in the previous quarter. Then, if your company is like most, your manager or boss spent the next 57 minutes completely dissecting your two most recent mistakes. *Why do managers always focus on the negative?*

Managers aren’t necessarily bad people—they tend to focus on your mistakes or inadequacies because they believe that’s the best way to get better results from you in the future.

But, their efforts are misguided. Fixing your weaknesses can actually only *slightly* improve your performance, and there are far better ways to

create a better you. Enhancing your strengths and adding to your existing greatness is what really creates movement and momentum in life.

***It's About YOU, Not Me***

Another challenge in the self-help, personal growth industry is a lot of the speakers and teachers (although they are wonderful men and women) tend to teach about the way *their* world is. They don't necessarily get into *your* world. I've been very conscious to make this coaching system about *you*, and I want to make sure you make it about you, too. We both don't need another Bill Sumner; we both want a greater you.

***Traditional Psychology is Old***

Finally, traditional psychology and traditional self-help are simply *old*. They're based on such things as Freudian principles that were relevant 120 years ago, however, there are new, better tools available today. There have been scientific breakthroughs in neurology since then that can massively affect your reality.

Think of it this way. Just a hundred years ago, there were still several well-intended doctors and nurses who thought putting leaches on fingers to suck out evil vapors was a useful healing remedy, even though anti-bacterial soap had been around for decades. Similarly, there are traditional psychologists and teachers practicing *old* models today when new, more advanced remedies exist.

This system utilizes some of the great foundational elements found in old models. However, it also incorporates ancient wisdom systems and some of the latest breakthroughs available from science-based technologies.

I've endeavored to combine the best of the best in a comprehensive system for you.

### ***The Work is Up to You***

However, all of the knowledge in the world cannot help you shift if you're not committed to some hard work. You're going to have to play a part in your transformation to make all of this last.

Change is not a process; change is an *event*. It's important that you not only take the time to ponder the questions at the end of each chapter, but that you actually write down and commit to your responses. I'll be here to help you.

Think of me as your mental trainer.

I'm not only going to present you with a new consciousness, I'm going to help you enhance, create, maintain, and grow that new consciousness. I'm introducing you to new tools and helping you build new muscles so that you can create a "new you." Just as a personal trainer takes you into the gym to help you build new muscles by teaching you new exercises, I'm going to take you into a *mental* gym. I'm going to teach you how to stretch parts of yourself you didn't even know existed, and I'm going to share some tools that will challenge you to consistently build both your mental and emotional muscles. By the time you finish reading, you will have created a new and more elevated blueprint for your life.

### ***Keep Your Mind Open***

And, in order to help me help you, I ask that you challenge me. Test me. Test what you're about to read. Test the information. But, test it to find *value* for yourself, not as a means to keep yourself stuck in a place that

you don't want to be. Make sure it passes your own smell test, but don't dismiss it just because it's unfamiliar. You may have to really think about some of the things I'm about to share. So, challenge what doesn't resonate with you from a learning perspective. Consider what value it *might* have for you if you embraced the concept. Keep your mind open and read actively.

So, let's get started.

### ***Defining Your Blueprint***

You've likely heard the question: "Is your glass half full or half empty?" Some of you have a full glass, some of you have an empty one, and some of you believe you should fake a full glass regardless of how you really feel. Well, here's what's trippy—*none* of these approaches work because the *glass is always both full and empty*.

The question is never about the glass; it's always about *you*. How you see the glass is how you see the world. It's a reflection of the mental software you're currently running, but it's not who you really are. If we took a snapshot of you today and looked at your hairstyle, the clothes you're wearing, and your environment, we're not really looking at you—we're looking at what you think, feel, and believe at this point in time. We're looking at how you currently process the world. However, if you decide to update your current software, you will instantly evolve.

Whatever reason that brought to you the pages of this book, be prepared to truly recover your destiny, to remember again your unlimited potential, and to unlock *The Inevitable You*® that up until this point has been at the mercy of other people's views of the world.

Before moving on to the next chapter, take some time to really think and write out your answers to the following questions. Write out your

answers, be real with yourself, be impeccably honest, and have fun with your responses. I promise—if you take the time to write this out and apply the principles (to be revealed throughout this book) behind each question, *you will see a shift*.

- Who are you right now? (Be as specific as possible—this is your current mental snapshot and it’s a vital part of “The Inevitable You®” system.)
- What is your world view?
- Complete these sentences: I am..., Strangers are..., The world is....
- What do you want to get out of this book? Do you want a better relationship? A better job? A better career? Do you want to be a better parent? Do you want better health? What do you really want?
- If I gave you all the money, all the time, and all the resources to create your life, what are your dreams? What are your visions? What do you really want for yourself?
- On a scale of 1 to 10, (10 being highest), rate yourself on how powerful, magical, and extraordinary you think you are?