





YOUR MIND: THE RICHEST PLACE IN THE WORLD

Copyright © 2010

Ugochukwu Moses Urim

All rights reserved. No part of this book may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form, or by any means (electronic, mechanical, photocopying, recording, or by any information storage system) except by a reviewer who may quote brief excerpts in a review to be printed in a magazine or newspaper without the prior written permission of both the copyright owner and the publisher of this book. For information please contact publisher.

First Edition 2010

Published by

[THE-BRILLIANT-IDEA](#)

Ugochukwu Moses Urim asserts his moral right to be identified as the author of this work. He can be reached on 234-7040063685 or email: chuks@the-brilliant-idea.com

Introduction

The mind is not just the invisible aspect of the brain, it is also the seat of imagination; it is the theatre of creativity; it is the workshop where the sparks of inspiration are forged into useful applications for man. Without the mind, man loses what defines him as a person and makes him fit to live and function within the human community.

It is the mind that makes every human being to be relevant in the human society. Without a sound and sane mind, man becomes a security risk in the human society or becomes a great liability. It is the state of the mind that defines the state of a man's or woman's well-being.

In the U.S. recently, a woman was sentenced to death for hiring killers to murder both her husband and son over a \$250,000 insurance policy she wanted to inherit and keep all to herself. The argument her lawyers gave to the presiding judge and everyone that cared to listen was that she was mentally imbalanced. They argued that no woman, in her right mind, would kill or want to kill both her husband and her son. There was also a story of a man, who went into a local community gym with a gun, where some women had gone for workout. Before the women knew what was happening, he had opened fire on them, killing many of them and wounding many others. He also killed himself. Trying to find out the reason for the dastardly act, the police discovered in his weblog that he had been planning to hurt many women because he felt that women didn't like him and didn't care if he existed. Since he had not had fruitful relationships with women, he felt an overwhelming sense of rejection and had to take his revenge on some innocent women before ending his life. He had thought to himself that if he wasn't happy, why should others be.

I have only gone to this extent to give these examples to show that when the mind is not in the right state, the individual concerned becomes a security risk or a liability to society. However, the mind is a powerful gift from a loving God to mankind. It is a precious tool that can redefine our destiny and give us access to a quality life on earth. In fact, your mind determines your height and flight in life. With the mind, bestselling books have been written, chartbusting songs have been written and sung, inventions have been made, companies and businesses have been built, dreams have been birthed, relationships and marriages have been consummated, purpose has been discovered and pursued and society has moved from an underdeveloped state to an industrial society. I believe that the world is yet to fathom or tease out all the incredible wonders, heights and potentials that the human mind is capable of reaching and achieving. The world is yet to discover what you can achieve through your mind, which is the richest place in the world.

In this short book, you will discover what you can do to make your mind a useful tool that can change your world and the world we live in positively. Join me as we take a trip to uncover the wonders of the mind.

To your incredible success,

Ugochukwu

Chapter One

Open your mind

I am glad to get on this fast-moving train of adventure and transformation with you. This short book is designed to introduce you to a world of landmarks. I have always been interested in how I can help people succeed in their careers and businesses, inspire them to take steps in the direction of their personal development and effectiveness, turn them loose to walk in the direction of their dreams, help them learn and practise the laws of success and generally motivate them to set lofty goals and achieve them.

Life is not a mystery. Life only becomes a mystery when your mind is closed. Your mind is what determines your height and level of flight. The mind is what sets the limit to your destiny. You cannot rise above the level your mind has set for you. The mind is one of the greatest pieces of equipment made by God. This terrific instrument when developed and utilised is greater than all the arsenals in the world. Your mind can change or chain you. It can liberate you or stagnate your success. It can stop and flop you or colour and feather your destiny.

I will be introducing to us how we can engage our minds to transform our lives. My desire in this book, among other things, is that the breadth of your mind would be enlarged in such a way that it would allow you to dream big dreams and produce the resources you need to accomplish them.

Helen Keller once said, and I believe it, "The most pathetic person in the world is someone who has sight but has no vision." Visions are mental pictures planted by God in the mind or heart of man. Until your mind sees it, your hands cannot touch it. Success is not triggered by eyesight, it is inspired by insight. Until you open your mind, not just your eyes, you may linger in the camp of mediocrity, underachievement and misery for too long.

God did not design this life for you to suffer. If you're suffering at this moment, you're not alone. The mess you're in right now is to give you a message. You can't see with your mind if you allow prejudices into your life. Prejudices are strong-rooted beliefs about anything. You can't see with your mind if you're not willing to change when it is necessary and inevitable. You can't even see with your mind when you lack focus and hunger to change your life and circumstances.

Now you might wonder if it is possible for you to change your life. Yes, it is possible. Very possible. Bishop David Oyedepo once said, "Any prayer that makes God totally responsible (for your education, finances, marital bliss, job, success, career and goal-setting and realisation, etc.) is an irresponsible prayer. In other words, you have a role to play in the realization of whatever goal or objectives you have set to achieve in your marriage, finances or job. And one role you have to play and must play is to open your mind. This story will illustrate to you what I actually mean.

There was this guy, Segun, whom we normally rented a multimedia projector from the company he worked for. He was such a nice-looking and very hard working young man. Segun was also a very good salesperson. He was always

smiling anytime I visited his organisation to do business with them. After several months of engaging their services, two of us had become friends. One day, he walked up to me and told me his boss had sacked him. After he narrated the whole thing to me, I saw that it was a question of his boss not understanding that he had lost a star employee.

I spoke with him to start his own business in the same industry since he had much experience and had a lot of contacts at his fingertips. I consulted with him on how to go about it on time so he'd double-step his progress. He was really fascinated. After a few months, his net worth was up to ₦300,000. Today, he is gradually building a strong and profitable business.

He had to open his mind to see beyond working for other people to start something on his own. Today, he is smiling to the bank and getting personal satisfaction because he owns and runs his business.

If you want or desire to move to the next level of success, then you need to open your mind to the changes, opportunities and businesses around you. Closed minds lead to closed destinies. Wake up, friends!

Chapter Two

Use Your Mind

If you want to build a strong future, if you want to live a quality lifestyle, if you desire to maximise your potentials, you need to use one of the most powerful gifts God has given you to get what you want.

I love and respect Dr. Myles Munroe a lot. He is one of my mentors and is a great inspiration to me. I have learnt so much from him through his books, tapes and teachings. To me, that man is a living legend who certainly deserves a place in history's hall of fame. In a bid to encourage us to use our potentials and for us not to fall victim to mediocrity, he argues that the richest place in the world is the cemetery. According to this revered academic and clergyman, the cemetery is filled with dreams that were never born, songs that were never sung, ministries that were never born, churches that were never built, books that were never written, ideas that never saw the light of the day, marriages that were never contracted or consummated and so forth.

But I beg to disagree with my mentor. The richest place is not the cemetery. It is not the gold mines of Congo or Gold Coast, neither the diamond fields of South Africa nor the oil fields in the Middle East or Nigeria; the richest place in the entire world is your mind.

Nigeria today is the 6th largest oil producing nation. And yet, she is being classified as one of the poorest countries in the world. While a country like Singapore without any natural resource has more per capita income than our beloved country. Some countries in the world like Japan, Switzerland and others don't have natural resources, but, today, they are some of the richest countries in the world.

You need your mind therefore to scale the greatest heights you're targeting. Without your mind, nothing you do in this life can come out successfully. The mind is so important that when someone loses it, he becomes insane and is reduced to an ordinary human specimen. There is no individual who loses his mind and stays OK. This shows the importance of the mind and what that divine equipment can do for you.

What do you do with your mind to enhance the quality of your life?

1. **Think with your mind.** The Scripture says as a man thinks, so he is. Without your mind, you can't think, and if you can't think, you'll stink.
2. **Work with your mind.** The era of hard workers is gone. Only smart workers earn more, get promoted faster and experience all-round favours in the corporate and business world. Your mind helps you to discover how you can do something better, faster, cheaper or better. Your mind is not just for calculations; it is to move you always to a new level.

3. **Project with your mind.** Successful people make projections with their mind. They don't live from month to month without a goal that inspires them. Use your mind to make projections concerning your life.
4. **Plan with your mind.** He who fails to plan, plans to fail. As Ben Carson, the world-class and renowned neurosurgeon observed, "... the average person spends more time planning his or her birthday party than planning his or her life. Most of us are wasting those amazing frontal lobes (brain)." Your mind is not for mere decoration; it is for the decoration of your destiny.
5. **Pray with your mind.** Man is a spiritual being. So prayer is very important. When you pray with your mind, you are making it fertile to receive fresh ideas that have the capacity to change your life.
6. **Write down the ideas and products from your mind.** Your mind is very powerful. However, it easily falls victim to forgetfulness. So always keep a paper and pen handy to write down the ideas, suggestions and products that come to you from your mind.
7. **Invest in your mind.** Your mind needs to be fed, just like your body needs to be fed. For your mind not to be malnourished, you need to feed it with the right kind of information. Attend seminars, read good books and magazines, listen to good and professional tapes and CDs. Stretch the frontiers of your mind, if you desire to be a winner.

These things will change you forever, and really make your mind the richest place it was designed to be.

Chapter Three

Your Mind is to Decorate Your Life

Your mind is not for mere decoration. If anything, it is for the decoration of your life. When I met one of my business partners and she shared her success story with me, it amazed me and drove home the point that we are what we are because of what we allow into our minds. The Holy Scriptures say, "As a man thinks, so is he" and James Allen added, "As he continues to think so he remains." Whatever level you're in today is largely a condition of your mind. Your mind determines your material life and conditions.

For the next two chapters in this book, we shall be looking at how to turn your mind to a wonder machine to create your desired future. Now, don't think that since I am talking about you changing your own life or recreating your own life, that I am leaving God out of the picture. That is not true. When God is not in any picture, that life loses colour and posture. However, I'd like to state upfront that there are things God expects us to do for ourselves to achieve the things that we desire. And one of them is renewing and aligning our minds to achieve our greatest goals. Now what do you think of the following Scriptures: "As a man thinks so is he." "According to your faith, let it be onto you." "If you can believe all things are possible to him that believes." "The just shall live by his (own) faith."

All these Scriptures buttress one fact I have been trying to prove here: your destiny is largely determined by YOU. You largely determine what you want to be, do or have. When God finishes His part by helping you know what you want to be, do or have, it then becomes your responsibility to actualise what you want.

Now back to the mind. The mind is powerful a tool that when it is properly developed, it can become a threat to the armies of a nation. It becomes more powerful than ballistic missiles. But when it is left undeveloped and untapped, it remains a desert and a dunghill of waste. The mind works with the concept *"use or lose."*

There are two aspects of the mind that I'll be sharing with us today. These are thinking and working with your mind.

Thinking with your mind

Your mind is a thinking instrument. Man is so blessed that God gave us the mind to create, design and process our thoughts. As long as you can think, there is hope. People say when there is life there is hope. That maxim is not true for a mad person. Although he is alive, but because he cannot think, he is reduced to a mere vegetable. Great and successful people are great thinkers. God, Himself, our creator, is a great thinker. His thoughts are deep, so His acts are great. Until your thoughts are deep, you will be far away from great performance. Deep thoughts are a foundation for great acts. Do you ever spend time thinking through the challenges of your life? Have you ever spent an hour in deep thoughts or meditation concerning your life?

The Millionaire teacher, Robert Kiyosaki, once said that the difference between the poor and the middle class from the rich and the wealthy is rooted in their mentality. The poor and the middle class will always think and say things like, "I can't buy a car because the economy is bad. I can't go to school because my parents are poor. I can't become an engineer because I can't pass my Physics exams. I can't build a house because I don't have a good job nor earn a good salary. I can't do this and I can't do that." But the thinking and language of the rich and wealthy are awesome. Take a look at what they normally say: "How can I buy a car in this bad economy? How can I go to school even though my parents are poor? How can I pass my Physics so I can achieve my dream of becoming an engineer" and so forth and so on. Now if you notice, the poor and middle class make conclusions, the rich and the wealthy ask questions. One group says with finality, "I can't!" the other group asks with curiosity, "How can I?"

Sharpen your mind therefore to think like the rich and the wealthy. That way, you'll see yourself breaking limitations and hindrances standing in your way.

Working with your mind

Frankly, there has never been a time when hard work on its own had made anyone successful. Take a look down the tracks of history and point to me someone who succeeded by dint of hard work alone. You see, if anything, the richest people in the world should be blue-collar or unskilled workers. It doesn't take a degree or any kind of knowledge to break stones, work in factories as casual workers, clean gutters, fell trees, and do other tasks that require no specialised skills. It only requires your muscle, availability and dedication to duty and you'll land such jobs. However, jobs that attract higher

pay require more than hard work. They require creativity, a touch of innovation and some specialised skillsets. But whatever you do now, whether as a skilled worker or not, don't do it the way it has always been done. Do it the way it has never been done or has rarely been done. This way, you would distinguish yourself in the marketplace. And you can add this value to your work by engaging your mind. Smart workers are needed everywhere, from product-manufacturing factories to service providing companies and from the church to dockyards. Their work carries the emblems of excellence, uniqueness and creativity.

Until you work with your mind, your tasks will come out as ordinary, lacklustre and mediocre.

Chapter Four

Sharpen Your Mind

In this chapter, we shall be looking at the three powerful P's that you can use your mind to benefit from and to become an achiever. The mind is the richest place because the cemetery reminds you of the past; but the mind points to the future. The cemetery is the tomb of the past; the mind is the womb of the future. The cemetery may contain limitless potentials, dreams, plans, projects that were never realised; the mind contains limitless opportunities and potentials that can change an individual or a group of people. While the cemetery deals with the lost opportunities of yesterday alone, the mind deals with both the potentials and opportunities of today and the prospects of tomorrow.

The cemetery can remind you of aborted dreams, stillborn projects, dead and lifeless opportunities, but the mind holds fresh insights, innovative and creative approaches and methodologies to handle issues and projects, and also offers a breadth of new opportunities and keeps before you a long and refreshing vista of prospects that can make your lost misfortunes look insignificant.

If you really want to change your life, look inwards. If you want to move up from where you have always been, then engage the creative genius and juices of your mind. The mind is a depthless goldmine with treasures and tremendous wealth.

Let's look at the three powerful P's you can engage your mind to achieve.

Project with your mind

The amazing truth is this: if you want to achieve several projects in your life, then project with your mind. The reason several people find life frustrating, uninspiring and unattractive is because they have failed or refused to use their minds to set goals and targets for themselves. So they live day by day, month by month and year by year without achieving any goals because they do not have any goals to achieve. If you walked up to 10 people now and asked them if they have goals for their lives or even for this year, 7 will tell you No, 3 will tell you Yes, but only 1 out of these 3 people might have written goals. Little wonder, a lot of people are miserable, suicidal, small and have a gloomy perspective about life. They have refused to understand that what keeps a man fresh with vigour and strength are challenges. When a man/woman does not have what to live for any more, then death becomes inevitable. Death is the inevitable end of a life without challenges. And challenges are created by worthy and lofty goals. So to live an enriched and exciting life, you and I need to set worthy, lofty and wealthy goals! Your mind can help you make projections and set goals for your life.

Plan with your mind

There is a lot of difference between goals and plans. A goal is an end you intend to reach, while a plan is a means to reaching that end. In other words, a plan is put in place to achieve a goal. You'll get this information from a 2-volume book I co-authored titled *Awaken The Genius In You Series*. It is powerful. When you

set goals, whether they are written or not, but they are better when written, you need to ask yourself, "How do I achieve this goal?" The goal is what you want to achieve, the plan is the how-to strategies to achieving the goal. Hope we're on the same page? Take for instance, you want to build an investment of N1 million in the next five years. Let's take that as your financial goal. Starting from today, what are your plans to achieving that goal? A lot of people are frustrated because they really do have goals but do not have plans to achieve their goals. So while I encourage you that you set goals, I'll also advise you most importantly to put plans in place to achieve them. Your mind can help you do both.

Pray with your mind

I never knew how powerful this is until I stumbled on the Scripture that says, "Unto Him who is able to do exceedingly abundantly above all that we ASK or THINK according to the power that works in us" (Ephesians 2:20). This Scripture equates your asking with your thinking. That means your thought is as powerful even as your words. Do you now understand why a lot of handsome, good-looking people with a lot of prospects are failures and mediocrities? It is simple. Their thought life is a stinking, horrendous dump of filth and stinking thinking. They look successful but think failure. They are of marriageable ages but think they can never find the right partner. They have the right degrees and certificates but think they won't get a job or be employed. They are comfortable but have allowed fear into their lives that they might not live long to enjoy their wealth or fortunes and they entertain fears of great misfortune coming their way.

If you want to succeed, let your mind become a weapon of prayer for your life. Let your mind intercede for your destiny. Let your mind be positive, and align your thoughts to reflect your expectations. This is one different thing I find hard to do, but the few times I practised it, it worked like the light switch. Align your thoughts to reflect your expectations. Whatever you want, think it; whatever you don't want, don't think it. I'll repeat again, whatever you want is what you should think. What you don't want in your life and around you, don't think it. Do you now see why a man is a reflection of what he thinks? Engage your mind in positive prayers for your life.

These things will change your life and make your mind an oasis of fresh ideas and insights and then position it to become a great and fertile ground to launch several projects and achieve lofty goals that would make you a STAR on earth. This life indeed is a function of the condition of your mind... It has all you need under God to give you a colourful destiny.

Make your life count. You won't have another opportunity at life after you're through spending this one.

Chapter Five

Part Five: The Richest Place In The World

I have been sharing with us the tremendous potentials our mind has, that when harnessed can turn our lives around for the best. Your value or worth is from your inside. The cemetery, like your yesterday, does not have one-tenth of the riches that you carry around. Your mind is so powerful that God respects the imagination it produces. Your imagination, which is a combination of two powerful words, *image* and *nation*, means that you have an image (product) on your inside that can shape and influence the destiny of a nation. One man is always enough to shape the course of a nation. History stands to prove me right in this regard.

Now, this concluding part of this book is to help us maximise the use of our minds. Charlie Tremendous Jones once said, "You are the same that you'll be in the next five years except for two things: the books you read and the company you keep." Listen to me, your mind, when you were born, was a sleeping giant. It was, as it were, an unexploded explosive. Or better still, it was like a keg of gunpowder. In other words, your mind needs to be ignited, awakened, charged up and stirred up to release the buried or trapped potentials and dynamites it is carrying. This is the reason many people will die frustrated, poor and miserable when they refuse or fail to tap into the immense resources boxed up in their mind. This was what Albert Einstein, adjudged as the greatest scientist of the 20th century saw, when he said, "The intuitive mind is a sacred gift and the rational mind is a faithful servant..."

When you were born, your mind was a tabula rasa, a Latin word meaning, clean slate. God has given you the responsibility to write what you want on the canvass of your mind. It is what you write that lights up your life. You indeed have a date with destiny. There are two responsibilities you have concerning your mind. If you keep to them, in the next five years, your contemporaries will stand aside to celebrate you and your world will pave way for your rise.

Invest in your mind

Whatever you want to be, do or have, you have to take responsibility for it. Nothing happens by chance. No true success happens by accident, because no accident is a success. For you to reproduce great things in your life and become a great performer, you have the sole responsibility to invest in yourself. You have to invest in your mind. Many of us are guilty of feeding our minds with junk information and therefore suffer from mental kwashiorkor. We are patients of mental malnutrition. Your mind is a great gift, but until you train and invest in it, it won't deliver anything worthwhile. No matter how big a machete is, if it is blunt it can never fulfil its purpose. Until your mind is rich, you cannot be rich. Until your mind is blessed, you cannot be blessed. Your mind determines your goldmine and height in life. So how do you invest in your mind?

1. Read books and get hold of positive information, and grow thereby.
2. Court great relationships. Move with winners and learn from them. Success always has a pattern. If you want to be a winner, surround yourself with winners.

3. Attend seminars. In seminars, someone shares with you in few minutes or hours, experiences, knowledge and secrets that took him/her years to learn.
4. Crave for knowledge. Henry Ford put it very well, when he said, “Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.”
5. Exercise your mind through meditation and communion with other great minds. Most importantly in this regard, rub your mind with the Eternal Spirit, God, and you’ll reproduce things that would shock the world.

Write down the ideas and products from your mind

The mind is so powerful, yet the mind is so forgetful. This is the reason the faintest pencil has more power of remembrance than the sharpest mind. Your mind churns out about 10,000 ideas everyday. But if you fail to trap these ideas from your wavelengths as they are coming, your storage system in the mind may not be able to hold on to these precious but feeble items for too long. So, wise and very successful people always move around with their pens/pencils and jotter to jot down ideas that flash or ricochet through the wavy waters of their minds. Now how do you make your mind a productive instrument?

Always engage your mind in deep meditation and when sparks of inspirations and insights begin to light up on your inside, put down your ideas no matter how foolish or meaningless they may seem at the time. In fact, most successful ideas today looked meaningless and unpromising when they first occurred to their owners. So instead of crying foul and complaining, sit down and create

masterpieces on your job, business, life and ministry by engaging your mind and bringing to the fore the riches it is carrying.

Whether you like it or not, what I have been trying to say is that your mind is a terrifically rich place. But you have a responsibility to play to make it a resource that it is. Remember this fact and never forget it: your mind works with this simple principle: use or lose. If you don't use it, then forget it, you'll certainly lose all the beautiful things it carries.

I personally am determined not to increase the wealth of the cemetery by not using my mind, what about you?

Ugochukwu Moses Urim is a management, business and human development consultant. He is also a Personal and Organisational Effectiveness Coach, motivational speaker and co-author of *Awaken the Genius In You Series* and *Overcoming The Mesmerizing Lure of Sex and Pornography*. He holds a degree in Political Science and a Master's degree in Industrial Relations and Human Resource Management, graduating as the best student in his sets in both programmes. He can be reached on telephone: 234-7040063685; email: chuks@the-brilliant-idea.com