

# CHAPTER 1

## Have It Now! The Instant Gratification Society

HOW YOU CAN ACHIEVE YOUR TOUGHEST  
GOALS RIGHT NOW WITHOUT WAITING

If it's worth doing, it's worth doing *right now*.

I am sure you like this idea; I am also sure you can think of many things you want right now that you are sure you can't have, at least not right now. Well, what if there was a way that you *could* have those seemingly impossible things *right now*?

The good news is: There *is* a way. Before I tell it to you, first I need to point out a tiny disclaimer: *It's not perfect!* Yes, you will get whatever you want right now, *but it will be in a way that is slightly different from what you might imagine*. If you can handle that tiny condition, then get ready to begin creating new habits that will heighten your enjoyment of life. It will also bring those desirable long-term goals much closer.

Not only will you will learn a wonderful technique to get whatever you want *right now*; you will be able to instantly apply it in your daily life.

### **Instant Gratification Is Good**

First we need to address any concern you may have that instant gratification is not appropriate.

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The good news is that you do not have to abandon *delayed* gratification. Yes, delayed gratification does have its rightful place. Unfortunately, you have been told it has the *only* place and that instant gratification has *no* place. That is not true. That mistaken belief will be corrected in this chapter. Not only will you know technically how to get instant gratification, but psychologically you will feel wonderful about it. You deserve it and you are worth it.

You can keep your membership in the Delayed Gratification Society. This chapter, though, invites you to be a *dual citizen*. You are hereby invited to join the Instant Gratification Society—*without guilt*.

The purpose of the Instant Gratification Society is not to mock those who plan. No, planning is good and is indeed the point of this book. Rather, the purpose of the Instant Gratification Society is:

- To give instant gratification its rightful place as one of the proper, legitimate, and respected possibilities
- To allow you to desire instant gratification without feeling guilty about it
- To teach you how to get what you want right now—*the right way*

This chapter presents possibly the most fascinating aspect of goal setting and goal achievement—namely that you can actually have whatever you want right now, no matter what, as long as you understand the disclaimer that you will *initially* get it in a way that is slightly different from what you now imagine.

This chapter is not going to give you permission to grab chocolate bars when you get hungry, or play hooky from work or school just because it is a sunny day. It is not about instant gratification for its own sake. It is about achieving your long-term goals right now, instead of waiting for many years.

Let's begin by using a fascinating example.

### **A Glorious One-Week Vacation Every Month**

Can you think of one specific wonderful thing you'd like right now? I am sure you can. For the purpose of learning this technique, let's use an actual example from my own life so that you can easily understand how this fascinating technique works.

Several years ago, a colleague told me that he takes a glorious one-week vacation every month. I was intrigued by his plan. Of course,

being at that time an unwitting member of the Delayed Gratification Society, I immediately dismissed the idea as bad, wrong, wasteful, and improper. When I tried to imagine myself having all those vacations, I was riddled with guilt thinking of my friends doing the “right” thing, working diligently. *No!* Such a laid-back life would not be for me.

As time progressed, I noticed that my colleague was a good man who did wonderful work in the world. He did not have any of the negative characteristics I thought to be associated with taking so many vacations.

I began slowly changing my ideas about instant gratification, but unfortunately it did take me years. It is the intention of this chapter to race you through those years I endured so that you can arrive quickly at the doorstep of the Instant Gratification Society.

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*“You can have anything you want right now, as long as you begin having it right now in an abbreviated way.”*

—Raymond Aaron

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You can have anything you want right now, as long as you begin having it right now *in an abbreviated way*. This is real. It is certainly more real than hoping or dreaming or waiting. It is more real than denying that you could ever have it.

Let’s first look at the obstacles to having so many vacations. When I first heard of the idea of a glorious one-week vacation every month, I definitely could not afford it. I certainly could not take so much time off work. My staff would be resentful. I would feel that I was wasting my time. My income would drop because I would have less time to work and I would have more expenses. I would lose clients because I would be away so often when they needed me. No, this was not a good plan. The obstacles were numerous and insurmountable.

In spite of all these perfectly reasonable obstacles, I began a process that was to carry me to goal-achievement beyond my wildest dreams. I began a process that actually allows me to achieve any goal I want, right now, no matter how long-term it really is.

Here is what I did. I decided that I would have a glorious one week vacation beginning that very month—even if it wasn’t *really* glorious and even if it wasn’t *really* one week long. I know that this will at first seem strange to you. But stay with me.

My first such abbreviated one-week vacation was visiting my sister Susan for a Saturday. I did not call it a one-day visit. I called it my “glorious one-week vacation that month.” Intellectually, I knew that it was only one afternoon long. But, emotionally, it felt great. I had

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embarked on my plan. I was not only thinking about it or working toward it, but, *in a real way*, I was already doing it.

On the drive home from my sister's place in the country, I let my mind fantasize about what my glorious one-week vacation would be next month. I decided that it would be a weekend skiing.

I enjoyed that so much that, on my way home from the ski resort, I planned my next glorious one-week vacation. Then, I found that I was planning my glorious one-week vacations many months in advance. Then, I realized that I was in the *habit* of taking glorious one-week vacations, even though they were, alas, abbreviated.

That's the key. I got into the *habit*. The possibility of having it in full reality became clearer and clearer in my mind. Huge changes were occurring in my mind, but also in the real world. Days were marked off in my calendar. Colleagues were hearing me talking about my glorious one-week vacations. They originally thought I was just being silly, but soon they realized that it was working. My world was *really* changing. I was getting closer. And, as I was getting closer, I was already enjoying *in some real albeit abbreviated way* exactly what I wanted.

Notice how powerfully the Law of Attraction was putting people and things into place for that dream to come true.

That first year, I succeeded in having 12 glorious one-week vacations. Two of them were indeed glorious and a full week long. Ten of them were abbreviated. But, in my mind, they were all glorious and in my imagination they were all one week long.

Now, I was a committed one-week-per-month glorious vacationer. My wife, at the time, got into the game, too. She began calling our outings "glorious one-week vacations." She enjoyed the thrill of planning our glorious one-week vacations and she did not seem to mind at all that they were usually abbreviated.

It was working. It was working not only in our minds, but also in our memories. Because we *called* each outing a "glorious one-week vacation" and because we cherished it and elevated it as we were experiencing it, in our memories it actually became a glorious one-week vacation.

But, it is even better than that. Within a few years, I had said the words so often that my staff was used to hearing these words and my clients were intrigued by the idea and the psychological obstacles had been smoothed away—and my wife and I were actually taking glorious one-week vacations every month and they really were truly glorious and they really were seven whole calendar days long. It had worked.

You may think that I take such vacations because I can afford them financially. But, most wealthy people take far fewer vacations than you imagine, because they feel the need to be close to work. Money is not what gets me all those vacations; it is the psychological preparedness that came from doing it so often, albeit in an abbreviated way, that has allowed me to take so many vacations.

In other words, I achieved my long-term goal only because I began it immediately in an abbreviated way. So, not only do you begin immediately to enjoy now an abbreviated version of your long-term goal, but in addition to that, beginning the abbreviated version now and implanting those habits actually brings the full version of the goal to reality much sooner.

One last word to you if you are still skeptical: Would you rather follow your current path of having maybe two or three one-week vacations a year, and have that forever, or would you rather at least *try* this approach? If you continue your own *reasonable* approach, you can expect to continue to have your two to three weeks of vacation a year. If you at least *try* my approach, you will instantly have 12 glorious one-week vacations, at least in your mind. And the habits will begin settling into your mind and your life.

In the next five years, I will have 60 glorious one-week vacations. Using your current plan, you will likely have maybe a half-dozen to a dozen such vacations. I guarantee that if you try my technique you will have 60 glorious one-week vacations in the upcoming five years—many of which will be abbreviated and a growing number of which will be real.

If you think this idea is great so far, wait till you hear the really good news. Here is the most startling aspect of this. Looking back over the years since I began the abbreviated glorious one-week vacations every month, some of my *best* memories were the *abbreviated* vacations, not the seven-day ones! It really works.

Now, let's use a totally different example—one that is related to cold hard cash.

### **Deposit \$1,000 into Your Savings Account Every Month**

Let's say that you have the same problem that many North Americans have: There is very little money left over at the end of each month. Putting your money into a savings account is not a strong investment. But, setting money aside instead of spending it all is a great habit to get into and to teach your children.

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Would you like to be able to deposit \$1,000 into a savings account each month? Would you like to be able to start that right now? Well, let's begin right now—of course, in an abbreviated way.

Commit to making a \$1,000 deposit into a separate savings account on the first day of every month. If you are married, make a rule that you and your spouse go to the bank together to do this transaction. If appropriate, involve your children, too, so that they learn this valuable lesson.

As the beginning of next month gets closer, you (and maybe your spouse and children) begin thinking of how large your \$1,000 deposit will be. Maybe you will decide that your \$1,000 deposit will be \$15. Okay; go to the bank on the first day of the next month and make your \$1,000 deposit by depositing \$15.

On the way home, talk about how wonderful it was that you succeeded for another month without fail to make your \$1,000 deposit. Talk about how large next month's \$1,000 deposit will be. Remember to always call it your "one-thousand-dollar deposit."

Maybe next month you will be able to have your \$1,000 deposit be \$200, the largest your \$1,000 deposit has ever been up to that time. Celebrate your success.

Maybe one month you are totally broke. What should you do? I know for sure what you should do. The *habit* of making the \$1,000 deposit on the first day of every month is far more important than the actual *dollar amount* of the deposit. So, go proudly to that bank, with your whole family if that works for you, and confidently deposit one dollar as your thousand-dollar deposit that month. Your self-esteem will skyrocket.

After five years of this, you will have made 60 "thousand-dollar" deposits. You will be in the habit. Your family will be in the habit. Your children will be making their own deposits. And I predict that at least one of those 60 deposits will actually be the full \$1,000—perhaps more than one of them. How many real \$1,000 deposits would you have made without this procedure?

### **More Examples of Having It Now**

Hopefully you are quite intrigued by the possibility of having it now. How can this be applied in your life? Here are some examples:

**Own an expensive sports car.** Sit in that new car in the dealer showroom for a few minutes each month and call it your "ride in the country."

**Own your own home.** Walk through model suites each month admiring “the features of your own home.”

**Go on a once-in-a-lifetime two-month dream vacation.** Let’s say that it is a vacation to Greece. Then once per month, have a “Greece day” where you cook Greek food or rent a Greek movie like *Zorba the Greek* or go to a Greek restaurant or spend an evening with your mate learning some Greek language expressions or visit the Greek consulate in your city or go to the section of your museum about ancient Greece or learn the Greek alphabet. There are so many activities you could do. Make them fun. Be creative. The more you do this, the more the vacation will become real in your mind, and the less crazy such a dream vacation will be. Make sure to call these monthly activities your “once-in-a-lifetime two-month vacation to Greece.” Here is how it sounds: “My ‘once-in-a-lifetime two-month vacation to Greece’ this month was learning the Greek alphabet.”

**Run a 10K footrace in one hour.** Here’s how I personally did it. I ran 1K in 6 minutes as my abbreviated way of completing my lofty goal. I told my friends that I had completed a 10K in one hour by running 1K today. Eventually they really got into the spirit with me. Next I accomplished 2K in 12 minutes as my 10K in one hour. Be careful, please. This is not a training technique on the topic of running; this is a mind game on the topic of goal accomplishment. It may not be the cleverest way to train your body to run a 10K in one hour, but it is the cleverest way to train your mind into thinking that you are an experienced 10K foot racer.

**Do 100 sit-ups a day.** You want to stay in shape by doing 100 sit-ups a day but you have a hard time getting past 25. So just do as many sit-ups as you can as long as you remember to announce that your 100 sit-ups that day were 25. When you are exhausted from a hard day at work, make sure you do at least one sit-up, as your 100 sit-ups that day, in order to keep implanting the habit.

**Take a cruise once a year.** Be creative in finding ways to do this in an abbreviated fashion. One year you might rent a paddleboat for a day, or rent a canoe and go camping, or rent a rowboat, or go on a dinner cruise. The three requirements are that you keep doing this each year to get into the habit;

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that you plan each year's outing with great fanfare to keep your dream in your memory; and that you call it your cruise for the year.

Maybe you've heard the famous story of the little boy who wanted a dog. His parents kept refusing. So, he decided one day that he already had a dog. Well, if he had a dog, he'd need a collar. He saved his paper-route profits and bought a collar. His parents were confused. Then he bought a leash; then a food dish; then some dog toys. He was so clear in his mind that he had a dog that he told the pet store owner and all his friends about his little dog and all the accessories he had acquired for his dog. The crowning glory came when he actually named his dog and bought a dog tag. It will be no surprise to you that his parents one day showed up with a puppy for him. What else could they possibly do?

These are powerful examples of invoking the Law of Attraction.

### The Five-Step Technique for Having It Now

Here are the five steps. Follow each one exactly as stipulated to ensure that it works for you.

1. *Select one long-term goal* that you really want right now.
2. *Decide on the abbreviated version* that you will begin enjoying. In other words, decide on how you will begin achieving it right now, in an abbreviated way. Sometimes it is easy to figure out the abbreviated version. Sometimes you will need to be quite creative to figure this out.
3. *Tell at least one other person* about your plan. Telling more people is even better. Be careful to tell only supportive and positive people. You may wish to ask those special people to read this chapter. Supportive positive people will be able to help you through the tough times that will definitely come. This is a mind game so you must protect your mind!
4. *Do the first abbreviated action immediately*, so that you are in the game.
5. *Celebrate your success every time* you do the abbreviated action and remember to always refer to it as the full action. In other words, remember to say, for example, "My one-thousand-dollar deposit this month was seventeen dollars and I deposited it on time as usual."

I want to celebrate your success. Please tell me all about your success at [www.aaron.com/InstantGratification](http://www.aaron.com/InstantGratification) and I will send you a gift to help you have even more successes.

## FAQs

### 1. Is this for real, or is it just a mind trick?

It starts as a mind *game*, not a trick. You are an adult. You are not really tricking yourself, but you are initially playing a game. Once the game becomes more real, you will notice that you occasionally do get the *real* thing—not the abbreviated version—and you may get it far more often than you at first imagined.

Furthermore, sometimes an abbreviated achievement can give you more pleasure and benefit than the far-in-the-future real one. Imagine the huge leap of self-esteem when you make even a tiny \$1 deposit as your \$1,000 deposit one month, even though you were totally broke. That one stand may give you more character and growth than actually making a full \$1,000 deposit, years into the future.

### 2. Does this mean that eating that extra dessert is a good idea, just because you want it now?

No. The technique of having it now is a procedure for bringing forward in time, right to the present, a long-term goal that you rationally know you cannot attain for years—maybe never. It is a way to achieve your dreams right now, even if you know intellectually that it is not really possible. It is a way to get into the *habit* of already having what you rationally know you cannot yet have.

### 3. Is there a way that having it now will not work?

Yes, there is, unfortunately, a very real way that it will not work for you. If you begin missing thousand-dollar deposits, if you begin missing abbreviated one-week vacations, then the formation of the essential habit is destroyed or at least severely lessened. In that case, no one (not even you) will believe it and it will not come true.

This technique is based on forming a habit (which is real). It is based on your family, friends, and co-workers getting used to your behavior. It is based on consistency. It is based on doing the job as you have promised to yourself, exactly when

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scheduled, no matter how abbreviated. If you do not create this habit, you will not get the benefit.

Go right now to [www.aaron.com/InstantGratificationVideo](http://www.aaron.com/InstantGratificationVideo) to see a bonus video where I personally teach you some fascinating extra lessons on the *Instant Gratification Society*. And, I just may have a gift for you there!

### Three Expert Action Steps

In this chapter, you learned that you have been a lifetime member of the Delayed Gratification Society, possibly without even realizing it. You have been invited to *also* join the Instant Gratification Society. You now hold *both* memberships, so you can plan for a wonderful long-term future *and* you can have as much as you wish of that long-term future right now. You know that it is a mind game initially, but that it quickly becomes real both in your mind and in the universe. You know that your family members will quickly learn to enjoy this game and will support you in it, if you are dedicated to consistency. You know that you can fail at it by slipping out of consistency. Since it is a mind game, you know that you need to enjoy it in your mind as it is becoming real for you and others in the real world.

It is time to use what you have learned. Below are listed the *Three Expert Action Steps*<sup>TM</sup> designed to best support you in bringing what you have just read into play in your life. Once you have completed these Three Expert Action Steps, you will be ready to move on to the next chapter, which will support you in dramatically increasing the joy in your life.

#### **First Expert Action Step: Select one long-term goal you wish to begin enjoying right now.**

Once you have selected your goal, follow the five-step technique exactly as outlined earlier in this chapter.

#### **Second Expert Action Step: Plan more uses of this technique.**

As soon as you have seen success with this technique in the long-term goal of the First Expert Action Step, immediately go to [www.aaron.com/InstantGratification](http://www.aaron.com/InstantGratification) and tell me all about your success. As promised, I will send you a gift. Then, make a list of other long-term goals you wish to enjoy right now. *Caution:* Do not begin a second program for at least

three to six months, to allow your mind to set in place the habits from your first long-term goal.

**Third Expert Action Step: Enroll others into the Instant Gratification Society.**

Tell your colleagues, friends, or children about this fascinating way to get what might otherwise take them years to get. Teach them this technique so that they can have more success—sooner. Let them read this chapter. Invite them to enjoy a special brief video presentation on Instant Gratification at [www.aaron.com/InstantGratificationVideo](http://www.aaron.com/InstantGratificationVideo). They will get a gift, too!

## **Moving On**

Now that you can achieve even tough long-term goals instantly, it is time to add more joy to your life by learning about love. It's time to have more love in your life and the next chapter shows you how, step by step.

