

The Curious Story of Edward Choate

By

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Edward Choate lived in California around the 1920's and made a living as a life insurance salesman. Like most other life insurance sales people in the period of the great economic depression of the twenties, Edward also struggled to barely make ends meet. He was as good as any other salesman of his time but anyone could hardly blame him for being anything out of the ordinary. He was a simple man with simple tastes and he was more or less happy at the way his life was at the time, knowing that being able to have a hot meal on his plate and a clean tie around his neck was more than one should ask for given the circumstances.

Edward lived alone in a small apartment on the top of a grocery store. His living space was basically little more than an oversized box with his little "kitchen" on one side of the room and his bed on the other. But Edward was a grateful man for at least he *had* an apartment and a kitchen, many at the time did not even have that.

Life was unfolding modestly for Edward until, out of an uncharacteristic show of ambition, he invested his meager life savings on an unfortunate business venture that left him almost penniless. History does not tell us what exactly Edward invested on, but we know that this was the turn of his life which, at a time of great financial struggle, put him at the very bottom of the ladder.

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Like all people who face great difficulties and setbacks in life, Edward began asking the questions that would eventually lead him to a path he probably never even dreamed before. He began to wonder why it was him to whom fate had to deal this set of unfortunate cards when many of his friends continued to enjoy their privileges in life. He wondered what he had done to deserve such "punishment" and how he could get himself out of it. And just like all people who ask such questions having faced great misfortune, Edward Choate also found no readily available answer and no guidance where he could find solace. While these questions haunted him night and day, he had yet other pressing problems at hand, namely how to sell enough life insurance policies and make a living.

The next few months passed away with great difficulty as Edward barely made enough money to eat by selling one small insurance policy here and one there. People he knew were more concerned with daily life than buying an insurance policy. As he took ever more desperate measures trying to sell his policies to everyone he knew (friends and relatives were the most obvious choice), people began to avoid him more and more. When he tried to sell a policy to the grocery store owner, who was also his landlord (an action he'd later regret), Mr Higgins informed him that unless Mr Choate was able to pay his rent on time, he should make arrangements to evacuate his room.

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It was at this period of his life that Edward Choate stumbled upon a secret teaching that would change his life forever. A teaching known to have been carried through the ages by some of the most famous people of history. At the time it was being distributed by the richest man in the world and one who is considered the second richest man of *all* time, Andrew Carnegie. Through this secret teaching, Edward learnt some key lessons about accumulating riches which changed the way he understood reality immediately.

The first lesson he learnt was to accumulate riches, the most crucial quality is control over your thought process. He learnt that the most essential mental practice that leads one towards good fortune almost instantly is GRATITUDE.

The second lesson he learnt was to become rich, you need to have a definite purpose for which you are willing to do whatever is necessary no matter what challenges are thrown on your way. The definite purpose also needs to be supported by a burning desire that gives you the fuel for all that you will need to endure on the way to riches. For this reason the definite purpose cannot be something you “borrowed” from your family or society or friends but something that is born in the deepest corners of your heart, free from all external influences. Something you are willing to risk everything for.

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He understood that material riches mean nothing to the formless substance or God, the Source of all abundance, but it is given to anyone freely who is willing to learn and grow on his journey towards riches, for that is the purpose of this human life. *You can go to the ocean with a bucket or a spoon the ocean does not care.*

He learnt that most people, while they want all the money and privileges that money brings, are not willing to do what is necessary on the way to attaining it. It is simply much easier to fantasize than make the real journey that often tests the soul to its extreme limits of endurance.

The third lesson he learnt was the lesson of always giving more to the Universe than you are paid for. He learnt that when you offer more and better service than what is expected of you, when you go that extra mile, the Universe rewards you in ways that defy all logic.

Edward immediately began to practice what he had learnt with great enthusiasm only to find that life being what it is, nothing much has changed. That the familiar challenges still exist and selling insurance is still as hard. But the truth he was exposed to was not mere philosophy for him, it was a truth that he recognized that was buried in his heart forever. At the face of all adversity, difficulty and struggle, Edward Choate began practicing what he learnt from this secret teaching. He began to look for

ways he could offer more value to the Universe rather than find a way to sell an insurance policy. He began to look for people who needed the services he could offer whether or not they would buy something from him.

One of the first people that Edward helped was a young man he found in the desert who had also lost everything to a failed business venture. Edward brought the man back to his tiny apartment, fed him and offered him a place to stay until he could find a job. Edward did this purely out of compassion for he knew that chances are very slim that this broken, poverty stricken, young man would ever buy any insurance policy from him.

As the days passed and Edward made it a practice to help anyone he could find and it almost became like his second job as he became like a magnet who kept attracting all sorts of people who needed help on difficult problems. But in his heart Edward *knew* he was on the right track. He remembered the secret teaching which said "there will always be tests in the beginning, tests that the Universe conducts to see if you are genuine or not". It was as if every outcome had been already written in the secret teaching before he even reached it. He knew times would soon change and he knew he was being prepared for something much bigger than that he is right now.

The next few years for Edward Choate flew by as his life began to change. Slowly but steadily he began to attract more and more clients who would come and seek him out from nowhere. His sales began to climb higher and higher until he surpassed all his counterparts and had to hire some of his old friends to handle the extra business. But the most curious event among all this happened when the largest sale Edward ever made came from a wealthy gentleman who was the employer of the young man that Edward brought in from the deserts. The sale went through without Edward solicitation.

And the years that followed were more of the same. As his business grew and grew and he began attracting some of the wealthiest people of the time. He tapped into a field of insurance where each of his sales were the size of what he would make in an entire year previously. People in places of great wealth and responsibilities would seek counsel of Edward Choate for solving their unique life insurance problems.

Approximately 7 years after Edward entered the "unfortunate" business deal, he achieved a goal that he had written down at a time when he had to worry about whether he'd have enough food to eat: the Membership in the Million Dollar Club. A distinction attained by those who make sales of minimum of a million dollars for three consecutive years. At the time, there were only 57 others who had ever been inducted into the club.

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As his story of success began to spread, Edward Choate received invitations to speak at different conventions where he was asked to tell the story of how he managed to achieve such phenomenal success in such a short period of time. Edward told them how.

He spoke passionately and taught extensively until the end of his life. The gist of his lectures always contained the great secrets he learnt at the time when he had nothing more to lose. He taught that no great success can ever be achieved without helping others and sometimes a series of unfortunate events are necessary only to prepare your soul for all the great things you are destined for.

He taught what he realized after having lived a life that was not only rich in material values but also spiritual values. He taught...

"In the end, it's all good, if it's not it's not the end..."

Dear Reader,

If you would like to learn the same secret teaching and also read some present day stories of people who took the same journey like Edward Choate and it changed their lives forever, visit:

<http://www.redefineyourreality.com/detail.htm>

...and scroll through the page to see the stories of men and women just like you, who in the face of adversity and misfortune, chose to see the greater truth.

Also please feel free to share this ebook with anyone you feel like. You never know whose life you will end up changing for the better.

With you always on the road back to love,

Shafin de Zane

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