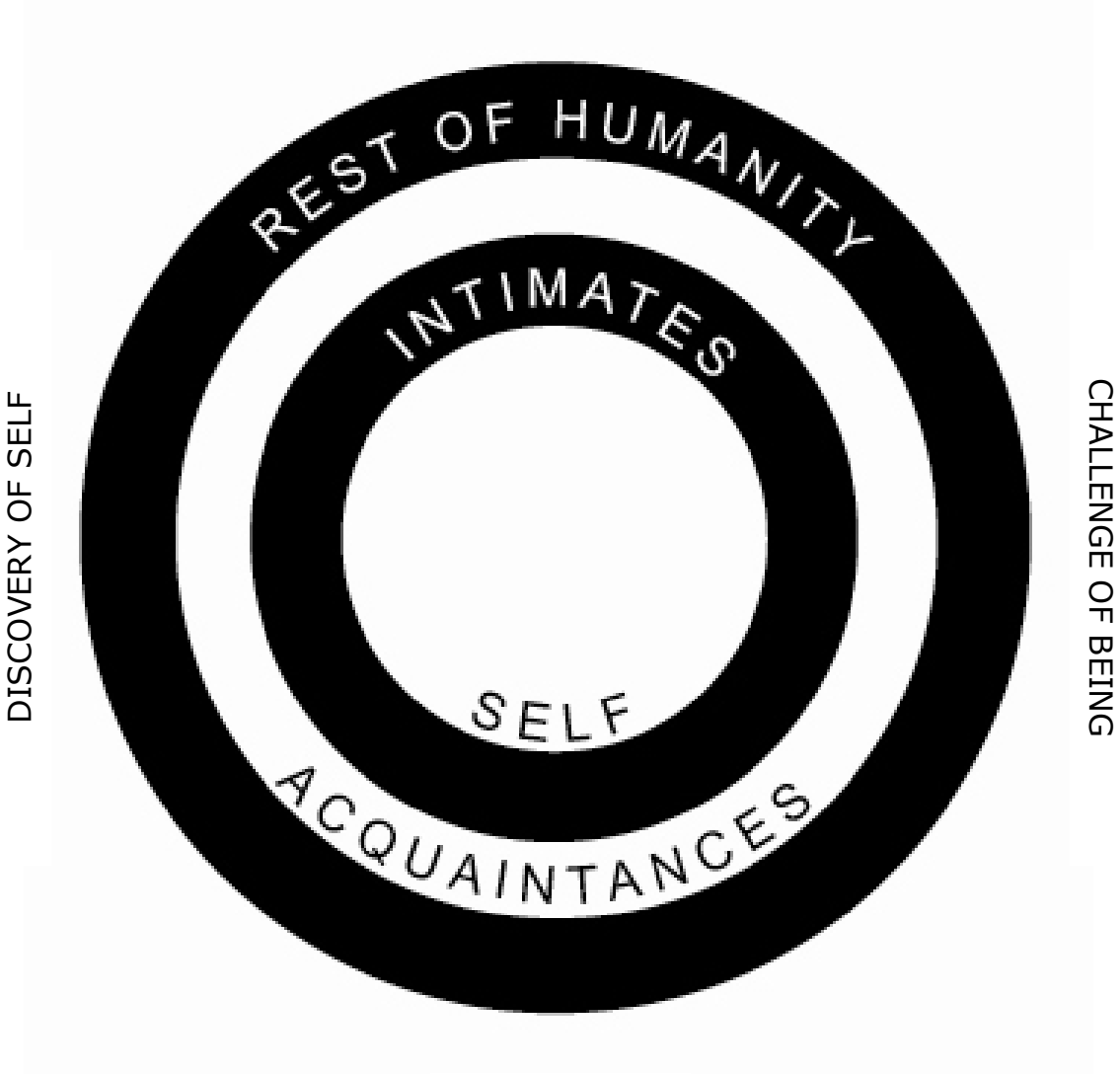


THE BULLSEYE THEORY



JOE PALMER

Have you ever felt the pain of being alone, when no one seemed to understand you or love you the way your heart desires it most? What if, no matter what, we are all, in fact, alone and nothing can ever change that? What if it wasn't anyone else's responsibility to love us but our own? What if the love and life we all want is simply waiting for us to arrive?

The Bullseye Theory consists of four circles. The first is called Self. You are the only you that ever was, is, or will be. No one else can be you but you. You are a grain of sand on the beach of life...not very significant while at the same time being the center of the universe. Yet as we know, that grain of sand can move mountains. There are many examples in humanity. Upon true discovery of ourselves, we can then reach out to the next circles authentically and responsibly.

The next circle is called Intimates. These are our spouses, lovers, parents, children, siblings and only best of friends. They are the ones that can get closest to us without actually being us. We authentically and regularly embrace only those that we most love.

Next are the Acquaintances. These are neighbors, co-workers and individuals that we have gone to school with. They are there at the end of our fingertips for whatever reason, mostly because we have yet to fully embrace them into our Intimates circle.

The last circle is called The Rest of Humanity. When we choose, as individuals, to expand our circles, we are making this fourth circle smaller, one person at a time. By bringing others into our circles, we create peace, love and harmony in our communities and impact the world immediately. This book can be provided in multiple languages, not exclusive of faith or politics.

THE BULLSEYE THEORY

*Discovery of Self –
Challenge of Being*

Joe Palmer

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“Within every seed lies
the promise of a
thousand forests.”

Deepak Chopra –

The Seven Spiritual Laws of Success

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THE BULLSEYE THEORY

PERPSECTIVE

Have you ever felt, in a moment of your life, that no one will ever understand what you mean to say? That what you desire and want in life just doesn't matter? When I was young and confused, my mother would say: "Son, you need perspective..." It wasn't until many years later that I understood what she meant.

Fortunately, I have been able to directly thank her for this wisdom.

It has taken me heartbreak, lost jobs, and hopes and dreams, drug and alcohol abuse, lost friendships, and the worst kind of self-destructive behaviors to get to the point where I now have a perspective that works for me. This new-found faith in my self, others, and the world surrounding me arrived after the idea for this book came to me. Yet, I

of little or no faith in myself or others had a limited belief structure revolving around pain and suffering or avoidance of such experiences. Such was my opinion that if I shared the idea, someone would rip me off and abscond with my jewel.

Today, I am fortunately writing this book from a perspective of absolute faith that what you are reading will have the

intended effect and greater, cause you to share a simple thought that can empower our world.

What you will read about will likely not be any astounding formula for solving the world's ills. It may, though, cause you to begin solving some of your own problems and thus, the world can begin to take shape as a better place for you to live in.

As I have discovered in this life's journey, no one that has given anything away hasn't claimed some form of ownership of the gift prior to the giving. As such, I give you my trust, honesty, and commitment that you will be caused to engage others in love and healing as the result of accepting my gift.

Your life starts with you. Whether you like it or not; believe it or not; until you

take ownership of your life and responsibly care for the gift of life you have been given, you cannot very likely make much of a difference for yourself, much less others.

We'll discuss others later...for now, let's take a look at you.

THE BULLSEYE THEORY

DISCOVERY OF SELF

Discovery of Self is really as simple as looking into a mirror. Looking deeper can bring to the surface profound revelations. Beyond the expression you give yourself, beyond the physical and chemical makeup of what you are, who are you really being? Is your reflection confident or distressed? Do you find yourself cheated or blessed with your life? What lies ahead?

It has been suggested that I look into the mirror and declare that I love myself each morning upon waking. There is great wisdom in this exercise. What I have found is that this practice can produce results immediately. What results, you might ask? What results are you seeking?

There are many paths to self-discovery. If you have told yourself that you love yourself today, you are on one of the paths. Some seek their higher power on their own. Others receive sessions

provided by practitioners of psychiatric and psychological disciplines. Still others search for answers and solutions in the self-help realm of literature.

Most individuals rely on what they have learned to date when choosing to shift their way of thinking. Many have sought a combination of resources to little or no consequence. Where do you go to get the answers?

Choice often marks the first step in producing desired results. Upon arriving

at an unfavorable destination, you would likely be determined to not pursue that course of action again. Given an outcome that is all too familiar, what direction do you take now?

Most of our lives have been filled with negations of the type of person we endeavor to be. We really are whole and complete exactly the way we are. Achieving this awareness of self can require efforts far outside our current resources, possibly only to be had for fleeting moments. Sometimes these fleeting moments simply provide further

disappointment, struggle and resignation.

What does it take to continuously be the person that we really want to be?

This book will share real life experiences and breakthroughs from individuals like us that are seeking the path to Discovery of Self. There really is no destination. The Self is a constantly evolving musical score of events and possibilities that can never reach a finale. Even in passing, your existence, whatever you create it to be will have

claimed its place in life's eternity. Who can you truly be?

The rainbows in our lives begin at our feet. To reach the desired pot of gold, large or small, we must take that first step; a bold and confident step. Hoping, wishing or thinking about possibilities will likely produce only more hoping, wishing and thinking. Action will create your hopes, wishes and thoughts. Take the next step and create your legacy today.

THE BULLSEYE THEORY

First Circle: SELF

No one else can be you but you. You are but a grain of sand on the beach of life. This beach represents all life past, present and yet to be. You, as that grain of sand, can move mountains. It really is a choice of being lost in eternity or epitomizing it. You need look no further than your surroundings to discover who you are, who you

desire to be and what limits you from realization of such being also surround you.

Note the aspiring artist who confines their self and all their creations to would-be status versus simply being an artist. While this individual's art may not be widely acclaimed or sought by collectors, they still have produced the work. I can certainly relate because I didn't claim being a Poet or Songwriter for *decades* after I had completed such works!

Too often we are disconnected from others; or if connected, attached to win/lose versus win/win. We do rely on others for support, nurturing and approval. We can be connected to others, coming from trusting and vulnerable love, not giving our power away. Observe the following transformation of a friend and her realization of Self.

“I am a petite woman: 5’4” tall and 115 pounds. Until recently, I walked through life believing I was the Greek god Atlas

– you know the one who carried Earth upon his shoulders? I saw life in many respects as a burden because I ‘had to’ take care of everyone – except me. I also felt the heavy weight of responsibility for other people’s feelings. Said another way; I could control how they felt. How arrogant and strange! In a quip, transformation has been the ultimate weight-loss plan. The 6.5 billion, trillion ton weight of the world and other people’s feelings has been lifted from me and now I can fly.

“With my lightened load, I have looked further at my life and made more discoveries. I’ve lived my life in pursuit of perfection: physically, mentally, socially, financially, etc. Every area of my life I measured and judged ‘not good enough.’ Not fit enough, not pretty enough, not smart enough, not funny enough, not wealthy enough, not talented enough, not a good enough mother...I continually beat myself up for not being enough.

“Yes, like many others, I have my

childhood story as to why I chose this destructive approach to life.

But knowing why and knowing how to stop are two different things. To experience myself 'being enough' through the eyes of caring, loving strangers transformed me. Now the negative voice of my sub-conscience is quieting down, she's being silenced by a loving, kind, joyful voice and a throaty, strong diva singing songs of encouragement and power. And it feels good...

“Transformation happens in a moment and in a lifetime. I am thankful for the joyous moments in life and committed to a lifetime more.”

This is an individual who truly has it “all”, yet was convinced it was not enough. She has discovered her true Self and can now give it all back to those surrounding her. The first to receive her gifts will be her Intimates, followed by her Acquaintances, and she is undeniably committed to making a difference for the Rest of Humanity.

THE BULLSEYE THEORY

Second Circle: INTIMATES

Upon Discovery of Self, you start being your true, authentic self. Though simple, the task requires commitment and perseverance. Results will appear immediately and the relationships that surround you will experience a shift as you surface in a different way. Below is the experience of another friend and his breakthrough with Intimates.

“My Dad was an abusive man whose fits of anger led to extreme physical violence. On one occasion, when I was six years old, he burned each of my sister’s fingers with a soldering iron because she was biting her nails. As she screamed in agony, I resolved that I would be different, so when he started to burn my fingers too (my sister learned to bite her nails from me), I looked him in the eyes and didn’t make a sound. That was the day I learned to be invulnerable.

“Dad abandoned us when I was eleven. I didn’t deal with the aftermath particularly well. We had been a complete unit, dysfunctional or not. I knew of no other families that had splintered, so I lost my bearings. I had all this anger inside me, but I couldn’t or wouldn’t let it out, because I was invulnerable.

My mother and sister didn’t know how to help me, and they were frustrated with my withdrawal. Both resorted to saying that I would grow up to be just like Dad.

Those words were so hurtful to me. How could they say that I would become the person I least admired? What evidence did they have? I resolved then to prove that I would not become Dad. I told all my classmates that I would not marry. I also decided that I could not depend on anyone else but me. How could love exist, when those closest to me hurt me the most?

“These beliefs were my central foundation for over twenty years. I did well in school, had good jobs, found

wonderful friends and have a wealth of memorable experiences. But I was empty inside. I built my walls of distrust and invulnerability so tightly around myself that I couldn't love myself either. I never thought to hug myself; of course, hugging others was a controlled exercise. I wouldn't let people get close, because they had no reason to stay. As a result, I put myself in a position to fail, and put others in a position to run away.

“Upon discovery of self, I have learned that my belief system wasn't working. I

really do want a wife and kids; I really do love my mother and sister, as well as those wonderful friends I have kept over the years. I also learned that I can be a different person and love myself, too.

“The walls have dropped, I am trusting and vulnerable, and I finally see the circles surrounding me. I can’t say that my life will be any easier, but I do know I can and will affect others positively. By establishing my circle, I have created a ripple effect. I have even closer relationships with those I love. I can

extend my arms and be aware of those at arm's length. I know that my arm is flexible, and I can bring them closer, instead of keeping my arm rigid and unyielding. I also know that those who are just beyond my reach can be touched, just like I was.”

This is a wonderful man who has shifted his past to create love for his Self, therefore creating love for the Intimates around him. His Acquaintances get to be embraced and loved like never before and the Rest of Humanity awaits an

abundant love full of trust and
vulnerability.

THE BULLSEYE THEORY

Third Circle: ACQUAINTANCES

Our Acquaintances may be more important to us than those who are Intimates. They can be more honest with feedback, will likely not hurt us and have less at stake should things not work out.

Losing a friend isn't so tough if they aren't that close to you. This may be how we filter out those that don't appeal to us or that we are not attracted to.

Such filtering limits the possibilities of having greater and more abundant relationships.

It all begins with who we are in the eyes of others. How they see us creates the space where intimacy occurs. Someone I know intimately shared the following experience she had with an Acquaintance and how it created further discovery of the being she really is.

“I found it odd that an acquaintance has trusted me with some of her very intimate events in her life. She shared with me regarding a circumstance her brother was in. Her brother had recently been charged with sexual abuse of a minor. She was completely devastated at the time and felt that I could help her to overcome this situation while she was seeking professional counseling.

“Since the story appeared in all of the local newspapers, she asked for my opinion and advice as a more

experienced person in life. I advised her to think about it logically, which is my way of thinking. First of all, her brother did not abuse her child, though the girl was removed from the home during the investigation. Secondly, it was not her that did this and whatever would happen to him, he brought it upon himself. ‘Certainly, don’t abandon him, even though you are going through hardships right now. I am a great believer of positive thinking. Allow things to straighten out and everything will be alright.’ I said.”

“Now, months later, her child has been returned to the home. She has come through unscathed and the brother did not go to jail. This was not the first time that I have been invited to share in another’s secret—and that has led me to think that I must have something in me that prompts others to confide in me and seek my advice.”

This individual, widely considered a fountain of wisdom to those who know her intimately, can also express that wisdom in her being to persons not so

close. In sharing her gift, she also discovered that she can reach beyond the smaller scope of those immediately around her and touch the lives of people she barely knows. Her purpose in life has now grown to include new and wider circles as her discovery of Self has developed further. She is expanding her Intimates circle, increasing her Acquaintances and spreading her wisdom to the Rest of Humanity as she makes a tangible difference for others.

THE BULLSEYE THEORY

Fourth Circle: REST OF HUMANITY

When we really have a clear idea and have discovered who we really are, we are liberated and empowered to share this newfound blessing with our world. Yes, our world begins with our intimates and acquaintances, but what's next? Who is next? Can one truly be at peace if any person on this planet is in pain?

The development of one's self creates a better community for those immediately surrounding us, but responsibility for the world and its community sense-of-being does actually begin with you; the one and only you. Here is sharing from one who has and will continue to impact the lives of her community, thus making a difference on the Rest of Humanity; one person at a time.

“I have always been a very talkative person and that's why I thought I liked sharing what I learned. A friend I was

visiting one day had the signs of the zodiac posted on the wall and, of course, my eyes were drawn to my sign, Pisces, but more so to the word underneath which said: Teacher.

“I pondered on that a bit, then I asked my friend bewildered, ‘Me a teacher?’ She replied, ‘Well, you are always telling people about the things you learn, whether about herbs or hypnotherapy, and that is a form of teaching. If you notice, all the signs note what each person under that sign is supposed to be

good at.’

“The more I thought of what my friend had said, the more I realized that it was true; sharing knowledge is really the same as teaching, and I liked that. But, if I wanted to apply my teaching abilities, I would have to go back to school. This did not appeal to me because I was already going to school to become a hypnotherapist and also doing quite well in my interpreting business, so the idea was put on the back burner.”

“I was working for a school district at the time, and I met a lady who was working for an organization focused on teaching parenting skills. I inquired on the requirements, and to my delight, teaching credentials were not a requirement.

“My new friend said that all the knowledge I had acquired by working with the school district would be of great help and because a bachelor’s degree was a requirement, the prior schooling I had received would make me qualify.”

“Soon afterwards, I became unemployed with the school district. It was then that I sought the woman who had talked to me about the parenting program. She invited me to attend a presentation that gave parents information on the courses. I enrolled to take a course, which was a requirement for teaching it. I remember taking the class in the morning and teaching in the same school that night. I did so well; it was the most gratifying thing I've ever done.

“At times parents take the classes more

than once, at different levels, and they share with me just how much their children have improved since they took the classes. They have become engaged in their children's education. Some parents get involved in the school, some at district level in the numerous councils where their involvement is crucial. They form groups in order to have a stronger voice in their children's education. Many of them have their children taking the necessary courses to go to college. Some parent's children are already enrolled in a college, because now they

know that it is possible for their children to go to college. Now, money is no longer an obstacle because they know how to get financial aid.

“When the parents graduate, a class representative gives a speech, which at times will bring me to tears. I know I have made a difference and touched more than one life. There is nothing more gratifying and overwhelming than that.”

This woman began with discovering her Self, continued by creating love for her Intimates and Acquaintances, and is now making a true, authentic and sincere difference for the Rest of Humanity. This gift returns to her the infinite caring and compassion she expresses.

You really do get what you give.



THE BULLSEYE THEORY

CHALLENGE OF BEING

The circles begin with you. Are you at the top of the circles stacked one atop of the other? This may indicate that you look down on others. Are you somewhere down below, looking up at each of the circles above you? This may show that you do not love yourself enough. Are the lines between the circles actually there? This may appear as if you need to cross into each circle. Do you build a wall on each line?

This may point to a defensive posture that limits your ability to have meaningful relationships.

How can you create something new? Do you really want to? Looking at your life, is it the way you intended? What is waiting for you on the other side of each circle? We may not always get the exact desired outcome for each situation in our lives, but we can surely create a space that fosters formation of positive effect versus uncertain conclusions that often leave us unfulfilled.

Following is an example, in nature, of the Challenge of Being.

“There is a forest in which there is a plant over a pool. The plant is large and green, lush and full of moisture. As each night passes, dew collects on each leaf of the plant, drawing itself onto the plant and nourishing it at the same time. As each leaf becomes heavy with dew, the dew forms tiny droplets. Finally, just before dawn, the leaves become so heavy that they bend slowly towards the pool,

droplets roll gently to the ends of each leaf. Eventually, as enough droplets roll toward each leaf's downward turned tips, each contributing more mass, they create bigger droplets. Then, a drop forms and falls gently towards the pool, without any sense of time or space. The drop cannot anticipate, for it has no mind, but glides mindlessly forward in time, downward in space, pulled by mysterious forces of gravity. So it lands, penetrating the slumbering surface of the pool. It is quickly absorbed as it creates a crown of droplets followed by a succession of

waves that radiate outward. The initial wave is the largest, but it is followed by an infinite number of increasingly smaller waves, until there is no evidence of either the waves or the original drop. But, the drop of water, now part of a much larger body of water, finds itself rolling, bouncing and splashing its way towards the sea, carrying with it both food for life and life itself. Once in the sea, the small drop will return to the forest and start the cycle once more, not sensing its destiny or purpose, spreading the energy of life.

Can you move mountains? What can you create today that changes the meaning of life for your self or another? How can it be that you make a difference and still live your life to the fullest? What are you waiting for?

This is the life you are living now...

THE BULLSEYE THEORY

DISCOVERY OF SELF – CHALLENGE OF BEING

The Exercise: Take a glance at the cover. Stand with an open posture, arms relaxed at your side. Breathe in and out deeply with eyes closed. Open your eyes and begin.

The First Circle is you, the **SELF**. No one else can be you but you. You are but a grain of sand on the beach of life and as a grain of sand, can move mountains.

> Turn a full circle so that you are aware of all that surrounds you.

The Second Circle is called **INTIMATES**. They are spouses/lovers, parents, children, siblings and only the best of friends. These people are those you love the most and in return you are loved. > Wrap your arms around yourself with the love you give and receive and turn a full circle.

The Third Circle is called **ACQUAINTANCES**. They are

neighbors, co-workers, casual friends, people you have attended school with, etc. The quality that defines them is that you know them or at least know of them, though not as well or as intimately.

Extend your arms outward to the length they reach at your sides. Know that at your fingertips and the edge of the Third Circle, you no longer have physical connection with virtually anyone else. Turn a full circle and snap your fingers. The Fourth Circle is just beyond that snap. Drop your arms.

The Fourth Circle is called **THE REST OF HUMANITY**. Upon snapping your fingers, you can immediately realize that there are many in the world you do not know and may never know.

Can a transformation occur for humanity? It must. This exercise can open the eyes of people to see that we beings have a limited opportunity to make contact with one another.

Share this exercise and you expand your circles. Thus being, you expand the circles of those you love, the intent is to expand the Second and Third Circles much further beyond our horizon, effectively making that Fourth Circle ever smaller, one individual at a time.

THE BULLSEYE THEORY

LIFE STARTS WITH YOU

A 53-year-old musician left these notes near his deathbed...

- Have a mind that is open to everything, and attached to nothing.
- You can't give away what you don't have.
- There are no justified resentments.
- Don't die with your music in you.
- Embrace silence.
- Give up your personal history.
- You can't solve a problem with the same mind that created it.

- Treat yourself as if you already were what you'd live to become.
- Treasure your divinity.
- Wisdom is avoiding all thoughts of what will weaken you.

This is the life you are living now...

Dare to risk...

- To laugh is to risk, appearing the fool.
- To weep is to risk, appearing sentimental.
- To reach for another is to risk involvement.
- To expose your ideas and dreams before a crowd is to risk their loss.
- To love is to risk not being loved in return.
- To live is to risk dying.
- To believe is to risk failure.

But, risks must be taken, because the greatest hazard in life is to risk nothing.

The people who risk nothing, have nothing, are nothing. They avoid suffering and sorrow, but they cannot learn, feel, change, grow, love or live. Chained by their attitude, they are slaves; they have forfeited their freedom. Only a person who truly risks is free.

-Author unknown

THE BULLSEYE THEORY

DEDICATIONS & ACKNOWLEDGEMENTS

This book is dedicated to all who seek empowerment and enlightenment and are willing to do the work themselves. I especially dedicate this book to my parents and siblings who have never doubted me. Most importantly, my children Jordan and Sophia; you are the Light for me.

I want to acknowledge my Coaches, Trainers and Teachers that have seen in me the possibility. Thank you to those that contributed their stories. I especially want to thank my Bookies Club for their undying faith in this process. Lastly, Clark Yamashita; you are what a friend, brother and son looks like. I honor your lead and when I grow up, I want to be just like you!

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Go to: <http://www.bullseyetheory.com> for further information about the book and author.