

VITAL INFORMATION

THE KEY TO A BETTER WORLD



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A Handbook for the Vital Information Consultant

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Introduction

I wrote this booklet not because I want to share some information and I am a talented writer. I know I am not. I wrote it because I became aware of a huge problem regarding the relay of vital information in our world today. I can assure you this problem has nothing to do with the quality of writing.

What I write in here is not by any means a complete account of what can go wrong in the relay of information. It is just an attempt to show you some of the tricks that are being used on you to keep you ignorant. There is a lot more going on in our information world to halt forward progress.

If you know what I am aiming at you already have the ability to differentiate between different types of information and locate the more important issues that are right in front of us if we would only care to look.

If there is anything to learn from this booklet it is the ability to recognize vital information. If you can do that and use it constructively things will change for the better.

We could improve things in no time at all if we would simply learn how to do this on a massive scale.

One of the main barriers in identifying vital information is the ever increasing quantity of information that comes our way in all sorts of ways and through more and more mind-boggling technical media gadgets.

You either ignore information or you get interested in it. The point is that you need to know what to ignore and what to get interested in.

We very easily become interested in all kinds of information especially when it produces an emotional impact on us.

We can also become so ignorant of information that we just follow some leader because people around us seem to do the same. By some this is called the herd mentality.

We don't really want to know why we do it. We do it because others do it or others approve of it. We also might do it for fear of consequences if we don't or simply to show off. We follow our leaders just as sheep follow their shepherd. This herd mentality can be brought about so easily. A child can do it. In fact children do it all the time when they don't get their way.

First they create a problem to their parents by crying or protesting for not getting what they want. When they cry or protest long and hard enough their parents will give in. This is how children can lead their parents into getting what they want. Children can control the behavior of their parents without the parents realizing they are being controlled by their children. That is a herd mentality being created into parents by their own children. Giving in to the demands of your child without using some logic seems to be the easy way out but on the long run it seldom is.

So let us see how we as grownups create a herd mentality on our fellow man. Someone with enough authority informs or misinforms a leader. The leader tells his people what to think and what to do and his people do it without any consideration of consequences.

Afterwards they can always blame the leader because he told them what to do. Can they? Are we going to blame our children for turning us into sheep?

Just as children leaders will always control your mind through emotion. Probably the most important emotion that is used to create a herd mentality in us is fear. The leader has the solution for our fear. We don't want what we fear and therefore we do what the leader tells us to do.

It is not difficult to create fear in people. You just make them aware of a problem or you create a problem for which they have no solution. The more you confront them with their problem for which they have no solution the more fear you can create and the more likely they will buy your solution.

This is how you can be manipulated and this is how we are manipulated big time.

You will learn in this booklet what vital information really means or should mean. Information can be vital for one person or group and of no importance to others. That is not what I mean by vital information. When I talk about vital information I talk about real vital information. In other words information that concerns not just humanity but all life on earth. Vital information has to do with how we create a world where all life can blossom. We humans have no hope of survival if we only try to survive as humanity and ignore or mistreat the other life forms and the environment we live in.

I hope you give the vital information you find in this booklet some serious consideration. We humans have come to a point in time where we have to wake up or we will soon live in a world that isn't worth living in.

Vital information has been withheld from us for many, many years. But not anymore. It is available now for those who are brave enough to step out of the herd mentality and take a look for themselves.

Chapter 1

The Main Stream Media

Factually there is an enormous scarcity of real news when we listen to the radio or watch television. You probably think that one world leader meets with another world leader is world news. Everybody should know about this! There is nothing new about the fact that these world leaders or political leaders meet one another. This fact itself has no value whatsoever. They were talking about peace in the Middle East the news maker tells us enthusiastically. So what! The net result of talking about something is having talked about something. They signed a treaty to free the world from war is what I would call news.

Of course so now and then you will find certain interesting things in the news. I do not wish to convince you that it is all worthless. Nevertheless we can easily assume that the news that comes to you every hour of the day is relatively unimportant and not very informative.

With real news I mean current information that is of vital importance to the survival of mankind and the world we live in. This is not news as far as the news maker is concerned. He has his own meaning of the word "news". Although his news mainly contains current information it does not have to be of importance to the majority of people. Instead he wants his news to be shocking, mysterious, confusing or decadent. According to the news maker these are the four ingredients that make up news and give it its sales value.

Let's take a look at the role the news maker plays in our civilization. Let us take a closer look at how the news maker creates his "news show". Maybe some of the media errors summarized below are somewhat familiar to you, especially if you (your organization or company) have been reported on. At first glance these errors might not seem all that harmful. However if you look at the impact main stream media has on its public you might think differently.

There is a great difference between freedom of press and an attempt to inflict confusions and conflict in a world as troubled as ours.

ERROR NR: 1. GIVING INFORMATION THAT IS INCOMPLETE.

**ERROR NR: 2. GIVING NEEDLES CRITICISM ON A RELIABLE
INFORMATION SOURCES.**

**ERROR NR: 3. MAKING INSIGNIFICANT INFORMATION LOOK EXTRA
ORDINARY SIGNIFICANT.**

- ERROR NR: 4. FINDING OR THINKING UP INFORMATION IN ORDER TO COUNTER THE INFORMATION OF A RELIABLE INFORMATION SOURCE WITH THE INTENTION TO CREATE CONFUSION AND CONFLICT ON THE SUBJECT AT HAND.**
- ERROR NR: 5. APPLYING NUMBER 1, 2, 3 and 4 ABOVE, ON INFORMATION OF VITAL IMPORTANCE.**
- ERROR NR: 6. SPREADING MORE BAD NEWS THAN GOOD NEWS AND USING NUMBER 1, 2, 3 and 4 ON GOOD AS WELL AS BAD NEWS**
- ERROR NR: 7. SPREADING ALL KINDS OF INFORMATION ON A GIVEN SUBJECT, TRUE OR UNTRUE, WITH THE SOLE INTENTION TO SHOCK AND CONFUSE PEOPLE.**
- ERROR NR: 8. CREATING A BIGGER RESPONSE WITH INFORMATION BY ADDING TO IT AN OVERDOSE OF SUITABLE OR UNSUITABLE EMOTION.**
- ERROR NR: 9. CONCENTRATING TOO MUCH ON SHOCKING INFORMATION.**
- ERROR NR: 10. NOT LOOKING ENOUGH FOR INFORMATION THAT IS OF VITAL IMPORTANCE TO THE MAJORITY OF PEOPLE OR SIMPLY WITHHOLDING IT.**

These errors are in fact a summary of the tricks the news makers use to attract attention and to keep that attention fixed on them. They will probably not agree with the fact that I call these points errors or trickery. If we would ask them why they do these things they would probable react utterly amazed and see nothing wrong in what they do. They will most certainly justify all this in a very convincing fashion and make us belief there is nothing wrong with it.

With the tragic death of Princess Diana the news makers attracted some attention because people thought they were, because of their behavior, partly guilty of her death.

The word "paparazzi" all of a sudden became a widely known word. A comedian made up a better term for "paparazzi". News vultures he called them. This new term signifies their behavior somewhat better.

This is why I have chosen for the use of the word "news vulture" and from now on I will use this word instead of the word "news maker".

With the word "news vulture" I mean a reporter or television presenter who misuses his function to spread or make up news in such a way that it confuses his audience.

The above mentioned errors are in fact tricks used to confuse and mystify you without you realizing it. Let us take a closer look at these errors in order to get some idea of the effects that are being created on us.

1. GIVING INFORMATION THAT IS INCOMPLETE

This gives you an unsatisfied feeling. Newspapers are full of incomplete stories. You never know how they start and certainly not how they end.

During talk shows on radio or television there never seems to be enough time to give a complete report of a particular subject. They only bring bits of information that make people wonder. This brings about a sort of constant state of mystery in people.

You may think you follow the news media because you want to know what is going on in today's world. This could very well be the case, but on the other hand there is this huge flow of mystery that starts to live a life of its own and keeps playing in the back of your head. Without you really realizing it you also follow the news in an attempt to solve these mysteries. It is much the same as watching a soap opera. After each broadcast you have this strange feeling of dissatisfaction. You don't know how it will end so next time you watch again to solve that mystery. Much the same way you keep following the news. It becomes some strange sort of addiction.

Mystery has the tendency to hold your attention. To the news vulture an incomplete piece of information has much more value. The more complete the story is the less mystery it contains. The more mystery it contains the more you will emotionally react to it and the more it will stay with you.

How often, after reading a newspaper article, have you said to yourself: "How is it possible?", "How could this happen?" This is precisely the reaction the news vulture wants to evoke in you. The news vulture has mixed up the provision of information with entertainment. The main purpose of providing information is to let the audience know about something or get a better understanding of something.

Knowledge and mystery are entirely opposite concepts. Mystery, in many cases, can be used constructively for the relay of information and is probably used constructively more often than you are aware of.

The advertisement world uses it to fix your attention on the products they want you to buy. There is nothing wrong with that but what if they would continually fix your attention on products that were not available. Wouldn't you feel cheated or at least somewhat disappointed?

Giving people only a fraction of information without giving them a chance to get hold of the rest could therefore be seen as making an unfair use of mystery.

What are the consequences of all this? People take the information from the news media less serious or much too serious. The news vulture thinks news should have entertainment value.

There should be a clear difference between the information world and the world of entertainment. An entertainer offers us entertainment. A reporter offers us facts. The main purpose of an entertainer or actor is to create an emotional impact on the audience. The entertainer can relay information of importance in his act but this cannot be compared with the tasks of the reporter. The entertainer wants to give us a good time and wants to become popular by doing so.

The main objective of the news media should be to inform us of current events and they ought to do anything in their power to make us understand the given information. Instead the news vulture does all kinds of strange things in an attempt to become popular and be entertaining.

In today's world, news programs are becoming more and more "entertainment programs". A recent tendency confirms this: more and more entertainers are presenting programs that cover news items.

Amusement or entertainment can of course and should be used for the relay of important information in a constructive way. It could also be used to destroy the reputation of dangerous or misleading sources of information. The wrong use of entertainment in the relay of information has disastrous consequences.

Entertainment can be totally out of place when used to harm the repute of a reliable source of information. Comedians sometimes use amusing statements to ridicule or degrade certain sources of information.

In these cases we know that it is a comedian who is saying it and that we don't have to take it too serious. Even if the comedian says something is true, it still is entertainment.

But even the comedian should not go too far in this and certainly not if it concerns a reliable source of vital information.

Certainly nowadays when the difference between information and entertainment is fading, the comedian can have a negative influence on society. People take things to be true because they are presented well or because they are brought in a funny way or because it is pleasant to look at.

It is usually the way information is presented that determines the level of acceptance by the audience. Whether information is true or valuable is then considered less important. This is a very alarming tendency.

It is not that the use of entertainment in the information world is wrong; it is the intention with which it is used that determines whether it is right or wrong. All of this leads to the following premise:

ONE SHOULD MAINLY BE AMUSING OR ENTERTAINING IN THE RELAY OF VITAL INFORMATION WHEN THIS SUPPORTS A BETTER UNDERSTANDING OF IT.

2. PASSING NEEDLESS CRITICISM ON RELIABLE SOURCES OF VITAL INFORMATION.

This seems far more innocent than it actually is. To clarify this further I will first define the term:

VITAL INFORMATION =

Information with a potential to improve human relations and conditions without causing too much harm to the other forms of life or the environment in general.

If we allow vital information to be subjected to needless criticism as in error number 2 and this information happens to be of vital importance to the majority of people, then we have agreed to a no-progress situation which will eventually keep deteriorating. Allowing this to happen on a broad scale, as happens in the mean stream media, can hinder or stop any attempt to improve our society at large.

You can observe a very strange evolution in discussion programs on television where the news vulture asks the opinion of people who know nothing about the debated subject. This is all very well when the subject is insignificant or of no importance to anyone. When it is an important issue that concerns all of us, we don't want these news vultures to fool around with us, do we?

Why would the news vulture ask the opinion of a person that knows little or nothing about the discussed subject?

Such a person is spreading confusion among the uninformed audience and makes himself ridiculous to the informed audience. The news vulture, nevertheless, uses this method of operation more and more.

Another thing news vultures do is ask people to talk about bad experiences they have had using information from an information source to discredit that source. By listening to peoples bad experiences you will not find the cause of their bad experiences. Any piece of information can be wrongly interpreted or improperly used, leading to unpredictable results. This, of course, is no evidence that proves the information unworkable and it certainly does not justify making the information source look like a fraud. You see this happening everywhere around you, especially when it concerns activities that are a bit out of the ordinary or not generally accepted.

Let me give you an example of how this could happen. Mr. Johnson has certain physical complaints that do not seem to go away with regular treatment so he goes to a doctor who practices alternative medicine. This doctor starts doing all kinds of intricate testing procedures on him in order to find the cause of the complaints and establish a cure. He finds a serious disease in Mr. Johnson. Mr. Johnson does not understand any of this. This doctor prescribes him a diet, several herb medicines, some homeopathic medicines and a series of food supplements.

After Mr. Johnson has returned from the doctor the neighbors pay him a visit. He talks to them about what happened at the doctors. One of the neighbors says: "I know someone who went to an alternative doctor. He is dead now! "I tell you, alternative medicine is full of quacks, you cannot trust any of these guys". This all sounds very shocking to Mr. Johnson. But Mr. Johnson does not feel well. He does not know what else to do about his physical condition and so he decides to follow the advice of the alternative doctor.

In the health store he finds out the prescribed medicines are far more expensive than he thought they would be. Mr. Johnson, being less certain about the success of his cure, decides to lower the dosage of his medication so it won't cost him all that much. He also leaves out a few of the more expensive medicines. Mr. Johnson starts his cure and after a month he does not feel any improvement. He abandons the cure and is very disappointed.

Several months later he talks to someone who also wants to try alternative medicine. He says to him: "They are all quacks, I did a cure and nothing happened, no improvement whatsoever".

What is the missing data here? Mr. Johnson did not tell the other person that he changed the cure himself and did not complete it, which can ruin any chance of results.

This example is not meant to prove that alternative medicine is always better than conventional medicine. I simply want to make clear to you that there are only two causes for bad or no results.

In the first place, someone changed a workable solution or procedure or simply did not do it long enough for results to become apparent. Secondly, the source of information was unreliable.

You are either dealing with a less workable or unworkable procedure or the person using it renders the procedure less workable or unworkable himself by a wrong application or no application.

If you hear good stories from many people about a particular source of information there is a chance you are dealing with a reliable source delivering vital information. However, it is also possible that you are dealing with a well functioning advertising campaign that claims more quality or workability than the information can actually provide. It can be useful to investigate personally and so find out for yourself what the score is.

On the other hand, if you hear a lot of people complaining about a particular source of information, chances are you are dealing with information from an unreliable source that produces bad results. But it can also be caused by an effective black propaganda (disinformation) campaign targeting a reliable source in order to prevent vital information to find its way to the public.

From this we can conclude that what people say has relative importance. In most cases it is best you study the actual source of information people talk about.

Do not trust authorities who quote a particular source of information. Study the source of information and find out for yourself whether this information is true or has value for you.

3. MAKING INSIGNIFICANT INFORMATION LOOK EXTRAORDINARY SIGNIFICANT.

This is probably only done to amuse you or to confuse you. It is also a rather cheap way of making up "news" when you haven't got enough of it to fill up time or pages. Sometimes it is done to prevent vital information from flowing to the general public. This happens a lot in talk shows.

The moderator continually tries to interject insignificant questions in an attempt to prevent his guest from giving the full information to the viewers or listeners.

It is quite astonishing to see how the news vulture is able to take a fact that has hardly anything to do with the matter at hand and blow it completely out of proportion. He may have another reason for doing this. Maybe he is afraid that too much attention is being drawn toward the source of information and too less attention to him. Don't forget many news vulture want to become more popular.

4. FINDING OR THINKING UP INFORMATION IN ORDER TO COUNTER THE INFORMATION OF A RELIABLE SOURCE WITH THE INTENTION TO CREATE CONFUSION AND CONFLICT ON THE SUBJECT AT HAND.

Why would a news vulture attack a reliable source of information? You may think maybe the news vulture does this because you never know whether a source of information is reliable or not. Maybe you think he does it because there are so many unreliable sources of information. Or you think he does not want to be prejudiced by letting only one source of information speak.

These are all false explanations of his behavior. In fact, the news vulture gives every source of information, reliable or unreliable, a hard time. Contradiction is what the news vulture wants to confront you with. If he has not found anyone willing to oppose the statements of an information source, then he himself will oppose it or he will simply refuse to broadcast or publish it. The news vultures yardstick for broadcasting or publication is plain and simple: does it contain enough contradiction, mysticism, confusion, emotion or decadence?

You should take a closer look at interviewers. How does a news vulture behave as an interviewer? What is he aiming at with the questions he is asking? This is how you recognize him best. This is how he exposes his real identity. It is the interview style you have to learn to recognize. It is provocative and confronting. His questions are worked out in such a way that they will create embarrassment or opposition in his guest.

In most cases he does not ask real questions. His questions become more and more sly remarks to counter his guest or suggest ill repute. This interview style usually leads to senseless discussion. The news vulture will always instigate discussion since he knows it will give him the contradiction he so much desires. Contradiction holds a high degree of mysticism.

This helps the news vulture to keep your attention captured. You have to keep looking or listening and this requires all the tricks he has in his box.

There may still be some aspects you are uncertain about when we talk about conflicting data in relation to the media.

Is it in any way useful to search for or to find information that is contradictory to other information? Yes, finding contradiction in information can be extremely useful. This, of course, is an essential tool when you are doing an investigation.

The reporter often enters the field of investigation and sometimes uncovers the most astonishing information with the help of this tool. When you try to discover why certain pieces of information don't make sense you can sometimes find the real cause of things.

Detectives or lawyers are very good at this; they question illogical or contradictory answers. Some reporters are good investigative journalists. Sometimes the reporter gets to the bottom of things faster than police or detectives do. This is a fact that commands respect. The reporter has a very important task in our society. He should never be confused with the news vulture. Sad but true, there are far more news vultures than real reporters who bring an honest story of actual and correctly observed facts.

5. APPLYING NUMBER 1, 2, 3 and 4 ABOVE, ON INFORMATION OF VITAL IMPORTANCE.

This is irresponsibility in its extreme. Of all the blunders the news vultures Make, this one is most damaging. Just imagine there would be a solution to war. Let us say there is a way to prevent it from happening. Maybe you think this is impossible but let us assume there is a feasible way to prevent war. Now you go to the news vulture with this solution, what do you think the news vulture will do with it? You tell him that he should make this known to his audience. You tell him he is to make sure that people really understand this new method of preventing war.

What do you think will happen?

Let us say that the way to prevent war is to have the two heads of a nation remain in communication with each other until the cause of the conflict is found and solved.

If they happen to fail to find the cause of the conflict in a certain agreed time period they should fight each other personally instead of declaring war, and the loser then would be solely responsible for finding the cause of the conflict so it can be settled. If one of them does not wish to fight out of fear of his opponents strength or because he is physically unable to fight, then he is to assume full responsibility to find the cause of the conflict and thus solve it.

In other words, conflicts between nations cannot be solved by declaration of war, simply because the law forbids war. Conflicts within nations could be treated in the same fashion.

A law is made up that forbids civil war in each country. People who try to instigate or start a war are simply prosecuted and sentenced. This law would probably be supported by 80 to 90% of the population And would probably, if implemented, put an end to all war worldwide.

Now, what do you think the news vulture will do with this, let us assume, workable solution? Let's make a game out of this. Find someone to play this game with.

Let us say you are the news vulture and the one who wants to play this with you is the reliable source of this, so called, workable solution. You as the news vulture are to use the blunders 1, 2, 3 and 4 in order to nullify the "workable solution" to war.

Do you see what happens here? You will notice that the role of the news vulture is not all that easy. A news vulture being trained in this is entirely capable of ruining any constructive attempt towards an improved society. Depending on your ability to nullify any piece of information with the use of these four tricks, without too many people noticing it, you will have a chance to be accepted as a discussion leader in too many TV talk shows.

6. SPREADING MORE BAD NEWS THAN GOOD NEWS AND USING NUMBER 1, 2, 3 and 4 ON GOOD AS WELL AS BAD NEWS.

Why do you think the news vulture concentrates so heavily on bad news? Is it because there is so much bad news? This seems a plausible explanation. At the moment of this writing we live in a world that is on the brink of total chaos. Maybe you don't see it that way or maybe you don't want to see it that way. If we take an honest look at what is happening in today's world we can only come to the conclusion that the human species is destroying its own playing field. That certainly is bad news. This, however, is not the reason why the news vulture mainly concentrates on bad news.

He concentrates on bad news because he knows you react to sensation and this is the main ingredient of bad news. Bad news can be intensified or given more impact by reporting only fractions of it or by reporting insignificant information that is somehow related to the bad news and in such a way that it sounds or looks very important.

Good news can be converted to bad news by reporting only a fraction of it and by adding all kinds of insignificant data that counters the good news or makes it look of little or no importance. Let's say the good news is that crime statistics in a certain city are on a downfall because a large group of people is meditating in the area. For a professional news vulture this is an easy one.

He will find people that are willing to explain how ridiculous it is to consider meditation having an influence on crime statistics.

How people who are meditating are lazy bums who have lost all contact with reality etc. etc.. He only reports that there is less crime because it is part of the contradiction he wants to propose.

7. SPREADING ALL KINDS OF INFORMATION ON A GIVEN SUBJECT, TRUE OR UNTRUE, WITH THE SOLE INTENTION OF SHOCKING OR CONFUSING PEOPLE.

Let's take an airplane crash as an example here. Let us now look at such a catastrophic accident from a logical point of view, not from an emotional point of view. What information would the public need? Does the whole world need to know that a plane crashed? Logically speaking you would say that there is no need for the whole of mankind to be informed about this accident. Who needs to be informed about a plane crash? Well, the family of the victims I would say. But first, of course, the rescue teams and all other organizations that deal with these kinds of emergencies. The airplane company involved. There are all kinds of authorities that have certain responsibilities related to air traffic. They need to be informed. That would probably be it.

We could of course start up a whole discussion about whether or not an airplane crash should get worldwide media attention. But this is not the point I am trying to make here. The fact is that there is not an awful lot you can report about such an accident. Besides the fact, a plane crashed what sensible information could you give?

You could report when it happened. You could report how and why it happened but usually this can only be established much later. You can report on the number of injuries and fatalities.

There is probably not much wrong with a clear cut, factual report that covers the most important data. By putting this information on the communication lines of the world at large, social pressure can be exerted to prevent similar accidents from occurring.

The news vulture does not see it this way at all. He wants to make a complete show out of it. He will use all his tricks in order to give this information the biggest possible emotional impact.

He gets very excited about this type of information. Some of you might still remember the reporting of gulf war 1 that started in 1990. This was probably the most spectacular stunt of spreading useless information in the history of the main stream media. Never before had they given us such an overdose of speculation, sensation and pure nonsense.

8. CREATING A BIGGER RESPONSE WITH INFORMATION BY ADDING TO IT AN OVERDOSE OF SUITABLE OR UNSUITABLE EMOTION.

Emotion can be used wrongly if too much is added to the printed or broadcasted information. We often see this happening when the TV news vulture interviews an authority on a certain subject.

Let us say the Minister of Education wants to drastically reduce the education budget. His measure would even result in a certain number of teachers losing their job. Let us also assume that this Minister is right in his judgment. There are too many teachers and more money than necessary was allocated for education.

This of course needs to be explained very clearly to the people involved. Let us also assume the Minister of Education is perfectly able to clarify this matter so most people do understand the reason of this unpopular decision.

It would of course be rather stupid to think that you could explain this to a news vulture without severe consequences. A news vulture smells conflict at once. He will make sure he'll have people phoning in on how the Minister of Education is wrong and how he is ruining their lives and that the cut backs are the most insane decision they have ever heard of etc. etc..

With enough suitable or unsuitable emotion added to a contrary opinion you can take the edge of any message or piece of information or create serious doubts about it.

In this way any attempt to clarify a particular problem in society can be reduced to nothing. It is quite remarkable to see how today's politicians handle these vicious attempts of the news vulture. It is probably what they do best. Very seldom you will see a politician being tongue-tied by a news vulture. When it happens the news vulture will probably help him back in the saddle out of fear that the dispute will come to an end too soon.

9. CONCENTRATING TOO MUCH ON SHOCKING INFORMATION.

There are three subjects that will score best when you desire to shock people. These three subjects are sex, violence and sexual violence.

The relay of information in which those three subjects are being used will have the greatest emotional impact.

This is not only useful to the news vulture but also to the entertainment industry and the advertisement world.

I don't mean to say we have to keep quiet about this. The only point I am trying to make here is that too much attention is paid to sex and violence by these three groups. These three groups, the media, the entertainment industry and the advertisement world also have an enormous presence in current society, more than ever in our history. These are the groups that set tomorrow's trend.

A movie actor who plays a role where he solves all of his problems with straight forward uncomplicated violence and who goes to bed with every attractive girl he lays his eyes on is being considered a hero in the opinion of the public at large. An entertainer who makes decadent jokes related to sex or violence will see his public grow in numbers.

The world of advertisement is using more and more pictures of the naked or almost naked woman to attract the attention of the potential male buyer. The tabloid press deals almost entirely in scandal around sex and violence or anything in any way related to it.

The logical consequences from all this attention on sex and violence are the continuing rise of crime rate and the loss of morals and values. The news vulture uses sex and violence as tools to attract our attention to his "news show".

When news is not really news it is not much of interest. Therefore it must be made interesting to us. We have to be kept interested in an artificial way. The shock effect caused by sex and violence plays a dominant role in this.

The news vulture is of course not only active within the news broadcastings that come to you every hour of the day. You will also find him in news related programs or other informative programs.

10. NOT LOOKING ENOUGH FOR INFORMATION THAT IS OF VITAL IMPORTANCE TO THE MAJORITY OF PEOPLE.

It is my honest opinion that you have the right to know about this as much as any other inhabitant of this planet. Information that can improve your life or that of your friends and relatives should not be withheld from you, don't you agree?

Vital information should at all time be made available to the public at large. Don't think for a minute this is the case. Oh no, definitely not! If the news vultures were real reporters this world would be a brighter place. It would be a totally different scene. The news vulture plays a leading role in the maintenance and increase of chaos and ignorance. The news vulture is probably being paid for or blackmailed into keeping his mouth shut when he discovers vital information.

I want you to understand the difference between the news vulture and the reporter. There are very able reporters; some are doing an incredible job. There are reporters who go to war zones and, at risk of their own life, bring an honest account of what is happening in these areas. Then there is the reporter who shows us the fine things of life: the reporter who brings us art, culture and science. There are also those who report on disasters and criminal activities. People usually react to this and so force politicians to take measures to prevent similar incidences from occurring. These activities are great contributions to society. Reporters doing this kind of work ought to be better rewarded. Their work is in shrill contrast with the achievements of the news vulture.

In fact the news vulture is no reporter at all. He does not deserve this name. For a real reporter there is a lot of work to do. There is too much real news that we never hear about. News that can change the face of the earth. News that can improve life on earth beyond your wildest dreams. News that does not reach the majority of people because the news vulture is preventing it from occurring. It is time for the reporter to disagree with the existence of the news vulture and make a stand.

Information

Let us take a look at the word "INFORMATION", what is it precisely?

We are talking about the information age. The innovation in the information transmission technology is progressing with mind-boggling speed. The extent to which people can feel attracted to information is quite remarkable.

INFORMATION CONSISTS OF SPOKEN, WRITTEN, DRAWN, SHOWN OR PRINTED WORDS, SYMBOLS, PICTURES, MOVING PICTURES OR COMBINATIONS THEREOF THAT ARE USED TO BRING ACROSS KNOWLEDGE, IDEAS, DATA, DECISIONS, NEWS, FACTS OR CIRCUMSTANCES.

Times must change for the better. Information can do this. We have more information tools than we need to make a better world. The information that will bring this about we will call vital information.

Vital information is information that can improve things. Vital information is what we should call news. Vital information that is unknown to the majority of us should be treated as news.

The news media should be made responsible, to a certain degree, for the reliability of the information they offer. They probably cannot be made entirely responsible for the source of information but it should be considered a collective responsibility. They should definitely be made fully responsible for the correct duplication of a reliable source.

Sometimes we have a hard time to make improvements to certain situations. We try all kinds of things and nothing seems to work. We probably don't use the right sort of information that could produce the desired result or we accepted faulty information that has a negative influence on what we try to achieve. Maybe we use a mixture of correct and faulty information without realizing it. Maybe we never found the correct information. It could even be so that the information you are looking for has not yet been discovered. Unless you are an inventor this will not often be the case.

At this very moment it is hard to find a common life problem for which there is no solution. Maybe you find this strange but let me tell you that the number of solutions outweighs, by far, the number of common life problems. Finding the better solutions is the real challenge.

In our society we are bombarded with an ever-increasing flow of information. It comes to us via all sorts of media channels. The first thing one should realize is that not all information is of equal importance. In fact, the biggest part of it is probably of no importance to you at all. What determines the importance of information? Probably the best way to establish the importance of information is to determine whether it can be used to further your purposes or activities in life. Dependent on the degree of improvement it can bring, it can be considered important for you.

Thanks to the internet the availability and free distribution of information have increased enormously and are still increasing at a pace no one can follow. More and more people will make use of this still rather new medium in the near future. The internet is the beginning of what many people call the information age. No one can predict the consequences of all this new communication technology. It has an enormous potential. Constructive-minded people will use it to build a better world and destructive-minded people will use it to do us all in, including themselves.

Some people follow the news vultures because they think all the information coming from them has a certain value. Others consider it important to know what is happening in the world. If you would ask them what they are going to do with all this information they don't know what to say.

The truth of the matter is that we allow ourselves to become worried about things we know too little about. Maybe we again have to get used to the idea that the value of data correlates to the level in which it can be put to use constructively.

Let us bring everything that is being broadcast, published or shown under the denominator "information". We can now categorize information into:

1. **INFORMATION THAT INFORMS PEOPLE OF CERTAIN PAST, PRESENT OR FUTURE OCCURENCES.**
(i.e.: information coming from a real reporter)
2. **INFORMATION THAT IS INTENDED TO AMUSE OR ENTERTAIN YOU.**
(i.e.: information brought to you by a comedian)
3. **INFORMATION THAT IS INTENDED TO SHOCK OR CONFUSE YOU.**
(i.e.: information that is coming from a news vulture)
4. **INFORMATION THAT CAN BE USED TO INFLUENCE LIFE SITUATIONS IN A NEGATIVE WAY.**
(i.e.: information that is used by a criminal)
5. **INFORMATION THAT CAN BE USED TO INFLUENCE LIFE SITUATIONS IN A POSITIVE WAY.**
(i.e.: information based on facts that is brought to you by a reliable source of vital information.)

There is, of course, a bit of a problem with classifications 4 and 5. How can we determine what information should be classified as negative and what as positive? There is too much difference of opinion on this.

We have agreements, rules, legislation and all that but rules can be wrong or unfair.

More clarity can be brought to this matter when we consider classification number 5 as vital information.

Take a look at the definition of vital information again and note that I include other life forms in the equation apart from mankind. It is not just what is vital to our life. I consider all life on earth one big family that needs to be treated with the greatest respect. I can only hope you agree with me.

VITAL INFORMATION =

Information with the potential of improving human relations and conditions without causing too much harm to other life forms or the environment in general.

When used correctly by enough people this information will improve human circumstances Not knowing this type of information or being unfamiliar with how to handle and use it or simply not using it are the main reasons bad circumstances do not improve or continue to worsen.

A lot of vital information is needed to build a better world. Too often the news vultures try to convince us that all is hopeless. They are always so busy to show us how odd things are that they totally lose sight of the actual purpose of their function in society.

The function of the main stream media has to be returned to what it maybe once was; the unchanged reporting of reliable information sources.

Just imagine the main stream media reporting all vital information they can find instead of trying to confuse us. What impact would this have on planet earth? This approach would also raise questions like: "Is the news media not entering the world of advertisement?" or "Is this not dishonest marketing competition?" or "Would this not destabilize world economy?"

Yes, the news media would encroach upon the world of advertisement but it does so now to a greater or lesser extent while not promoting the better or more important message. Instead the news media too often turns its back on real solutions.

Is world economy more important than the survival of man and his coexistence with other species? The industry has always adjusted to the needs and wants of the potential buyer. In our economy it is the potential buyer who determines whether mankind stays on the rails or runs himself into the mud.

Does he allow himself to be manipulated into destructive behavior or does he follow his heart to stay in balance with his fellow man and other life forms that support him.

Let's take the competitive battle between the pharmaceutical industry and the industry of natural supplements such as minerals, vitamins, herbs and other healthier cures. The industry has to yield to the consumers wishes.

If it is better for people to use herbs or vitamins to stay or become healthy than to take pharmaceutical medicines which have too many harmful side effects, then the pharmaceutical industry must change and start producing what the consumer wants. This is already happening.

You may wonder why they are still fighting this crazy competitive war in which vital information is being distorted.

Let's say a company is experiencing a period of explosive expansion because it is distributing an effective cure for CANCER. If the cure really is effective and has no side effects this company deserves to grow and should be given all the support it can get. I think we can safely assume that the promotion of vital information takes precedence over the problem of marketing competition. It simply serves a higher goal.

Yes, widespread promotion of vital information can create temporary confusion and chaos, but this is inherent to all major changes - good or bad.

Even the opposition can benefit from the use of vital information on an individual level. Yes, they could go out of business but a company is only valuable when it meets the customers' demands.

If the need of the public changes, business has to change as well or will cease to exist. Big business tries to stop this from happening by confusing the public so the public doesn't know what to do. At the same time they step up their advertisement campaign. If you don't know what to get you will go for what you see most or what impresses you most.

Major changes are needed to improve circumstances in our world. A major change introduced into a society to improve its condition requires more cooperation and less competition. We need to cooperate toward higher goals.

The world of business must cooperate worldwide to overcome the environmental problems we face. Politicians must become leaders who enforce solutions for the benefit of all life on this planet and not only for their own selfish interest or that of their political party.

What is the use of political parties anyway? They all have their own ideas as to how their country should be ruled. They all have selfish interests. All sorts of pressure groups can influence them. An honest politician works in the interest of mankind and all other life on earth and so cannot be a member of a political party.

The political leaders of this world must work together for a better world. They must form a board that has the authority to dismiss and sentence any head of state who solves his problems by violating human rights or who takes measures to the detriment of all such as declaring war or allowing environmental pollution. If we can't work together for a better world we will soon create a world no one wants to live in.

The only way to bring about a lasting improvement in a society is to take a piece of vital information from a vital information source and make it known over and over again.

It sometimes takes quite a while before enough people use it to speak of a lasting improvement but it can be done and it is being done yet insufficiently.

The news vulture has the most powerful communication means at his fingertips and what is he doing with it? He gives us mystery, sensation, confusion and a lot of crap.

The reason I write all this about the news vulture is because I want you to understand the tricks he is playing on you. Next time you watch or listen to the news or read a newspaper or magazine, think of the 10 errors I have outlined. You might have some difficulty discovering them at first. We are already so used to the way we are being informed that we tend to overlook the fact that in too many cases we are not informed at all.

It is about time the media world realizes what its societal responsibilities are. The real reporter should set an example for the current Internet users and the billions of people that will probably make use of it in the future. On the internet anyone can act as a reporter. The reporter should take responsibility for this new medium that is conquering the world.

The biggest task for the reporter in the future will be to bring order in the information chaos. With information chaos I mean the conflicting of data. Due to too many unreliable sources, there is too much conflicting information.

Because conflicting data confuses people they won't use any of it.

First of all, the reporter must be a reliable information source. He must also make sure that the sources of information he employs are reliable.

A reporter must be willing and able to make correct observations. He must be able to transform these observations into information and in such a way that it does not alter his observations. When a reporter is consulting a source of information he should ensure the reliability of his source.

There is too much discussion going on in the media world. Let's take a look at the meaning of the word discussion:

EXCHANGING THOUGHTS OR IDEAS WITH OTHERS ABOUT A CERTAIN SUBJECT, OFTEN WITH THE INTENTION OF SHEDDING LIGHT ON THE POSITIVE AND NEGATIVE ASPECTS OF IT.

Discussion arises from an unwillingness or inability to observe. The most important ability of a reporter is his ability to observe. Reporters who cannot observe will discuss about what they see and even about what they do not see but imagine seeing. They will provoke discussion to involve their public in their delusions.

Discussion is valuable to the reporter who interviews a questionable source of information. He can ask this person critical questions in an attempt to make some sense out of his story or to prove his story to be unreliable.

Vital information comes from a vital information source. The news vulture must be kept far away from this source. A real reporter should help this source in order to communicate the vital information in an understandable fashion. Interviews, when done in an orderly fashion and with due respect for the reliable source being interviewed can certainly contribute to a better understanding. An interview should not be confused with a discussion.

In dictionary definitions there is not much difference between these two terms. In the eyes of the news vulture discussion and interview are the same. For the real reporter there is a big difference between those two terms. The real reporter will use an interview to obtain data he can publish or broadcast. The news vulture will use an interview to turn it into a discussion that contaminates the information source. To bring more clarity to all this we need a proper definition for the term interview, so here you have it:

INTERVIEW =

- 1. TWO PEOPLE MEETING WHERE ONE ASKS QUESTIONS TO WHICH THE OTHER REPLIES WITHOUT BEING INTERRUPTED.**
- 2. A MEETING OF A REPORTER WITH A PARTICULAR SOURCE OF INFORMATION.**

THE REPORTER ASKS QUESTIONS WITH THE INTENTION TO GET DATA ON A CERTAIN SUBJECT. THE SOURCE OF INFORMATION GIVES ANSWERS TO THESE QUESTIONS WITH THE INTENTION TO GET HIS INFORMATION MORE BROADLY KNOWN AND UNDERSTOOD. BOTH THE REPORTER AND THE INFORMATION SOURCE DO NOT INTERRUPT EACH OTHER WHILE QUESTIONING OR ANSWERING.

Then we have the investigative type of interview used by detectives, lawyers and sometimes reporters to question people who have something to hide. This has a total different approach with different rules or no rules at all. All kinds of discussion techniques are used in this type of interview. This is the type of interview that is used for investigation only. Using this interview style in broadcastings is simply a case of bad manners now accepted as normal.

Reading all this about the improvements that are needed in this huge media world you might think this is a utopian concept. Well, maybe at this moment it is. It is all a matter of numbers.

If the majority of us would turn our back on the news vulture, that would be the end of him. I am only trying to give you an idea as to how things could be improved. Whatever you think of it, you cannot deny the fact that something is going wrong with the relay of information and something needs to be done about it before things go too much out of whack.

There is not much chance the news vulture will become more reliable in the near future. If no one opposes the misuse of the powerful means he possesses he will most definitely further intensify his grip on society.

His latest whim is to take one item and then use all his trickery to make it look extremely important. Then he starts to repeat this item across all media channels the world over and to such an extent that this item starts to dominate all other news. This way he can create the biggest possible impact.

Well-known examples of this are the first Gulf War, the Monica Lewinsky-affair or the death of Princess Diana. More and more the news has become the broadcasting and publishing of hypes created by the news vulture himself.

The news vulture won't cease his weird practices unless the majority of us can see through his tricks.

The problems we face are of a serious nature; they cannot be neglected too much longer. The choice is plain and simple, we either deal with them or we have had it. There is no other choice.

What are the main problems mankind is suffering from? Here they are:

CRIME, DRUG ABUSE, EDUCATION, MENTAL AND PHYSICAL HEALTH AND THE POLLUTION OF THE ENVIRONMENT.

Crime and drug abuse quite often go hand in hand. Mental as well as physical health are also connected to the pollution problems we have. The problem of pollution has become a global situation. There are not many people on planet earth that do not experience the consequences of this both mentally and physically. Education is a subject of which you might think it is the least of our problems. Let me ensure you that it is not. It is probably the biggest problem we have to face in this new millennium. Education is the most important building block of a culture. Only proper education on vital information on a worldwide scale can save mankind from extinction or utter slavery under an elite minority.

Proper education on vital information will prevent crime, drug abuse and health problems to a marked degree.

Proper education on vital information can bring the problems we have with the environment back under control. Proper education on vital information will enable people to assimilate data so they can use it to improve conditions for all of us. Most of the education should concentrate on practical application.

Vital information that presents solutions to the problems we have with crime, drug abuse, health and environmental pollution must be included in all curriculum's of schools and education institutes around the world.

Effective solutions to these problems are available. If you were informed about the solutions you could easily wonder why you never heard about this before. Well, now you know.

The news vulture is not interested in practical solutions that could improve the quality and standard of living of the 6,7 billion people living on earth.

The internet still is a free communication medium. Hopefully it will stay that way. Although nothing can operate free from rules and regulations, too many rules can also make things useless.

It is not at all unthinkable that the internet becomes the medium that takes over the current media of radio, television, newspapers and magazines.

The news vultures will then have more difficulty to attract your attention. On the other hand there is the possibility that the news vulture will dominate the internet user as well. Whether he will make it through the changes will depend a lot on whether we will continue to stay connected with him.

Staying connected to the news vulture could stir up a desire in you to become a news vulture yourself.

Thanks to the internet anyone can become a reporter or a news vulture. The choice is yours. Having gotten this far into my book, you will probably realize you really do have a choice in this matter.

As far as I know there has never been a precise analysis of how the news vulture is operating. Only a small minority of us know about his true motives. His tricks are so clever that most people find him totally acceptable without realizing his real intent. His way of operating has become so mainstream and so accepted that he himself probably does no longer see what he is doing to you.

The only effective way of eradicating the news vulture is to ignore him. But how do you ignore someone who is so present on all communication lines of the world? Well, maybe in the near future the internet will be in every household of the world just like what happened with radio and television. We may even come to a point where each family member will have an internet connection. It will then be easier to avoid the news vultures.

In the future you will be increasingly able to program the information you want to look at or listen to. If you then still want to carry on with your addiction to them don't blame me. I warned you. It really is your choice whether you keep the news vulture in existence or whether you force him to re-educate himself into a real reporter.

There is too much at stake. We can no longer tolerate this phenomenon in our midst. The survival of mankind is depending upon the worldwide distribution and correct application of vital information.

Certainly the media world and the rest of the world must start to realize that freedom of the press does not mean you can distort or nullify any information that comes your way.

Only education on vital information can bring about a decent world where humans can live in harmony with each other and nature.

That is why we need a better understanding of the subject of education and this is what the next chapter is all about.

Chapter 2

Education

Life begins with education. As soon as a newborn baby opens his/her eyes the process of learning begins. Education doesn't stop after you finish school. In fact it continues for the rest of your life.

Each action you want to undertake can only be performed properly because you are educated to perform it properly. Education makes a human being into what he or she is. It forms and maintains a civilization.

Education is fundamental to all human endeavors. In all that is being said or written to clarify the subject of education, there is one thing that is of utmost importance. Take a look at it and see if it resonates with you.

EDUCATION IS A METHOD OF LEARNING HOW TO MAINTAIN OR IMPROVE THE QUALITY OF LIVING.

This is its true meaning. It is not just learning some facts. It is learning facts you can use to accomplish something in the real world. It is not having some dim thoughts about how something could be done or some fancy theory that has no bearing on reality.

There is a more technical definition of the word "education" that you may want to look at:

EDUCATION IS A PROCESS OF LEARNING AND PRACTICING AN ORGANIZED BODY OF DATA TO A POINT WHERE ONE CAN BRING ABOUT THE EXACT CONDITION THIS DATA REPRESENTS.

There are three methods to educate a human being. The first and simplest way is to show him how something is done. This method is not only used on children but can be employed in almost every field of practical application.

The second method is to make use of language in order to clarify how something is done. The third method is a combination of the two. All three ways can be equally effective. Educating by means of language in combination with showing how something is done is used for the more complex learning processes.

There are limitations to the first and second methods of education. A combination of these two methods however is unbeatable. It is the second method of education we will further elaborate on.

What is language? It is a method of relaying information through the use of symbols. In order to understand information you need to know the symbols. Symbols in the form of letters or sounds are combined in words.

A word is a combination of letter symbols or sound symbols that has meaning and can therefore be understood. Information mainly consists of spoken or printed words put in a certain sequence to form sentences. In order to understand information you are required to understand what the words mean in the sentence they are used in as words can have different meanings.

There are agreements about the meaning of words. A table is not a horse but a table for anyone using the English language. The meaning of words can be found in dictionaries and there can be many different meanings for one word.

This is precisely the point where the second method of educating can go wrong. You try to understand some piece of information but you don't know the meaning of certain words it contains. Whether you have a wrong meaning for a word or no meaning at all, it will inevitably cause less understanding of the information you are taking in. If you need to act on this information you had better have a full grasp of it or the outcome might not be the desired one. In other words: you need to fully understand the information you want to act upon otherwise you may not be able to apply it correctly.

Not all information is meant for application but in education it is mainly the practical information we are dealing with. It can be very handy to know a lot of things. This, however, is not the essence of education. Knowing the related facts is mainly useful when it leads to a better understanding of the more practical information.

When you educate yourself in one of the more complex subjects, you need basic information. This is information that serves to support the more practical information. For example: a carpenter wants to build a carport. For a carpenter it is important to have some understanding of the different types of wood that can be used. Also he needs to have knowledge about the tools that can be used for different types of work. He needs to know all the different ways to connect wood. This is what is called basic information. The more practical information he has to know is what tools and material he will need. He needs to know how to operate his tools and how to make all kinds of different structures with his material. The practical information could also involve a plan that shows the shape and all the different sizes of the carport. As you can see from the above example it might be very difficult or even impossible to understand and apply practical information when it is not supported by basic information.

There is only one prerequisite for being educated and that is the willingness to learn. Without it education becomes indoctrination.

We think people are stupid when they haven't been educated and therefore they should be educated. Otherwise they don't fit into society, isn't that right? Well, this is true except for one thing: you can force them to obey but you can't force them to be interested.

Without interest you will not be able to think with the data you are trying to learn. You might still be able to memorize it. You might even be able to use it to some extent but that is as far as it goes. Your application ability will go no further than a robotic execution of what you have been told to do. You could still pass an exam if your ability to memorize information or execute instructions would be good enough. But you would not be able to judge the results of your actions.

It is not that memorizing information has no value. If you can easily recall the data you memorized you can always make an effort to understand it at a later time when you do need it. However, there is a huge difference between memorizing data and being educated toward exact application. Although memorizing can be part of an education process, too often it is given too much importance.

There is a lower level of education we could call duty-education. With this I mean learning to blindly follow orders or instructions. With this type of education you are not supposed to understand why things are done the way they are done. In fact you are coaxed into learning to follow instructions without any concern for the consequences. Your only concern is to do what you are told to do. With this method of education you are trained to do your duty.

People who cannot think for themselves, can be given a duty and be educated through a sense of duty. The sole interest of people trained this way is to do their duty and to do so as instructed. The main reasons for people to go along with this type of education are status and fear. Very often soldiers are trained in this manner. When we educate our children we make use of this type of education until a certain age. Duty education can move into a higher level of education where interest becomes part of it. In order to differentiate between these two levels of education we could call the higher level of education interest-education.

Duty-education can be very useful in certain organizations. It can also quite easily lead to abuse.

With interest-education pupils are interested in achieving specific results with the information they assimilate. Status then is of secondary consideration.

A serious problem in interest-education is losing interest. The guy was interested but now he lost it. He is not interested anymore.

He doesn't want to be educated anymore. Very often he will continue to study because he has to or he thinks he has to. Therefore he will drop down into duty-education. He will start memorizing data without doing any effort to understand it. You can also have situations where a loss of interest causes a temporary moment of duty-education. After a while interest might return. However the part that was studied without interest will be either lost or memorized without understanding. If he is good in memorizing he might pass his exams with flying colors. This however will not be the case if his exams demand application of what he memorized without understanding.

So, losing interest is a barrier similar to not being interested in the first place. They both add up to an inability to think with the information taken in.

This is why memorizing data belongs more to duty-education than to interest-education. In fact there is a form of education that can be located in the middle of these two. This form of education we could call status-education. With status-education you learn things for the sake of status. Memorizing data without understanding it or because there is nothing to understand about can be done for the sake of status or for the sake of duty. It can also be done to support interest-education.

Let's put these three forms of education in a scale:

Interest-education
Status-education
Duty-education

For interest-education the two main barriers are losing interest to learn or having no interest to begin with. The solution to these barriers is very simple. I will sum them up in two basic rules.

- Rule 1. Don't educate anyone on a subject he is not interested in, no matter how important you think it is for him/her to know.**
- Rule 2. When someone loses interest while being educated you immediately stop the education process. In order to continue the education process you need to isolate and handle the exact reason for the loss of interest.**

Violating these rules is the main error in interest-education. Of course these two rules don't apply as much to duty-education and status-education as they do to interest-education.

Status-education has its function in society. Many professions on higher levels in society require a lot of knowledge you don't necessarily need to be able to apply. You therefore don't need to understand it all that much. In some professions you need to be able to impress others. This can require knowing many facts. These things would belong to status-education. In status-education there could be superficial understanding of data and therefore superficial interest. To become a political leader you need a lot of status-education.

What is this thing we call interest? Why is it so fundamental to interest-education? It all boils down to one thing and that is that you want something. You simply want something. "Wanting" is the key word here.

You want to know or to do or to feel or to experience or to have or to see or to be something or someone.

When you want something to happen it doesn't automatically happen. But only if you want something you can often learn how to make it happen. If you don't want anything then what is the point in living.

Interest-education is a natural process. First you want to know something. Then you want to see it, feel it, do something with it. Maybe you want to experience it or have it. This is what we are living for. This is what life is all about. How can you force this process on another person or group? It doesn't work. If you succeed you are succeeding in making a slave if you don't succeed you make a rebel. You can force children to go to school, and you probably should, but you cannot force them to be interested.

Interest is something that can grow endlessly. The real genius has a very strong interest. This is why he has a strong ability to assimilate and think with vast amounts of data.

Interest can however be reduced to nothing. In education we can reduce interest by forcing information on someone.

The biggest problem with interest-education however is not the absence of interest; it is losing interest in something you were interested in. If this happens to you too often you might lose interest in everything and so wind up with no reason to live.

What is wrong with the subject of teaching when it applies to interest-education? There is not much wrong with teaching one person but there can be with teaching a whole class. Why is that? Well, what are you going to do as a teacher when one of your students loses interest? A teacher should not teach more than one student. He should continually make sure that what he is teaching is actually understood by his student.

He should not teach a lot of data and then have his student make an exam to find out he didn't get it. A teacher should test a student continually while teaching.

Actually in interest-education you don't really need a teacher you need a coach. A coach, as in sports, is someone who continually checks your understanding and application ability. The prime cause of losing interest in a subject is the inability to understand the language that is used to teach you the subject.

A language consists of words and signs that are put in a particular sequence. In order to understand it you have to understand the words, the signs and the sequence.

Did you ever experience the following: you start reading something you are interested in. After a while you are not so interested anymore. You get a bit bored with it or you feel a bit confused about it all. Maybe you even feel critical toward the writer. How come?

The three main reasons for this are:

1. The information you were reading wasn't what you had expected it to be.
2. There were words, terms or symbols in that information which you did not understand.
3. You disagreed with a certain part of the text or with the text as a whole.

You might have a different meaning for a word than how it is used in the text you are reading. You might have no meaning for it at all. You can usually find the applicable definition in a dictionary.

Disagreements with the text are mainly caused by the following reasons.

- The text is wrong.
- You think it is wrong because you learned something earlier that contradicts it.
- You think it is wrong because there are words or terms in the text that you don't know or have an incorrect meaning for.

Information is never absolutely wrong or absolutely right. There is no such thing as absolute truth. Information can be right for one person and wrong for the other, right for one occasion and wrong for another occasion.

In interest-education we consider information wrong when it doesn't give the expected result. This doesn't necessarily mean that it is wrong. It might be right when used for another purpose, like duty-education or status-education.

If you want to become more successful in life you need to educate yourself. No one can do that for you but you. Others can give you information but **you** have to evaluate it. You have to make up your mind about it. You have to find out for yourself whether it has any use. Unless you want duty-education or status-education **you** do the thinking and you don't allow someone else to do it for you, no matter how much of an authority on the subject you think he is.

Chapter 3

The Vital Information Consultant

Now you have a better understanding of education and how you can use it to apply vital information to your life and that of others, let's take a look at how vital information can be given to the uninformed.

There is an exact pattern of action that you should follow if you want to, successfully, distribute vital information. To do it differently is setting yourself up for a lot of frustration and wasted time or effort.

The first thing you should realize is that you are under no pressure from anyone to distribute this type of information. Sharing vital information is entirely up to you.

Before you offer any specific vital information to someone you should try it out first. Make sure for yourself it does what it promises to do. Be certain it lives up to its definition. Working with vital information can sometimes make people overly enthusiastic. They want the whole world to know what they know. They sometimes totally forget about the fact that others might not be interested or, worse, might be against it.

How do you distribute vital information without getting disappointed?

Let's first sum up what you shouldn't do. You don't use some kind of sales technique to get someone's attention for vital information.

You don't give vital information to anyone unless he or she is asking for it. You don't discuss vital information with your potential customer. You don't try to convince someone that he needs vital information. You don't try to make people interested in vital information by explaining them how successful you are with it. Just follow the ten steps below and you will not be disappointed.

Step 1.

Show interest in people. Ask questions about their lives, things you think are of concern to them. Show some understanding for what they tell you. Don't give them your advice when they talk about their problems. Just listen and try to understand how they feel about them. Show them that you are concerned.

Step 2.

When they talk about a problem that seems a real bother to them, tell them you might have a solution for that. Tell them they should ask you about it next time you see them. When they want to know it right away, tell them you don't know yet. You have to check up on it first. This will give you time to sort out what vital information would suit them best. It will also make them curious as to what you might have in store for them. You can also give them your business card. Write on the business card when they can contact you about it.

Step 3.

When you don't use a business card wait until you see them next and have them ask you for your solution. You can also contact them by phone, mail or e-mail and give them a chance to ask you for your solution. Don't remind them of you having a solution for them. If they don't ask you about it you ask them about their problem again. Is it still bothering them? Refrain from giving advice. Just show you are concerned.

Step 4.

Repeat step 2 and 3 several times until they ask you for your solution.

Step 5.

When they do ask for your solution you make sure you have their mail or e-mail address. Don't discuss it any further. Tell them you will send the information.

Step 6.

Send them the appropriate introduction to the vital information you choose for them.

Step 7.

Check back on them after a while to see whether they ordered or received the vital information you introduced them to. Find out if it solved the problem they had.

Step 8.

If step 7 produces negative answers find out what happened. If they found another solution to their problem give a positive reaction. Be glad for them that the problem is solved or if they are still working on it tell them you hope it will work out for them.

When nothing was solved or your info was not acted upon, ask them whether the problem is still bothering them. If this is the case ask them why they didn't act on the information you offered them.

Show understanding for the reasons they give. Tell them if they need any further help from you they can contact you.

Step 9.

When they have questions about the information you offered try to help them as good as you can. Offer help where feasible or refer them to the vital information source.

Step.10

Handle any adverse reactions to the vital information source by explaining that the source of vital information is irrelevant. Tel them it is the vital information itself that is of importance not the person or organization that is making it known to the public. You need to understand that what counts is whether the information is vital and when put to use does deliver what it stands for.

The whole idea is to get someone interested in what you have to offer. You want to know whether the person you address really wants your help. Many people do not accept help from just anyone. Why should they trust you? Accepting help has everything to do with trust. The fact is they don't have to trust you at all.

A vital information distributor is not an authority on vital information.

You are not a doctor who is prescribing a medicine to his patient. You only offer a possible solution and that is all you do. It is your potential customer that should determine what to do with your offer.

Even when these steps seem easy to you when you practice them you will notice that you will be inclined to depart from them.

You will be less successful in distributing vital information when you deviate from the 10 steps. Therefore I will further clarify each of the ten steps. The more you understand them, the more you will stick to them.

A full understanding of the ten steps in most cases will however not be sufficient. Many people trying to follow the ten steps will be inclined to do the opposite. To overcome this requires training. To become an expert in applying the ten steps you need to train and practice them until you can do it automatically.

Don't let a lack of training stop you from spreading vital information. Just go ahead and give it a shot, if you like. Follow the steps as well as you can. However, when you get frustrated or disappointed you have to realize you are not following one or more of the ten steps. This is the time to get some training. Then have another go at it.

There are right ways of doing things and there are wrong ways. There are also ways of doing things that are partly right or partly wrong.

We are interested in doing things the right way. The right way is the way that produces the best results. It is the way that makes you feel better. Doing things wrong or partly wrong or partly right will not make you feel better.

Information should not be forced on people. Unless you want to be a blind follower you shouldn't accept information because it is given to you in some fancy way.

Don't act on information unless you want to and you know what you are doing and why you are doing it.

When you buy a medicine do you buy a certain brand because you know the brand name and many people use it or do you buy it because you know it does what it is supposed to do without too many harmful side effects? If you buy a certain medicine because of the name or the way it is presented or some authority telling you how good it is you are, in this particular case, a blind follower.

It is not necessarily wrong to follow instructions blindly. Sometimes there is no other way. You cannot always investigate everything personally. You have to trust people now and then or use your intuition.

You can learn things by experience. You try to use it in different ways until you see the result you are looking for. Only then you can begin to conclude if it did live up to your expectations. You can still, at a later date, find out how this result came about and to what degree it is harmful to other aspects of life, if at all.

This, however, is not always without danger. For example you give someone a loaded gun who has never seen or heard of one. He might, by experience, bring about irrevocable damage.

We share ideas with others. We call this communication. We communicate information to our friends and relatives. Generally speaking we are not forced to do this. We just like to share what we know with others.

We want others to have the same benefits or the same success as we have. That's the reason we share things. Sharing products or services or information about products or services with others is the oldest way of selling. We all do it now and then. We don't get paid for it as a professional sales person. In fact, we don't get paid for it at all.

The Vital Information Consultant is an independent consultant. An independent consultant is someone who refers others to vital information. Vital information can consist of info products, information about products, information about services, written advice or written instructions. Info products are products that contain only information such as: E-books, DVD's, books, magazines etc

A Vital Information Consultant (Vital Info Consultant or VIC) is at all times free to choose what organization or company he refers his public to. He should be able to refer to another organization or company if he finds a better service or product for his public. In this respect the VIC would be closest to a customer.

Selling a product or service means a product or service going from the owner to a customer. You don't need a smart talking salesman for this unless you think you have to convince your customers to buy.

The most complicated aspect of marketing is salesmanship. There are sales techniques that teach you how to convince your customers to buy.

Why would you convince anyone to buy anything? It is because you want to sell your products or services? Why do you want to sell your products or services? Because you want to earn money. Why do you want to earn money? Because you want to buy more products and keep your company going. Why would you want to keep your company going? Because you need to live and you want to earn more money so you can live better. These are all very understandable reasons for selling. Whatever reasons you have, there is only one true reason for selling.

You sell products or services in order to satisfy your customers.

Selling products or services for any other reason will get you into trouble sooner or later. The only safe and honest way to keep your company going is to work towards satisfied customers. To hell with a company, that cannot satisfy its customers. It has no reason to exist.

You don't need to use products or services yourself to be motivated to sell them. You might use them yourself to make sure they do what they promise to do. The truth is you don't need to be motivated to sell.

Just as you don't need to be motivated to sell you don't need to motivate your potential customer to buy. Selling is a kind of natural thing, it just happens. You offer something people are interested in. You answer their questions or clarify your product or service for them and they will buy it or not. It is a natural process.

Many people seem to think that if you want to make a lot of money selling products or services you need to be motivated to sell and you need to motivate your potential buyer to buy. Although this might be true, we must not forget what we are doing it for. The only true reason for selling is to satisfy your customer. Money is the result of selling. You get money for what you sell. If you sell to make lots of money you are working for the wrong purpose. It will backfire if money is your only goal.

You will start doing things that will contribute toward making more money instead of making your customers more satisfied. One of these things would be that you want your customers to buy so you try to convince them to buy for the sake of making a sale.

The right way to deal with customers is to have them convince themselves to buy by clarifying your product or service for them but only if they want the product or service clarified. You can answer their questions. That is what you, naturally, will be inclined to do when you want to satisfy them. You don't necessarily want them to buy. You want your customers to be satisfied when they buy. You leave the act of buying entirely up to them.

Let's take a closer look at the act of buying a service or a product. What happens when we buy something?

The act of buying is in fact the act of balancing an imbalance without creating too much of an imbalance in other aspects of your life.

When you earn a salary at the end of the month you have a surplus of money. This is an imbalance if you, for example, compare it to the food and clothes you have too little of. When you spend your money wisely you will bring more balance in the imbalances you experience in your life. This is why only the customer can decide to buy. The sales person has no overview of his customers imbalances.

What if a customer can't decide? Should you decide for him/her? Definitely not!! Why can your customer not decide? Is it because he doesn't understand your clarification or is it because he simply cannot decide about things? If he cannot understand your clarification you can try to solve it by finding out what he didn't get. Then simplify your clarification in that particular aspect. If he cannot decide about things in general, ignore him, he is not a customer.

The only time you spend on selling is the time it takes to clarify a product or service when the customer demands this from you.

What if your customer is in deep trouble? You know that your product or service can turn things around for him. You might save his life when you sell it to him. Do you try to convince him to buy your product or service? No, you don't! You clarify your product or service to him. You make sure he wants clarification first. You answer his questions. You make sure he understands all of it. Now it is up to him to decide. It is his worry. It is his life.

No one can do this for him. If he doesn't want to solve things then who are you to force solutions unto him? If his situation involves others, have those press him to do something about it, not you. You don't want to create a blind follower; you want a satisfied customer.

The problem with vital information is that it works. It produces results. When people see results they easily get overly enthusiastic. They want the whole world to know about it. They talk about it to everyone not realizing others might not have a clue what it is about or simply have other things on their minds. After a while they arrive at the wrong conclusions. They start thinking people are stupid. They get frustrated and stop spreading the news. Here you have the difference between the sales person and the layman. The sales person can tell his story over and over again without getting frustrated with his public. The layman gets frustrated after a while and gives up.

This is the biggest challenge for the VIC. Can the VIC keep himself interested in referring others to vital information?

VICs aren't salesman they are consultants, yet we want them to refer people to vital information. The job of a VIC is by far more important in comparison to the job of a regular salesman. We therefore need a sales technique that is as natural as life itself.

When we refer people to vital information we do not use any of the traditional sales techniques. In order to be successful with most of these techniques you already have to be a salesman. Besides, many of these techniques violate the customers freedom of choice. They are techniques to manipulate the customers mind in such a way that he will buy. We don't want to manipulate people; we want to offer them vital information when they have a need for it.

Before you can inform someone you have to have his attention. This is the toughest part of selling. How do you get someone's attention? How do you keep his attention? This requires certain skills. These are the skills of a professional salesman. He can attract attention. He can keep attention focused on his product.

He can see when the attention of the customer is fading. He knows how to regain attention. This is quite an art which is not easy to learn.

Out of a hundred people you might have five people who have it in them to become a professional sales person. For our purposes that is not good enough.

We use a totally different approach. It is a simple technique. The most difficult part of this technique is what you shouldn't do. How do you get someone to follow simple steps while he feels an incredible urge to diverge from these steps? This is why you need training. Training should teach you first how to keep yourself from doing the wrong things. When you can do that, you can learn how to do it right. As said before, the right way is the most successful way. Deviating from the right way to sell vital information isn't always wrong. You might still be successful.

The point is we want all VICs to be successful.

The first step in selling vital information is about making contact with people. Basically there are two types of personalities. You have the extroverted personality and the introverted personality. Both personalities have their plus and minus points. A professional salesman has an extroverted personality. That is probably why he became a sales person.

The first ability that is required in step 1 is the ability to make contact with other people. The introverted personality has a difficult time doing this. The extroverted personality has no difficulty doing this. The second ability that is required in step one is the ability to listen. The extroverted personality has difficulty doing this. This is not the case for the introverted personality. The extroverted personality usually talks too much. The introverted personality usually talks too little. A professional sales person is extrovert but doesn't talk too much. He can make contact easily and he can listen to his customers. These are the two elements a VIC should be trained in.

Step 1 MAKING CONTACT

There are two basic elements that, to a great extent, determine the quality of contact between you and another human being. The first and most basic element is "attraction / rejection".

ATTRACTION / REJECTION

Attraction and rejection are both feelings and physical manifestations. You feel attracted to someone or you feel rejection toward someone. This of course is the same for the person you are contacting.

This person will feel attracted toward you or he will feel rejection toward you. The physical manifestation is very much comparable to the positive and negative reactions of magnetism. Just like one magnetic pole attracts or rejects another magnetic pole, so do people feel attraction or rejection toward each other.

Although these manifestations are not all that important, in making contact they are more important to the introverted personality than to the extroverted personality. The introverted personality can cause rejection by being introverted. It may help the introverted personality to look attractive in order to somewhat compensate for being introverted.

The importance of looks depends on who you want to contact. If you dress like a tramp and you want to contact people in the business world you will experience rejection. If you dress like a businessman and you want to contact tramps you will also experience rejection.

We can therefore assume that it will help to look acceptable to the type of people you want to contact.

AGREEMENT

Although the element “attraction/rejection” comes first when making contact, the element “agreement” is far more important. It is also far more complicated. The difference between these two elements is that “attraction or rejection” happens naturally as an initial reaction when making contact whereas “agreement” needs to be actively reached. You have to do something in order to reach some kind of agreement.

Making contact with another human being you have never met before, or don't know anything about, whom you have not been in contact with before, who doesn't speak your language, who rejects you because of your looks, in an unfamiliar place while you are an introverted personality, can be considered an adventure, don't you think so? There is only one thing that could make this contact work and that is “agreement”.

How do you get into agreement with another person? You do this through exchanging. You give something and get something back. Action - reaction. You offer sweets to a child and the child gives you a smile. You can exchange objects or ideas or both. You can exchange ideas about objects or about subjects.

Exchanging ideas is called communication. Exchange can yield agreement or disagreement. When exchange is considered in balance it will produce agreement and when it is considered out of balance it will produce disagreement. Agreement causes attraction and attraction makes rejection disappear.

When you meet someone with a handicap you might experience rejection toward the handicap at first. After you exchange ideas with this person for a while you will feel less rejection toward the person's handicap because you will feel more attracted toward that person in general.

How to make contact? Be polite and friendly. When you make contact your first concern is to keep it going. When you're faced with rejection, how do you turn it into attraction? The best approach would be to ask questions. Don't get personal. Ask general questions. Ask socially acceptable questions. Give the other person the opportunity to say something too or to ask you something.

Don't turn your conversation into an interview. The person might think you are a reporter if you ask questions all the time. The person you contact either has an introverted or an extroverted personality.

When the person is introverted you might have to do all you can to get him talking and to keep him talking. Often you'll have to ask more questions than usual to get him to talk to you. The idea is to get him going. Get him to feel a bit comfortable talking to you. You can accomplish this by listening to him, by not interrupting, by showing that you are interested. Sometimes people open up and tell you straight what's bothering them. If not, you wait for another opportunity.

The extroverted personality usually wants to impress you. So be impressed with what he/she tells you. You have to do a lot more listening with this type of person. You don't have to say all that much. You don't have to ask many questions to get him going. Many extroverted personalities are not so easy to stop. Make sure you have an excuse to leave when they take too much of your time.

Asking questions and listening to the answers will bring about some agreement. The person might agree that you talk to him. He might agree that you be there in front of him. He might agree that you question him. These things are far more valuable than you may think.

Step 2 GET HIM TO TALK ABOUT HIS PROBLEMS.

The extroverted personality will talk about his problems more easily than the introverted personality. It isn't always so clear whether someone has an extroverted or an introverted personality. There are many in between stages. Some people seem introverted yet become quite extroverted after they talk to you for a while.

People talk about their problems when they trust you. There are also people who talk about their problems to everyone they meet. They seem to trust everyone. In this case it is not a matter of trust, it is more that they are so stressed about things they have to talk about it no matter who is listening. Worse than that would be a person talking about his problems whether there is someone there to talk to or not. Then there are people who have a hard time talking about themselves even if they trust you. But in general we can say that people talk about their problems when they trust you.

How do you get people to trust you? The best way is to listen to them. To show understanding for what they have to say. To agree, not disagree with them where possible. If you really are interested in what others tell you, they will usually open up to you. They will share their problems with you and that is all you want. You don't ask about their problems. You don't give solutions to their problems. You ask questions if you don't understand what they mean.

The problem you want to react to is the problem that really seems to bother them because this is where they need help. If it doesn't seem to bother them they need someone to listen to, someone who understands them, someone who agrees with them. They don't want help or advices so don't give it to them. How do you know the problem they talk about is a real bother to them? Usually they will feel sad when they talk about it. They become more serious. Sometimes you see suppressed grief. They may even become very emotional. On the other hand, there may be no noticeable change in their appearance.

The biggest mistake you can make at this point is to offer help or give advice when the person only wants someone to listen. It can be very difficult for people to refrain from giving advice. You want to help other people; you want to let them know what you know; you want to share your knowledge; you want to impress them. But it is a mistake to do so.

You have to learn to differentiate between a severe problem and a cry for attention. Most of the time, it is the latter one. When you pay attention without giving advice, you will gain attraction.

The best way to help someone solve a problem is to suggest how he can solve it himself. You can only make a suggestion when a person is interested in solving a problem. When he doesn't he will not act on your suggestion and might not even consider it.

Why would a person not be interested to solve his own problems? Maybe they don't bother him. Maybe he needs them to have something to talk about. Maybe he wants sympathy. There can be many reasons.

Somehow you need to recognize a real problem that is bothering someone. This still doesn't mean that he'll want to fix it. The best way to find out whether the person is in need of help is to ask him.

Here are some questions you can ask:

- Is this bothering you a lot?
- Are you looking for a solution on this?
- Do you need help?
- Do you want to do something about it?

If the answer is "no" or "I don't know" you might have misjudged the situation. Maybe the person talking to you only needed someone to listen.

If the answer is yes, again you have to refrain from giving advice. You can spoil it by telling him what to do or what he's doing wrong. Who are you to tell him what to do? You might be perfectly capable to advise him. The question is: does he think that way about you? Does he trust you?

If the answer is affirmative you should always use the word "maybe" in your approach. Here are some examples:

- Maybe I have a solution for you.
- Maybe I know something that can help you
- Maybe I have a way to solve these things.
- Maybe I have something for you that can help you out.

The reason you use the word "maybe" is because you don't want to act as an authority. You don't want to show him how good you are. You don't want to make him feel less than you.

This kind of approach is essential. The person either reacts to it or not. If he wants to know more, don't give it to him. Again you have to hold back. You may already have a perfect solution for him. Explaining him about this solution is the wrong way to go about things. The right approach is to drop the subject.

Here some examples that show you how you could drop the subject:

- I would have to check it out for you but when you call me on this number some time tomorrow I might be able to help you further.
- I need to check up on it first. Ask me next time we see each other.
- Right now I can't tell you anything about it. When you call me tomorrow I might be able to help you.

Step 3 HAVE THEM CONTACT YOU

The reason why you need to drop the subject is because you want them to contact you about it. If they really want to know what you have in store for them they will contact you. This is the test. If they don't want to contact you they are not interested. There is no need to send them vital information. It is a waste of time and money in most cases.

This doesn't have to mean you are giving up on them. You can still be interested in their problems. You can contact them and ask about their problems again.

Step 3 picks out the good from the bad apples. You as a VIC do not want to work with bad apples. In other words you want to help the more able people. You don't want to bother with those that need too much nursing. Some people are so confused or so overwhelmed with problems that, no matter what you suggest, they will not consider it. It is not that these people cannot be helped. They probably can but at what cost?

When someone is confused or overwhelmed chances are he will, after some time, not be able to remember that you offered a solution to his problem. In most cases this person doesn't believe in solutions. There is only one thing he is certain of and that is that his problems cannot be solved. These people don't need help, they need to be kept under control so they won't cause trouble for other people. They need to be pushed into the right direction because if not, they will certainly take a wrong turn. The people who have to deal with these bad apples need your help. They are the good apples and if they don't want to be contaminated by the bad apples they had better learn how to deal with them.

It doesn't always mean that if the person doesn't contact you he is a bad apple. Maybe he forgot about it. If you call him and ask him about his problem he will remember your suggestion and he will ask you about it. Maybe he solved the problem himself. Maybe he now has another problem that is even more important to him.

Step 4 REPEAT THE FORMER STEPS

You can repeat the steps 1, 2, and 3 as many times as you like. When you keep going through these steps you will get people contacting you for vital information.

Step5 GET THEIR (E-MAIL) ADDRESS

When people contact you for your solution to their problem again you don't give it to them. You don't explain anything. You get their (e-) mail address and send it to them. That is all you do.

Step 6 SEND THEM THE VITAL INFORMATION

By now you should have succeeded in discovering which vital information is most applicable to the situation presented to you. Most sources of vital information will be more than willing to advise you on what information would be most suitable. Often they will give you brochures or free samples. You usually have to sign a contract before they allow you to distribute vital information for them. Make sure the contract states you are an independent distributor. You can run your Vital Information Consultancy practice as a business.

This means you buy vital info products and sell them for a profit or you deliver your own services. Most VICs however will work on a commission based agreement when the vital information they offer involves products or services. The actual delivery of products or services representing vital information is usually done by the company or organization itself.

It is recommended you send a brochure or sample to introduce your customer to the product or service that will help him solve his problem.

Step 7 CHECK BACK ON THEM

You want to know whether your potential customers were interested in what you offered them. Therefore you have to contact them again. Give them a week or so to think it over or to try it. Remember, the decision to buy is completely up to them.

You don't contact them because you want to know how many products or services you sold. You don't contact them because you want to convince them to buy. You only want to know whether they were interested in your offer. You need to know this so you can continue to the next step if needed.

Step 8 DEAL WITH POSSIBLE ENSUING ISSUES

If your customer requires more explanation about the product or service, give it to him/her. If you don't know the answer to his questions, refer him to the vital information source.

When you ask your customer whether he was interested in your offer he might give you all sorts of reasons why he didn't buy or use the product or service. You will feel inclined to tackle these reasons. I believe you shouldn't.

A professional salesman is perfectly capable of taking on each and every reason not to buy a product or service a customer can come up with. He does this by convincing his customer that his reason is invalid. When the customer has run out of reasons he will feel somewhat uncomfortable. It's like his defense was taken down.

He now has become an easy target for the professional salesman. The only defense left is to say "no". But he cannot see why he should say "no". He has no reasons left to say "no". Unless he is stubborn he can now be easily persuaded to say "yes". This is a form of mind control. It is not that the reasons are invalid to the customer. They are invalid to the salesman who was only able to convince the customer that his reasons were invalid. This doesn't mean that these reasons actually are invalid.

The only person who can determine whether a reason for not buying is valid or not is the one giving the reason. The only honest way to grapple reasons a customer has for not buying is to give information the customer is obviously missing or to shed light on information the customer is obviously unclear about. Tackling someone's reasons for not buying any other way is talking people into buying things they don't want or are not ready for.

Let's take the example of car salesman Joe. He wants to sell a lot of cars because for each car he sells he receives a nice commission. So he contacts customer Bill. He knows Bill's car is getting old. Bill wants another car as his car is 12 years now and the car is becoming too much of a risk. Joe invites him to the showroom where he introduces him to several models. Bill eventually decides he is interested in a particular model. He wants to think it over and discuss it with his wife first. He feels the price is a bit too high for him. He has to take out a loan and doesn't know whether this isn't too much of a burden on his family. Joe wants to sell and doesn't want Bill to change his mind. Joe says to Bill: "Why don't you decide for yourself whether you can buy this car. What does your wife know about these things?" "Aren't you the one who should decide"?

Bill, being flattered, says:” Yes, you are right, however I am not sure about the financial burden”. Joe: “Sometimes you have to take a risk, you know”.

“I am sure you are quite capable of handling possible difficulties that would arise. A new car will help you in all kinds of unexpected ways. People will think better of you and therefore you will attract good things. This can involve making more money as well.” Bill says: “Who cares, I deserve a new car” and buys the car.

Needless to say salesman Joe was way out of line here. But he got his car sold and his commission earned. Bill only had two reasons for not buying; his wife and the financial burden on his family. It was very naive of Bill to listen to Joe refuting these reasons. When he returns home and talks to his wife about it she gets very upset with him. “How can you buy such an expensive car without even talking it over with me? How are we going to pay off the loan?” etc. etc..

If Joe were an honest sales man he would have encouraged Bill to talk it over with his wife. He could have asked Bill to bring his wife to the showroom.

He would have advised Bill to discuss his financial situation with his Bank or his book keeper to make sure the loan wouldn’t cause him financial worries.

But obviously Joe was not so much interested in making Bill a satisfied customer. He was much more interested in the commission.

A VIC would not fall into this trap. He would sympathize with the reasons people have for not buying. If a customer has a reason that indicates a lack of information or an incorrect grasp of given information, the VIC should provide the lacking information or clarify the information that was misinterpreted.

The reasons a customer offers for not buying a product or service are in essence barriers. These barriers can be imaginary or real. It is the customer who should tackle these barriers, not the sales person. Because of Joe’s suggestions, Bill couldn’t see his barriers anymore and bought a car he couldn’t afford. His barriers became awfully real again when he discussed the matter with his wife.

A sales person who wants his customer to be satisfied naturally will appreciate objections to a sale. He could suggest his customer to try to solve the barriers or he could give him a better offer but that is as far as he can go. He gives his customer ample opportunity to make up his own mind.

When a customer is imagining all kinds of barriers that simply do not exist, don’t try to refute these barriers either. These barriers may not be real for you but they can be very real for your customer.

When Bill considers the loan too much of a burden on his family it most probably is even if this seems utterly unreal to Joe.

One of the reasons a customer might give you is that he found another solution to his problem. Don't tell him that your solution is better even when you know it is. Instead, wish him success with it and don't forget to mention he can always contact you if he needs any further help. Make sure he has your business card so he can contact you when he has a problem he cannot solve.

There is one more scenario you need to be aware of. Your customer got your offer but didn't do anything with it. When you ask him why he gives you no reasons or doesn't know what to say. Don't try to force it out of him. Ask him about his problem again. Ask him whether he is still interested in solving it.

Step9 AFTER SALES CARE

Whether your customer actually bought a product or service or he got it for free, you want him to be satisfied with it. So, you ask him about it. When he has complaints, enquire about the details. You want to know what it is precisely he is not satisfied about.

You report the matter to the Vital Information Source you're working with. They need to know details, not vague assumptions. Don't accept things like "I tried it but it didn't work". Ask him: "What exactly did you do?" Depending on what he tells you, you may be able to advise him. If you cannot, refer the matter to the Vital Information Source. Check back on him to make sure it is being dealt with.

Step10 HOW TO HANDLE DISAFFECTION REGARDING THE VITAL INFO SOURCE

The only thing you want as a VIC is results that satisfy your customers. In our civilization there is a very strange phenomenon going on. People tend to believe that something is good because mister big name" created it. If it isn't from mister "big name" they want nothing to do with it. Joe Blow said so and therefore it is true. When Joe Blow was proven wrong and was dragged through the mud for being wrong, no one wants anything to do with him anymore. When Joe Blow now wants to introduce a new workable solution people say it comes from Joe Blow so it cannot be good. When you are going to spread vital information you will be confronted with this. The name is more important than the product.

People tend to look at the source. When the source is well known or well thought of they tend to accept all information coming from that source. They buy products or services coming from that source. Coca cola is a well known and appreciated brand so people purchase it.

Everyone drinks Coca cola so what can be wrong with it? If you still have doubts about the dangers of drinking cola then I advise you to Google “cola dangers”.

What can you do when your potential customer attacks your vital information source? To my knowledge the best thing you can do is to tell your potential customer that the source of information is of no importance whatsoever to you. The only thing that counts in your opinion is the results that can be obtained with the information given.

Vital information is usually not widely known. That is what makes this type of information so vital. If it were widely spread everyone would use it and the problem it solves would barely exist. Vital information is not easily accepted. It takes time before people are willing to accept something new.

Give your customer ample opportunity to ask questions or to explain what he wants explained. Don't interrupt him because you disagree. Allow your customer to say what he thinks about it. Don't get into a discussion or start an argument because you know better. Don't give your customer the feeling he is wrong. When he says I want to think about it, tell him you think this is a wise decision.

The customer decides

People very often need to think about things before they buy a product or service. They want to discuss it with others who they consider more impartial. When they discuss it with others they get different viewpoints that may collide with the one you gave them. This will encourage them even more to think before they act.

Some customers will let themselves be influenced by other viewpoints irrelevant to a sale or borne out of fear and therefore decide not to buy. This is perfectly ok to a VIC. It means those customers are not ready for what you have to offer. You can clarify things to them but only when they ask for clarification. You don't explain things because you know they have got the wrong picture. You don't clarify things for them because you know when they have the right picture they will be more inclined to buy your product or service. You clarify things for them because they ask you for clarification.

This is how you make sure that your customers want your products or services. It is their decision entirely. It is the vital information source delivering the product or service and the customer making proper use of it which will determine whether the customer will eventually be satisfied.

Sometimes it can take years before a customer can evaluate whether his product or service was to his satisfaction. There is nothing wrong with that either. When he is satisfied he might buy from you again.

Chapter 4

Criminal or destructive group activity

Information can also be of vital importance when it indicates criminal activity or criminal group activity. This type of vital information needs a different approach.

What about groups with criminal purposes? Do they have rules and laws to keep their group together?

A criminal group, just like any other group, has rules that need to be complied with. These rules are quite different in comparison to the rules in a constructive group. A group of bank robbers can have a rule never to give information to the police about their criminal acts and those involved. Breaking such an agreement might very well cost them their lives. Your group members may kill you for doing this. Breaking a rule in a criminal or destructive group is far more dangerous than doing this in a constructive group.

In destructive groups there will be rules that are in fact only silent agreements. A silent agreement is simply an agreement formed without the use of words. Nobody in the group wrote it down as a rule or even mentioned it to other group members, yet all group members know these rules. Not talking to the police about other criminal group members very often is a silent agreement. When you break these silent agreements your group members may attack you.

What is a destructive group?

A destructive group is a group of people who, through their actions, harm other people, their creations or their environment. People in a destructive group show no respect for other people who are not part of their group. They have no respect for nature either.

We need to differentiate between a criminal group and a destructive group.

Criminal group activities are activities that are against the law. The activities of a destructive group in this context should be seen as activities that hinder or stop the ultimate goal of the VIC-Network which is the goal of every social human being that walks on our planet.

In many cases criminal behavior or action can also be seen as destructive behavior or action. However, the law can be wrong or unnecessary. Our goal can never be wrong and perusing it is very much necessary.

Therefore, I will leave "criminal group" out of the equation from here on.

How a destructive group becomes one?

Destructive groups can be quietly formed within constructive ones or destructive elements join together and form a destructive group. Constructive groups can descend into destructive ones or a part of a constructive group can splinter off and become destructive.

The main reason for a constructive group to become destructive is misbehavior or crime impeding the initial purpose of the group and members of the group allowing this to happen. They observe misbehaving group members and are afraid to say something about it. Out of fear for consequences they let a group member or members affect the whole group including themselves.

If you don't stop a misbehaving group member or see to it that he gets stopped you will become affected by him/her. You actually become an accessory to the crime or misbehavior. If you don't act out against it you agree with it and then might become part of it.

So, crime is much like a contagious disease. Those who just stand by and look at it can be affected by it. Because they don't object or do anything to stop it they give the person breaking the rule or committing the crime the impression they agree with what he/she does.

The offender may try to create agreement with such a person and coax him into misbehavior or destructive activity as well. And slowly but surely a small destructive group emerges within a constructive one.

This will continue until the whole group is taking a destructive turn or the destructive part of the group splinters off and becomes a group of their own. It will only disintegrate when met with resistance.

Is there a way out of a destructive group?

Yes, there is a way to abandon a destructive group. However the way out is not an easy one. The more destructive it is considered to be by other groups; the harder it will be to abandon it. You have to make a firm decision and be brave. The first thing to do is to look at what the group is doing and accomplishing. Now you honestly have to ask yourself if you want to be part of this.

Do I want to continue to support this? Am I a person that wants to destroy other people's hopes and desires? Well, if the answer is no you will have to decide to leave that group and just do it.

It doesn't matter how you go away as long as you disconnect. Openly discussing the reason of your departure is an act of bravery but can be rather dangerous in groups that are destructive. When you have disconnected from the group you must look very carefully at what you did wrong when you were still part of that group and admit to any wrongdoing.

How do you prevent destructive behavior in your group?

The first thing you do is look at what you yourself are doing wrong. Are you breaking the rules? Are you doing all you can to support the group? Is what you do really contributing toward attaining the purpose of the group?

If any of these questions yield a no you should take responsibility and correct any wrong doing. Do all you possibly can to further the purpose of the group. Adhere to the rules. Don't let another group member discourage you. Just go for it no matter what others might say. Only then can you stand up against destructive behavior within a group.

The next thing you have to do is demand from your fellow group members they do what they are supposed to do. Some of them won't like you for doing this. They will give you a hard time. However if the group is not too far descended into destructive behavior, most of the members will respect you. And those that keep attacking you for doing this have things to hide. They are the ones that undermine your group. Don't let them put you off because if you let them have their way they will change the rules to their advantage and may eventually take over control and change the purpose of the group into a less constructive one or even a destructive one, or they will destroy the group.

You may find this approach difficult. Well, someone has to take some responsibility for what is happening and if no one will, it has to be you. It's your group that is at stake.

Being a member of it makes it your group. Letting it all happen or leaving it all up to the ones in charge may seem more comfortable at first. But if you don't take responsibility for what you observe or have observed as destructive group activity it could become a constant problem to you. You could feel angry or sad when you see it again. You will think of yourself as a coward for not having said anything.

It may become the source of a lot of irritation and unhappiness and could pull you down eventually to a point where you give in and do the same.

How do you go about tackling destructive behavior within your group?

The first thing you should do is confront the offender. Maybe he just doesn't know that what he is doing is destructive. Simply let him know. If the offender is a senior don't tell him, just politely question his behavior. You can tell him that you don't understand why he is doing that. If his answer doesn't make much sense you could ignore his answer or question it. This may be all you need to do to stop him from continuing.

However it might not be enough. Let's say you see him doing it again and you go up to him and he now tells you that you should mind your own business.

He may have some agreement going on with other group members doing the same. You will notice this soon enough as they will also turn against you. Don't back off now. Don't give up!! You could be almost there.

You simply have to use more pressure on him. You can threaten him with taking the matter up with his superior if he is not willing to change his behavior. If that doesn't do it go to his superior and discuss the matter. Ensure it gets dealt with.

If his superior doesn't act go one up the ladder. See the boss himself or the one in charge of the group if you have to. If he doesn't want to sort it out question him. Don't accept illogical answers. Maybe it turns out not to be all that destructive. It still doesn't matter. They will respect you for sorting it out even if it was only for yourself.

If the one in charge is irresponsible by allowing destructive behavior and there is not one senior in command to turn to you still haven't lost. You now know that your group is in real danger. Now you must try to reach an agreement with your fellow group members. You will soon find out who is with you when you discuss the matter. If the majority is with you, you stand a chance. With a majority you can sometimes change the behavior of your leaders or force them to resign if you persist long enough. If the majority is against you it will be a lot harder. But it will still be worthwhile making a stand. If you are right you can sometimes still get the majority behind you.

Your fellow group members probably know you are right but are afraid to choose your side. It can sometimes take great courage and persistence to pull it off. If after all this you find no cooperation to change things for the better you will have to start making up your mind about whether you still want to be part of it and act accordingly.

What to do about destructive leadership?

Should you follow their rules? You may have to. It all depends upon how destructive these rules are. There are countries that are ruled by oppressive leaders. If you, as a citizen of that country, don't follow the dictator's rules you'll lead a difficult and precarious life. Speaking up against them openly could have severe consequences. Yet if no one has the guts to stand up against those types of leaders it could well result in hunger, misery and starvation for the population.

If you fight destructive leadership fight the ones who are responsible and not those who are under their influence or innocent people. The best way to fight this battle is to investigate them thoroughly and to expose their crimes to as many people as you can.

Never resort to violence. You would lower yourself to their level and so become less effective. Get more and more people behind you instead. Form a group that is dedicated to creating a change of policy or leadership. Justice can prevail if enough people demand it. When enough people stop complying with destructive orders leaders will have to change their policies.

What to do or not to do when leaders of a group go criminal?

Very often we find leaders of a group misusing their position for their own benefit. In business and politics many examples can be found of such cases. Misusing of public funds etc. We probably all know examples of this.

When leaders of a group break the rules of the group or make different rules for themselves to their own advantage and at the cost of the group what can you do? They set a bad example for the rest of the group. The rest of the group seeing this is now being encouraged by their own leaders to break the rules.

Should they follow their example?

If you want to salvage your group you should not fall into this trap. Because that's what it is: a trap. John hits me so I must hit him back. We must exchange, remember? Well that is destructive exchange where both parties suffer. There is no real winner in such a fight. Both parties lose heavily most of the time. The winner is then only an apparent winner. Even when leaders act destructively against the group or society there is no reason for you to do the same unless of course you too want to destroy things.

The solution is to find better leaders who work for the whole group and not only for their own benefits.

When you start breaking the rules because you know leaders who do so, you will still have to hide your misconduct for the rest of the group.

Because you have to hide your misconduct you will be less able to fight injustice. How can you demand from your leaders to become more honest if you yourself are dishonest toward the group?

I am not saying that you should never fight. Sometimes there is no other chance than to fight your way out. Fighting in order to defend yourself or others can be a solution but only a temporary one and not a very reliable one.

You should never resort to violence unless there is no other way out. And even then you must keep the damage to a minimum. I know this isn't easy. I am just telling you what would be the best thing to do. Don't break all his bones or kill him if you don't have to. Why not? Maybe he deserved it! His friends might think differently and come after you to get even.

Be willing to be a group member.

What can you do when you are inactively or involuntarily part of a group?

Look at the purpose of the group. Look at what it is accomplishing. You have to make up your mind about it. You must decide whether or not you want to be part of it. No one else can decide this for you.

Real happiness and pride are desired qualities in life that are experienced only by those who deserve them. Work that adds up to an effective contribution toward the attainment of a worthwhile purpose will put a smile on your face.

Ask professional artists. They know that for a fact. And they aren't lazy bums at all as some might think. Most real professionals in whatever field are hard workers. They are the pillars of culture. You should respect them and support them when you can. They are important to us, without them culture wouldn't be what it is.

Whether you have joined a group voluntarily or involuntarily doesn't really make all that much difference. The main point is that you have to make up your mind about it. But when you decide to be part of a group and you want to have a good time and enjoy it you should give it your all. The better you actually help the group reach its purpose the better you will feel and the more you will like it.

It doesn't even matter much what function you have in a group. When you really care about your group and do anything in your power to make it go right the group will care for you. Unfortunately to some degree this also goes for a destructive group.

Chapter 5

The ten main subjects that determine the quality of any civilization

A VIC (Vital Information Consultant) spreads vital information on ten specific subjects. These ten subjects can potentially ruin any human civilization when they are not properly dealt with. When properly taken care of they can bring about a civilization in which man can rise to greater heights.

These subjects follow a natural sequence. A better insight into this will help you understand the necessity of our mission, which is to spread vital information on the 10 main subjects.

Education

Because life begins with it and civilizations depend on it, education has to be the first subject. Education determines the quality of living. The purpose of education is to enable people to maintain or improve their quality of living. Out of all the 10 main subjects education is probably the most crucial one. Without effective education a civilization will continuously be confronted with all kinds of dangerous situations. There is no telling what can happen.

To understand how the subject of education fits into the sequence we must look at this subject in its broadest possible meaning. Education in this context has to do with the process of learning. We can divide the process of learning into two types of activities. You can learn in order to know or understand something or you can learn in order to acquire a skill. Both of these activities are essential for us. In chapter 2 I explained all you need to know about this main subject.

Exchange

The next subject is exchange. In order to maintain or improve your quality of living you have to exchange. Exchange is the process of give and receive. You give something in order to get something and you get something in order to give something. You work to get a salary and when you get your salary you buy things with it that you give to yourself and others.

Exchange is a direct result of education. Without education proper exchange cannot occur. Without proper exchange we cannot maintain or improve the quality of living.

What is proper exchange?

Exchange works on certain principles. One of these principles consists of five main elements. The first element of exchange according to this principle is confidence. You give something to someone because you trust him. You trust he will give something back for what you gave him. The second element is agreement. You can make an agreement about what he will give you in return and when he will do that. Agreement then is always about balance and the balancing of an imbalance so the third element of exchange is imbalance. The fourth element of exchange is working towards balance. The one receiving will have to bring the imbalance back into balance. The fifth element therefore is balance.

Another principle is giving without having been asked to or without expecting anything in return. There is no real ramification in that case. It doesn't mean nothing will come back. You just don't ask for it or expect it.

The opposite of exchange is seen as destructive behavior or action. When the more complex principle of exchange is ignored people will protest or riot. Crime begins where agreement on balancing the imbalance is broken. The main reason for the existence of crime is poor education. If education on vital information would be perfect there would be no crime. It simply would not exist. Nothing is perfect; neither is education and because education will never be absolutely perfect there will always be some form of crime or misbehavior. So we can safely assume that crime or destructive action is proportional to the degree with which we fail to educate.

Why does poor or no education cause crime or destructive action? Without education you cannot give anything in return for what you received. Take a newborn baby. It can only receive help. It can give almost nothing in return. Only by acquiring skills it will be able to return more and more to parents and society. When a child acquires skills it has to learn that life consists of giving and taking. Unless children realize they must strive for some kind of balance between give and take they will exchange in a criminal way. When children reach adulthood without learning how to exchange properly they quite often become destructive towards society.

Stress

The biggest problem for a criminal is undue stress. A criminal can suffer from enormous undue mental stress.

There are at least two types of stress: physical and mental. There are probably more types of stress but let us stick to these two.

Physical stress is tension resulting from physical pressure exerted on the body and mental stress is mental pressure causing some kind of tension in the body as well. Exchange is the cause of stress. Proper exchange will give the right amount of stress.

Physical or mental stress becomes a problem when there is too little or too much of it. Both undue mental stress and undue physical stress are mainly caused by criminal exchange.

From all this we can see that correct education will bring about proper exchange and proper exchange will cause the right degree of stress. Poor education therefore will cause criminal exchange and criminal exchange in its turn will bring about undue physical and/or mental stress. People find it hard to live with undue stress and therefore seek solutions to this problem. This brings us to our next subject.

Drugs

What solutions do we have for too much stress? We can take a holiday but we can't do that every day of the year, can we? We cannot just stop working or throw our children into the garbage can, can we?

So we take drugs. People resort to drugs to get rid of undue stress and for no other apparent reason. It does not matter whether it is too much mental stress or too much physical stress. The solution is the same. It isn't a good solution because drugs alleviate stress only temporarily.

When the drug has worn off the stress returns. You have to keep using drugs all the time. Sometimes stress can become so overwhelming that you need more and more drugs or ever stronger drugs. The pharmaceutical industry is making mega bucks on handling stress because we don't deal with what is causing it. What do you think these drugs do to your health?

Mental Health

We can divide the subject of health in two sections: mental health and physical health. Mental health is more important than physical health. Therefore our next subject is mental health.

We now know that after someone has been poorly educated he will have trouble with exchange.

This inevitably will cause undue stress. He now has to resort to some kind of drug to keep himself going. Whether or not he will take drugs, eventually he will wind up being mentally less capable.

The difference between the ones using drugs and those who don't is that the first will get worse faster in most cases. Most drugs, especially pharmaceutical drugs, are harmful to mind and body.

There are people who are mentally so sick they cannot be educated. But in most cases people can be educated properly and when they are they have far less chances of becoming mentally ill.

Mental health is a prerequisite for physical health like proper stress is a prerequisite for mental health. You need the right amount of stress to keep yourself mentally healthy. You cannot remain physically healthy when you are suffering mentally.

Mental health and physical health interact just like all these subjects do. In humans the mental capacity is more important than the physical capacity. In animals this is a different story. Animals don't have to think to organize their lives. We do. That's why mental health comes first.

Physical Health

To improve your physical health while you are mentally depressed is very hard to do. But if you succeed in doing so you will improve mentally as well. When you improve yourself mentally, your physical condition, as by magic, will get better. Maintaining mental and physical health has a lot to do with purpose and discipline. Without a purpose you have no discipline. Without discipline you have no purpose. To keep yourself mentally and physically in good shape you need to have something to live for. If you don't have a purpose in life why would you want to remain or become healthy? The reason for health is the attainment of a worthwhile purpose.

Leadership

The first thing a leader must have is a purpose. When he has a purpose he then must have the discipline and capability to fulfill that purpose.

Leadership requires all former subjects to be in a reasonably good condition. A good leader cannot be poorly educated. If he is, he will exchange in a criminal way. Leaders build and direct organizations. Criminal leaders build and direct criminal organizations.

The subject of leadership is an interesting one. Leaders are the most influential people among us. What they do determines to a great extent the condition we are in.

They are the creators of organizations. They reach their purpose through organization. The subject of organization is therefore next in line.

Organization

An organization consists of a group of people working together for a common purpose.

There is a problem that can exist between leaders and the organizations they lead. This problem is that there can be people working in an organization who, for some reason or other, don't agree with the leaders or the rules and purposes these leaders set out. Again, the reason for this can very often be found in poor education.

For example, someone poorly educated working in an organization causes destructive exchange. He is all stressed because he gets into conflict with other workers who continuously need to correct his mistakes. His superior is on his neck and gives him a hard time. He starts using drugs to relieve the tension. He becomes mentally less aware and starts making more mistakes. After some time he becomes physically ill. He will blame all of his trouble and misfortune on the organization or the leaders of the organization. He disagrees with how things are ORGANIZED etc. etc.. There can be other causes for such disagreements but bad education is one of the main causes.

Often poorly educated leaders are responsible for disagreements in whatever company or organization. This even goes for a family. Father and/or mother having a hard time with the kids.

When leaders cannot make themselves understood there will be disagreements among the workers. When leaders set out crazy rules or purposes this will also lead to disagreements among the workers.

Why would a leader make up crazy rules or purposes? Why would he be unable to make himself understood? It is because he is poorly educated.

Disagreements cause organizations to disintegrate. People who don't understand things will disagree. Disagreements are the downfall in each and every organization. When things are well ORGANIZED toward the attainment of a worthwhile purpose there can be agreement among workers. Leaders can lead their organization without force or oppression.

When organizations are poorly ORGANIZED, leaders will resort to force and oppression to overcome disagreements. When oppression fails they will resort to mind control.

Mind Control

Leaders who lead destructive organizations or poorly ORGANIZED ones will resort to mind control. Mind control is a far more powerful weapon than oppression is. Poorly educated people are susceptible to suggestion. When you are confused about something you are liable to accept any answer that comes your way. You will look for something to hold on to. The thing you tend to hold on to when you are confused is general statements you or others make about a particular confusion. These general statements are in fact assumptions that are usually not true.

They don't solve confusion they mask it. Your attention has been diverted to these assumptions. In fact one of these general assumptions could eventually take the place of the confusion. The confusion has become the assumption.

Do you want to become a leader? Ok. Here is how you can. First you locate a confusion you know people worry or talk about. We also call this a problem. Then you attract attention to that problem. Some people will ask you what to do about it and you offer a solution to the problem. When you do it right they will be inclined to accept your ideas.

When they do, they will automatically start to respect and look up to you. You can now tell them what they can do about it and they will usually follow suit. This is how many groups are formed. This is how many true leaders are born.

People can also become leaders through the use of mind control. First they create or find an issue many people are confused about. Then they direct people's attention towards that confusion. When they have attention on that confusion they use general statements to turn that confusion into general assumptions. When people ask questions about their assumptions they use other general assumptions in order to further clarify their assumptions.

Mind control could then be regarded as the act of replacing confusion by assumptions and, if needed, replacing assumptions by other assumptions.

When an assumption is replaced by another assumption the end result is still an assumption. Whether the assumptions are of a constructive or destructive nature determines the positive or negative outcome of mind control.

As confusion usually gets covered up by assumptions we can say that assumptions can very often be camouflaged confusions. Confusion rejects attention whereas an assumption will attract attention.

Using assumptions makes it very easy to control people. You have their attention; they will tend to agree with you; they will try to understand you. This is mind control in its most general meaning. It can be used constructively or destructively.

Mind control, as it applies to the 10 main subjects, should be understood in its broadest possible meaning.

Mind control can be used to create the herd mentality. But mind control doesn't have to have a negative outcome. What if you influence a person's mind for his own good?

What if a little girl walks toward a hot stove in order to touch it and you couldn't physically stop her in time. You would warn her and try to stop her verbally. You would try to control her mind so she wouldn't touch the hot stove.

Positive mind control, you could say. We don't call this mind control but actually it is. We live in a world where most things are getting done through mind control. Others are trying to control your mind continuously. They try to influence your thinking in such a way that you do what they want you to. The educator, the advertiser, the salesman, the clergyman, political leaders, the media, your mother, your father, and your friends all try to influence your thinking.

Mind control in its broadest possible meaning can be both good or bad or somewhere in between. This will become apparent when you act on it.

You can only control someone's mind on a topic he doesn't fully understand. When you explain his confusions in such a way that he still doesn't understand it but thinks he does you can make him do things you want him to. If he asks for clarification you give it to him but in such a way that he will only partly understand it. You make sure your answer is not too specific. The more general your answer is the more you will be able to prevent understanding. If you keep doing this he will eventually stop asking for further clarification and give up. When he gives up there are two possible scenarios: he will either reject any further clarification and disappear or he will start to believe in you. When the latter happens he will also start to respect you and this is how you create a blind follower who will do what you tell him to.

In this category there are political leaders, religious leaders, generals, bankers and reporters, to name but a few. They all have blind followers who do not think for themselves. They believe what their leaders want them to.

It is the blind follower who has created our current civilization. Blind followers, under the influence of leaders who are themselves blind followers of their leaders, are perfectly capable to destroy any civilization. In fact, they destroyed every civilization in the past that has ceased to exist. The blind follower can also create a civilization of extremely high quality. It all depends on who is controlling them.

The Environment

The environment we live in is the product of mind control. Just think about this for a while. How come we have brilliant technology but are utterly unable to prevent or handle environmental pollution? How come we allow our own food, water and air to be poisoned? We follow destructive leaders who use mind control to create blind followers. The herd mentality as I mentioned before.

The only solution for the environmental problems we have is to educate enough people on vital information without the use of mind control.

The only workable solution to any of the problems we have with all of these subjects is to educate people with as little mind control as possible. You cannot handle everything without the use of mind control. You do have to use it in certain occasions. You use mind control on people who cannot think for themselves.

Using mind control has nothing to do with the Vital Information Consultant. The VIC doesn't try to convince anyone. You just offer the information where needed. You make sure they use it correctly if possible. That is all you can do and all you have to do to help create a better world. We can do this but only when we properly educate ourselves and others on vital information and on how to spread it among the masses. Proper education on vital information will prevent the existence of destructive leaders and their blind followers.

We cannot improve things by concentrating only on destructive leaders. This will only create more chaos and more war. In all of history man has fought destructive leaders. It didn't solve anything. Spreading vital information on a grand scale to those in need for it is the only way to improve things. Don't underestimate its power. We can improve things here on earth beyond our wildest dreams but only when you and many, many others help to spread vital information.

To better understand the importance of the sequence in which the ten main subjects are presented we will put them in a scale.

Take a look at the ten main subjects as they appear in a gradient scale.

1. Education
2. Exchange
3. Stress
4. Drugs
5. Mental Health
6. Physical Health
7. Leadership
8. Organization
9. Mind Control
10. Environment

The ten main subjects are the ten main ingredients of a civilization. They all are of equal importance. You must see them in their broadest possible meaning. You will find all ten subjects to, some degree, in action in each civilization, no matter how primitive or how sophisticated.

The subjects Drugs and Mind Control differ to some extent from the other ones. The more the other subjects become in balance with each other, the fewer drugs will be needed and mind control will be far less in use. The more the other subjects become out of balance, the more drugs will be used and the more leaders will have to resort to mind control.

Drugs and Mind Control can be considered as the safety valves of a civilization. When we mess up with the other subjects we can use drugs or mind control or both to bring things back under control. When we make too much use or destructive use of it we create a slave society. This is where we are at right now. We are well on our way to becoming an enslaved society run by an elite few.

World peace can only become a reality when mankind understands the 10 main subjects and is able to keep them in balance. They have to be brought in balance with each other. When this is accomplished we have world peace. This means that all ten subjects have to contribute in a positive way. Each subject in itself, when used in a negative way and on a massive scale, has the potential to completely destroy any civilization. It is not certain whether balance between the 10 main subjects is attainable here on earth. However striving for it and progressing toward it will produce more happiness than we can imagine.

You can use this scale on your own life. When you are doing well in life you use the scale from top to bottom. When you made a mess of your life you use the scale from bottom to top.

(1) (2) When you are doing well and you want to improve yourself you educate yourself so you can exchange in an even better way. (2) (3) When your exchange has become more efficient you will not suffer too much stress. (4) You need fewer drugs or no drugs at all. (5) This will benefit your ability to think clearly. (6) All these points will help your physical health. You will feel more inclined to do those things that will keep your body healthy. (7) You can handle a greater responsibility and lead yourself and others toward a higher goal. (8) You will organize things in a way that will help yourself and others to attain a higher goal. (8) (9) When you organize things well you will not have to influence people too much in order to get them to do what you want them to do. (10) You will wind up with a greatly improved environment.

When you messed things up completely, use the scale from bottom to top. (10) The first thing you have to do is to clean up the mess. Bring order in your immediate surroundings. (9) The next thing you do is you reduce the influence of others. Find out if you are in contact with people who are misleading, confusing or upsetting you. Work it out with them in such a way that you are no longer under their influence. When you cannot work it out with them it may be wise to disconnect from them until you get your life back under control.

Sometimes you have to break with people completely. Follow your intuition. Deep inside you know what to do. (8) Reorganize your life so it will not happen again. (7) Take your life back into your own hands. Act in a way a leader would. (6) See a doctor if you became sick. Get your body fixed if it is in need of repair. You will feel better and you will have less chaotic thoughts. (5) Work on your mental condition if you know how to do that. (4) Start to use fewer drugs if you are taking them. Always consult your physician first. (3) Find some kind of balance between action and inaction. Take some time off when you work too hard or get more done if you have become too lazy. (2) When you got into the habit of criminal exchange it is now time to start to exchange in better ways. (1) Educate yourself so you can exchange better.

Being at the top of the scale you start working toward the bottom again. (1) (2) When you increased your abilities through education use these abilities to exchange in such a way people can be proud of you and you can be proud of yourself. (3) Don't overdo it. You don't want to get into a situation of undue stress. (4) This way you will need less or no drugs to keep yourself going. (5) Start to think more positive as you have reasons to be more positive. (6) Work a bit more on your physical condition. Get your body in better shape. (7) (8) Is what you are doing really what you want to do? If not find a better purpose and reorganize your life in a way you can reach that purpose. (9) Don't allow others to talk you out of it unless they can convince you your purpose doesn't make sense.

(9) (10) Finding and working toward a suitable purpose that you can believe in and your family and friends can live with or will support, should have a positive influence on yourself and your environment.

What if your situation is mediocre? You are not doing well but you are not doing too badly either. Where do you start on the scale? You start on the subject you are most obsessed with or you are most irrational about.

Sometimes you need someone else to evaluate this for you as you may not be able to see which subject entangles you most. If the subject you are most stuck on is (5) or (6) or (7) or (8) or (9) you work towards (10) and then go up the scale again towards (1). If the subject you are most stuck on is (4) or (3) or (2) you work towards (1) and then go down the scale again toward (10).

You can go up and down the scale as many times as is necessary for you to have all of the 10 subjects in balance.

That is how you can use this scale to improve conditions. It gives you the right gradient approach. It tells you what to concentrate on next. Don't skip a single subject. Make sure you always keep working on a subject until you feel satisfied that you improved on that subject. When you don't seem to make much improvement with certain subjects you have to go back to the subject you feel you managed to improve. Continue with that subject and improve it somewhat more, make it a noticeable improvement and continue from there on.

Concentrating too much on one subject will cause you to become irrational about that subject and the other subjects as well. It's all a matter of balance. Each subject in itself can become a total obsession. This can only happen with a subject that is totally out of balance with other subjects. You find many examples of this in our civilization. There are countless obsessions that people have with the 10 main subjects. In fact there probably isn't one single obsession that cannot be linked to one or more of the 10 main subjects.

Education can be a very important starting point for all the other 9 subjects. No matter what your condition you can always be educated toward an improvement of that condition but only when you have a desire for improvement. When your desire to improve things is very weak or non-existent it is no use to start a big education cycle. Education can always be done but some people are so confused or overwhelmed that the only education that will create improvement is education on subject 10.

You could think they would respond to other subjects but you should look at results only. Then you cannot be fooled. Education should improve conditions. If it doesn't, you are educating on the wrong subject.

Parallel with the scale of the 10 subjects is the scale of conditions. The scale of conditions can be used to further clarify the scale of the 10 main subjects. Each of the 10 subjects can be put in a scale ranging from plus to minus. Take a look at it if you like.

Subjects	Conditions
1. Education	1.0 Not Know -
	1.9 Know +
2. Exchange	2.0 Flowing In -
	2.9 Flowing Out +
3. Stress	3.0 Unstable -
	3.9 Stable +
4. Drugs	4.0 Unaware -
	4.9 Aware +
5. Mental Health	5.0 Misunderstanding -
	5.9 Understanding +
6. Physical health	6.0 Unfit -
	6.9 Fit +
7. Leadership	7.0 No Control -
	7.9 Control +
8. Organisation	8.0 No Duplication -
	8.9 Duplication +
9. Mind Control	9.0 No Influence -
	9.9 Influence +
10. Environment	10.0 Confusion -
	10.9 Order +

The scale of conditions shows more clearly which cycles a civilization goes through. There is a gradient scale between each two opposite conditions. The minus symbol shows the lowest point on the scale and the + symbol shows the highest point on that scale. I didn't work out the levels in between but they are not hard to guess.

I will now clarify each condition and how it relates to its corresponding subject. Before a civilization forms there is a condition of (1.0 Not Know -).

By the process of education we get to (1.9 Know +). (1.9 Know) on the scale of conditions simply means knowing how to do things. (1.0 Not Know) then means not knowing how to do things. Without knowledge a civilization cannot exist. Education brings a civilization from a condition of (1.0 Not Know) to a condition of (1.9 Know). When you (1.9 Know) how to do things you can exchange with other people. Exchange usually starts with something (2.0 Flowing In) towards you. Something has to come your way, be it an opportunity, an idea, some form of help, a chance or money. (2.9 Flowing Out) will then be the next logical thing to do.

Together these four conditions culminate into (3) Stress. When you encounter a new activity and you come into action for the first time you will feel (3.0 Unstable). When you become more acquainted with that particular action you will feel (3.9) Stable.

A civilization is either on its way to becoming (3.9 Stable) or it is on its way to becoming (3.0 Unstable). When a civilization has reached a certain level of stability you will notice that it is pretty (4.0 Unaware) of things outside its perimeter. Even when it is threatened by these things it is reluctant to deal with it. It is understandable that a civilization reacts this way as it wants to maintain the level of stability that it has attained. But it's wrong.

A civilization must be flexible not rigid. When a civilization is afraid to change things and wants to hold on to what it has achieved it cannot become aware of danger or cannot rise to greater heights. The same could be said of an organization or individual. The use of drugs in a civilization is to keep it (3.9 Stable) and to prevent awareness. A civilization that wants to rise to greater heights must become (4.9 Aware). Only by a rising awareness on an individual level can we clear the (5.0 Misunderstandings) and come to (5.1 Understanding).

Man is an endangered species because he misunderstands his environment. This is the main cause of his (6.0 Unfit condition). He can only get (6.9 Fit) when he makes an effort to better understand his environment and act accordingly. When man reaches a better understanding of his environment new ideas are formed and need to be brought into practice. This calls for leadership. Leadership brings a (7.0 No Control) situation under its (7.1 Control). It does this by means of (8.9 Duplication). To put an idea into practice a leader works with his organization until he has handled all (8.0 Non Duplication) and changed it into (8.9 Duplication). When he has attained full duplication of the idea and is able to duplicate it in the desired quantity he is a successful leader. Visionaries are one step higher on the ladder. They think up new ideas for leaders to execute. They can have great (9.9 Influence) on a civilization.

When they first launch a new idea they have (9.0 No Influence) whatsoever. However, when they are able to fight their way through disbelief and gain recognition they can be the cause of great changes. Changes - good or bad - are the sole source of (10.0 Confusion). But (10.0 Confusion) always settles down and will turn into (10.9) Order unless change is introduced into the situation too frequently.

You can use the scale of conditions in the same way as you can use the scale of subjects to improve things. When you use the scale of conditions to improve aspects of your life you will in most cases work from the negative condition towards the positive one.

When you use the scale of conditions from top to bottom to improve things you will usually work on both the positive and the negative conditions. The positive items are marked with a (+) and the negative items with a (-). Negative doesn't always mean bad and positive doesn't always mean good. It is just a condition that is the opposite of another condition.

By using these two scales you can evaluate any situation and use the proper vital information to improve it.

There is no guaranty that you will succeed using these scales. There is probably no harm in trying either. These scales in themselves are not to be considered a therapy or remedy. They can be used as a yardstick for applying different therapies or remedies.

Here a short summary of how the ten main subjects intertwine.

- Education is what we need to deliver a service or a product.
- Delivering a service or product for money or something else of value is what we call exchange.
- Proper exchange will produce proper stress.
- Improper exchange might produce undue stress on both sides.
- Exchange is considered improper when it results in a negative imbalance.
- Imbalance is considered negative when agreements about balance or imbalance are broken.
- Negative imbalance is the main cause of undue stress.
- Undue stress can be kept in check by the use of drugs.

- Drugs can be used to keep you going but they can affect your health.
- Mental and physical health are the two basic elements that support the attainment of a purpose.
- Leaders lead the way toward the attainment of a purpose.
- Leaders and followers form groups.
- Groups organize into organizations.
- Organizations are the instruments with which we build and maintain a civilization.
- Organizations can be either constructive or destructive to a civilization.
- When an organization is badly ORGANIZED its members will suffer from undue stress.
- Disagreements are the breakdown of every organization.
- Mind control and drugs are the two safety valves.
- With the use of mind control and drugs disagreements and undue stress can be suppressed.
- This is how badly run organizations survive.
- This is how a badly run civilization survives.
- The consequences of all this is both constructive and destructive modifications of the environment.

Each of these points could be considered a natural law on which civilizations function. In order to make a better world enough people need to understand these natural laws. When you understand how these subjects connect you can recognize information that is of vital importance to bring about improvement more easily.

As with all information it can be used to improve things or to destroy things. All the troubles we experience in human civilizations come from an unwillingness to recognize, learn and use vital information effectively on a broad scale.

In the information age we live in we urgently need a yard stick. When we start doing things or when we want to change things what do we look at? Are we going to be selfish and do things that harm others or other life forms in an unreasonable way? Are we going to continue to destroy nature to a point that we as a life form can no longer live on the surface of the earth? Will we continue to contaminate the air, water, the soil and our food?

Are we going to continue to give the pharmaceutical industry free rein until it dominates our "health" entirely?

Will we continue to agree with political leaders who use war to solve conflicts? Will we continue to allow the centralization of power that takes away more and more responsibility from the common people and puts it in the hands of a few corrupt elite? These are important questions. The answers to these questions depend on what we will do with vital information as defined in this book.

The environment is and will always be our first priority as we humans, together with our animal friends, cannot thrive within a polluted environment. Environmental pollution is therefore our biggest crime. For this reason all education should include scientific and other solutions on how to prevent too much damage to our ecosystem. This should be the number 1 priority in all forms of education and science.

It is the task of the VIC to refer people to environmentally friendly solutions.

Don't you want to know why science or philosophy have no part in the above outlined scales?

Well, science and philosophy fall under the subjects Education and Exchange. All by themselves science and philosophy have no real influence on humanity. It is only when we educate and exchange the information in these subjects that they come to life.

Chapter 6

The Vital Information Consultancy Network

The spreading of vital information is happening on the internet on a grand scale. It is obvious on the other hand that the spreading of the other types of information still utterly outnumbers that of vital information. Then we have the problem of conflicting information that causes ignorance. The news vulture is also very much present on the internet and uses all of his tricks to keep us ignorant. Just like anyone can become a reporter so can anyone become a news vulture on the internet.

This situation calls for discipline, determination and purpose. For a network of Vital Information Consultants to make any impact on society at large it needs to organize toward a common purpose.

The ultimate goal of the Vital Information Consultancy Network is as follows:

To bring about a human civilization here on earth that can live without war, pollution, too much destruction of nature and too much depletion of natural resources and thus become more in balance with nature.

I think any decent human being can subscribe to this goal. Only a consultancy network that brings vital information to the whole of humanity can bring this about. That is how far this can go.

Of course there could be attempts to block any and all progress that VICs could make in this direction. It is therefore of the utmost importance to keep the performance of the VIC (Vital Information Consultant) as pure as possible. It is for this reason that I have worked out a code of conduct that should enable all consultants to work toward their ultimate goal.

Vital Information Distributor Code of Conduct

1. I promise not to twist or pervert vital information or to sell or distribute twisted or perverted vital information.
2. I promise to rectify false vital information delivered as vital information and make the source of it known to all VICs in the VIC network.

3. I promise to refrain from spreading vital information when it has become less useful due to other vital information that has shown to be more effective or more true to its definition.
4. I promise to share vital information with others who reach for it, help them understand it if feasible or direct them to the right vital info source.
5. I promise that by interviewing a vital information source I will adhere to the definitions of an interview as outlined in chapter 1 of this handbook.
6. I promise to always mention the name and contact info of the vital information source I use, unless the source wishes to remain anonymous.
7. I promise never to publicly discredit any vital information source but to treat them with respect.
8. I promise never to distribute vital information via a news vulture. When I do use media such as radio or television I demand that they stick to the definitions of an interview as written in chapter 1 of this handbook.
9. I solemnly declare that I have read this booklet and understand the concept of vital information and how it applies to the quality of life in general.
10. I promise to distribute vital information in the way it is outlined in this book.

A network of like minded people has great advantages. They can keep each other informed and take immediate action when infiltrated by less well intended people. This way they can become very effective.

Many sources of vital information can be found on the internet. The VICs can work with them and use all possible media to make them known to the public at large. A VIC is an independent distributor who can drop any information source that no longer contributes to the ultimate goal of the network.

The bigger the VIC-network grows the easier it will become to keep each other progressing in the right direction.

I intend this network to be self-correcting. In this way there is no hierarchical structure needed. No leaders and no followers. All one need to do to become a VIC is to read this manual, to abide by the code of conduct and to agree with and strive toward the ultimate goal of the network. We are all individuals with different capacities but in this network we are all one and the same working toward the same goal.

The sheer power this can generate and the constructive results it can bring are mind-boggling.

There are two types of reliable sources of vital information. The first one is the one that I defined earlier in this booklet. The second one is those sources that report on destructive groups. Reporting on destructive group activities can be as important as reporting on information that can be used to improve things. If we only try to improve things and never look at destructive activities that undermine things we may not get anywhere. It is usually much easier to destroy better conditions than it is to create them.

The solution is to help both sources of vital information. Destructive group activity should be seen by the VIC network as activities that counter the definition of vital information and the ultimate goal of the network.

There are ways to recognize destructive forces in society. One of the most important indicators is the spreading of general statements. The opposite of a general statement is an observable or controllable fact. A reliable source of vital information will give you observable or controllable facts. Information sources that come with opinions or conclusions that are not founded on observable or controllable facts cannot be trusted. General statements are used by destructive groups to camouflage the facts.

Why do I think this whole idea of spreading vital information could be a great success?

We have entered the information age. People are more interested in information than ever before. We don't need to use tricks to spread vital information. To social people vital information is by far more interesting than any other type of information.

You don't have to force it onto people. You only need to make it known.

The Vital Information Network is meant to be a catalyst for all sources of vital information. It will attract the right people. It will support the right people. Without much structure it could easily grow into the largest network on the face of the earth.

In this network each VIC is a leader who takes responsibility for what he knows. Each VIC can help create the Vital Information Network and help improve it. Whether their contributions to the network will be considered improvements by other VICs depends on whether they are in line with the definition of vital information or the ultimate goal of the VIC- Network.

In case you think that organizations cannot function without a hierarchical structure I have a surprise for you. The VIC- Network is not an organization. It is a movement. It is a network of VICs passing vital information on to each other and each and everyone who shows interest in it. There are no leaders There is no upper or lower management. There are no departments, no centralization of power or centralized responsibilities. Each VIC is responsible for his own actions. VICs are as close to the consumer as you can imagine.

They are themselves consumers of vital information and want to involve others when interested.

There are only two things that keep this network of VICs together. This is their ultimate goal and vital information itself.

You could think that this isn't going to work out since anyone can step into this network and pretend to be a VIC that adheres to its code of conduct and further his own agenda in the guise of vital information.

You are right. However, to the network it is of vital importance to keep vital information pure. This means that the intruder will not be tolerated or taken seriously and all his attempts to make an impression will come to nothing. The VIC will have to take action against him sooner or later when it comes to light that his "vital information" doesn't concur with its definition.

The more the VIC-Network will grow in number the easier it will get to discover false or less workable vital information. You see this already happening on the internet. People who are lying and cheating are caught red handed. It is all brought into the open for everyone to see.

More and more people wake up and start to realize that mankind is in deep trouble. Many are personally affected by the condition we humans got ourselves into. In fact, I don't think there is one human being on planet earth who is not affected by the environmental damage we knowingly or unknowingly allowed to happen.

The conditions of the 10 main subjects can be used as a barometer for the human condition and the definition of vital information as a yard stick.

Many people will grab the VIC opportunity to do something effective and create a better world. They will become their own leader who thinks for himself and will instigate others to think for themselves as well.

With this manual they will know what to look for and how to spread it.

Remember: there is no lack of vital information. There is a lack of people spreading it.

That is going to change now. The question is: "Will you be part of it?" I hope you do, my friend, for if you don't your future will not be so bright. The sources of vital information need you to bring their message to the public at large.

The main stream media will follow only when enough people demand it from them. They will change their behavior toward us or they will lose us as their audience. Remember, it is all a game of numbers and we the people are the majority.

Chapter 7

Honesty in sales and internet marketing

I already gave you some of my opinions on sales in chapter 3 but I think we still need to look a bit deeper into this rather new phenomenon we call internet marketing. It is a worldwide phenomenon and therefore of great interest to the VIC- Network. The world of internet marketing has great potential but as with all things with great potential it needs to be protected from misuse and dishonesty to really be of service to humanity.

How can this be done? I think it can be done by the VIC- Network. The VIC- Network could in fact become the internet marketing world of the future.

Compare the internet marketing world with the current media world. What do they have in common? They both want to control your mind. Much of what is happening in these two segments of society is driven by greed and status. It doesn't have to be that way. The VIC- Network could set a new standard for both the media world and the internet marketing world.

Internet marketing can be used by the VICs to earn an income. VICs can become sellers of vital information products. They can work things out with the different sources of vital information in order to get a commission for making their vital info products known to the public.

However, the agreements made with sources of vital information should not be in violation with the VIC code of conduct. Any contract made up between the VIC and the vital info source should stipulate that a VIC is an independent distributor who is free to sell any vital info product he wants and when he wants it from any vital info source.

Vital information can become less vital or not vital at all when new more effective vital info comes to light. A contract with a source of vital information should never stop a VIC in his freedom of choice.

Internet marketing

The current trend in internet marketing is using compelling sales letters in an attempt to convince website visitors to buy. This is yet another form of mind control. The internet marketer wants his public to buy for the sake of profit. They make their offer so promising that it becomes almost impossible to resist. My advice would be to refrain from such activity.

When you write a sales letter, be honest. Tell it like it is. Be helpful to people, they will love you for it.

There is so much dishonesty going on in the marketing world that when you address your public with an honest intention and an honest story you will stick out and you will set an example for others to follow. In the long run honesty in marketing will get you much further than false promises or promises that only look great on the surface. You want your customers to be satisfied with what you offered them. You want the vital info to be of help to them. When you really help someone he will usually not forget you. He will come back for more when he is in need for it.

Another trick from the internet marketer is giving freebies. While it can be a noble thing to give out free products you shouldn't use this to make a sale. It is not that offering free products is wrong. It can be helpful for customers to try before they buy. It is the intention behind it that counts. If you offer many freebies with the intention to get your product sold you still think you should convince your public to buy. In chapter 3 I told you how I think about that.

So, my advice is not to learn from the internet marketing gurus how to convince people to buy your vital info products. You don't need their success stories. It will turn you into a dishonest sales person. You are of a different caliber. You are a Vital Information Consultant. Not a salesman.

Yet another trend in internet marketing is promising a money back guaranty when not satisfied with the product that was bought.

I would advise you not to use a money back guaranty as an incentive to buy when you sell vital info products.

If the info product you sell or market is a vital info product, you know it to be of value to your customer. You don't need to convince your customer that it is of value because it is and you know so. Giving a money back guaranty as an incentive to buy communicates to your potential customers that you are not sure whether it will be of value to them. You can still give people their money back when they are not satisfied. However, when you put this in your sales letter or advertisement as a sales trick to get your customer to buy you fall back into the same pitfall.

You actually only give your potential customers an opportunity to buy. That is all you have to do. It is quite a different approach. It will give you ample rewards.

When you are dishonest many people can sense this and they will turn away from you, sometimes without even looking at what you have to offer.

Being a VIC and being dishonest about what you have to offer just doesn't match. It will not work out. Not in a VIC- Network. You would have to join a less honest group. You can only remain a VIC when you truly are a VIC.

When you as a VIC try to mislead or misinform others in the guise of being a VIC, other VICs in the network will find out about your actions and will reveal the truth about your misleading information to all other VICs in the network. You simply will not get away with it. We don't have to be dishonest to make a living, quite the contrary I would say.

How do we go about making our network grow?

This could best be done through viral marketing. Viral marketing is a term used in internet marketing. It means that a message, service or product spreads real fast like a computer virus or a real virus that can make you sick. For us it means that VICs use vital information to improve their own life and then show others, friends, relatives, anyone how to do the same.

When they become successful with it the VIC will invite them to become a VIC as well etc. etc. It works like a virus. Those infected by it will pass it on to others who become infected by it and who then pass it on to others and so on.

It will work the same way with the vital info that outlines destructive group behavior. The VIC will use reliable vital info sources to warn others about the dangers or misleading information from a criminal or a destructive group. When those people realize the value of this information they will want to warn others.

The VIC will invite each person to become a VIC and this is how the VIC-Network can grow extremely fast. When they become VICs they will connect with the VIC- Network. Since all VICs bring all of their vital info sources into the network it will become a huge vault of links that direct people toward vital information sources. It is this link vault that forms the heart of the VIC-Network.

The value of these links will only be known by the VICs who know what these links refer to.

An outsider not knowing anything about the VIC-Network will not recognize the value of these links. If he does, that's fine too. He can use them. It is the VIC who will use them to spread vital information to others or to potential customers if he wants to make a living from his efforts.

Remember we are not in it for the money. We all do this to attain the ultimate goal and we will not allow ourselves to fall for greed and power.

The author

Who am I?

I am a Vital Information Consultant and I hope I have inspired you to become one as well. That is really all that counts. I wrote this booklet because I wanted to help sources of vital information in their struggle against vested interests. Like many others I realized that they are the only chance we have to create a better world. I also realized that without a global army of VICs the vital info sources might not make it against the disinformation campaigns and other evil vested interests use to defend themselves or gain more control.

That makes this handbook a must read for anyone striving for a better world. Not because this booklet contains the best strategy to work towards the ultimate goal of the VIC- Network. It is my sincere wish that other VICs will step in and help create new strategies if the ones outlined in this booklet fail to deliver or fall short of what is needed or wanted in order to reach the ultimate goal.

It is the information itself that has value or not, regardless of who produced it. All available sources of vital information together with a worldwide network of Vital Information Consultants can generate remarkable progress towards the betterment of life on earth.

Will it work this way? Honestly, I don't know. I can only hope that many people will see this as an actual opportunity to really change things for the better for all of us. I think many people feel victimized in these turbulent times. They want to do something about it but don't know how. Applying and spreading vital info on all of the 10 subjects is how we eventually will build a better world. Well, here is a huge opportunity. Let's grab it and never look back.