

e-sample of book

To order your copy visit
www.ThinkinOutsideTheBarn.com

A Word From The Author

This is a “taste,” especially for you, of the book “**Thinkin' Outside The Barn And Steppin' Into Fresh B.S.**”

The book is a compilation of real-life stories about experiences that have allowed me to ‘think outside my barn’ and enhance my life.

These experiences helped me, and they’ll help you, to evaluate your belief system and make positive changes that will serve you well. There are challenges with each chapter to give you step-by-step guidance.

Before you go further, you may have a couple questions burning in your mind:

- 1. What is a belief system?**
- 2. Who has one?**

Let me explain.

A **B**elief **S**ystem, or **B.S.**, is an unwritten, unconscious set of rules that determine **all** of our results in life – the good, the bad, and everything in between. It is made up of thousands of individual beliefs (ideas) we have learned about money, relationships, food, exercise, work, and yup, even sex. We learned and accepted these beliefs in our past because they protected us and kept us safe.

2 Thinkin' Outside The Barn!

Some of these beliefs are responsible for the amazing things you have done and the success and happiness you have created for yourself. Some of these beliefs may have outlived their usefulness and they hold you back – they keep you from achieving to your potential.

These beliefs form a **system**, which is defined as: a set of doctrines or principles that we follow or use, without much, if any thought.

Guess what? I have B.S. and you have B.S. Aren't we lucky that we are all full of B.S.?

If you have participated in our DVD program, you'll understand that this is common-sense stuff, however we may forget to apply this common-sense in our daily lives.

The following stories are my experiences which are unique to me and yet the lessons are universal to anyone.

My first challenge for you, should you choose to accept it, is to read these stories and apply the lessons and insights in your life.

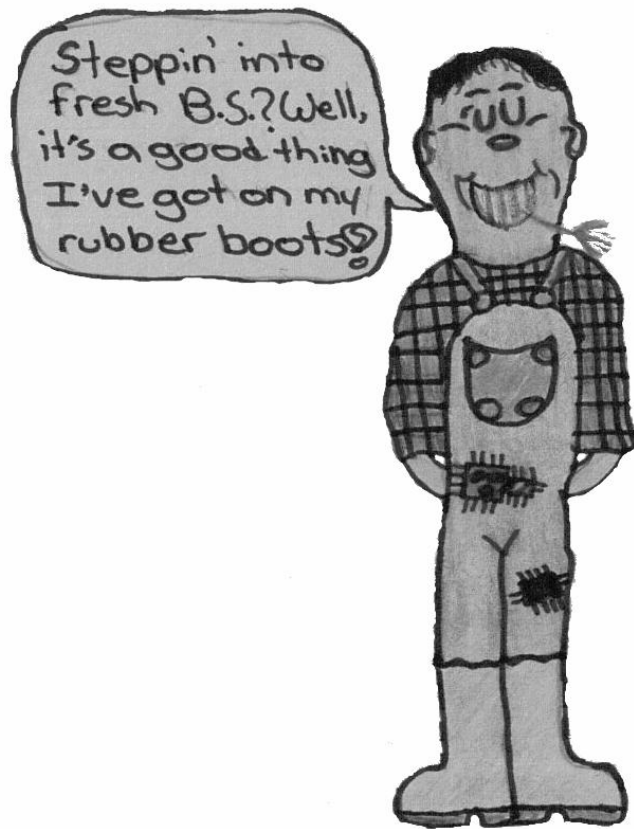
My second challenge for you, is to visit my website, buy the book, read it, and then consciously, confidently, and persistently keep steppin' into fresh B.S.

You'll be glad you did!

Ultimately, it is your choice. Have FUN!



3 Thinkin' Outside The Barn!



Drawing by Jenah McPherson (12 yrs old)

The Witch Ethel Show

I am amazed at how the “right” connections and the “right” people always appear when the need is there. **Friends always appear when you need them most.**

It seems to be the way the universe works – or so it is for me. Here is an example.

“Sit! Sit!! Sit!!! Sit!!!!”

“Damn! When the going gets tough, he just - doesn’t - listen.”

Buck, my black and white Collie, darted across the gateway, wiggled under the fence, and then sat to watch the “Witch Ethel Show.”

Witch Ethel was a big black cow. She was half Black Angus and half Brahman. Brahman is a breed that is known for its adaptability, hardiness, and survivability. Because of these traits, they make good mothers. It also means they are very protective of their babies, and in Witch Ethel’s case, she was just – plain – nasty.

Let’s jump inside a time-capsule and go back in time about six months to the fall. The harvest was complete. It was the time of the year when we weaned the calves from their mothers, and decided what cows we were going to keep in the herd. We call that “culling” the herd. We would check our records looking for undesirable attributes and behaviours of our mother cows.

Many of these undesirable traits are of a genetic nature. We were, in effect, forming our future calf crops. If the cows had poor feet, udders, eyes, or temperament – on the truck they went. It was the last great bovine adventure. This journey would ultimately end in someone's Big Mac, Big Whopper or Wiener schnitzel.

“Dad, let's get rid of Witch Ethel.”

“Nope. I think we should keep her. She always throws one heck of a good calf.”

“But she's so dog-gone mean.”

“Just stay out of her way, and let nature run its course. She's a good cow. She always takes good care of her calf.”

“Yea, I suppose you're right.” And I gave in - again.

Now fast forward the tape to the spring. It was calving season. Normally I would catch the calves when they were newborn, before they could run very well. I would give them an identification tag in their ear, and injections of vitamins and selenium to keep them healthy.

The mother cows don't care for this, although they usually don't cause me any grief. I don't blame them for being upset. How would you like it if some big jerk grabbed your baby by the legs, flopped it on the ground, sat on it, poked it and prodded it with needles, and made it cry? I'd be upset too.

Witch Ethel didn't care for it either. But she was different. She wasn't going to let that big jerk (me) do his deed. She really didn't care that I was

trying to keep her calf healthy. Hence, there was no way that I could get close to her calf.

Get your cameras ready folks! The Witch Ethel show is about to begin.

I saddled up Clyde, my big grey quarter horse, and rode out into the pasture. Clyde and I were associates, partners, and friends. We had done lots of work together over the years. There was a huge level of trust between us.

“Look Clyde. I think that’s Witch Ethel’s calf, sleeping all by him self. It must be fifty or sixty meters through the gate to the bale feeder. Witch Ethel must be having her breakfast. Perfect! This is our chance! Let’s do it!”

I quietly slipped off Clyde, tagging pliers in one hand, two syringes gripped between my teeth. I snuck up on that calf and dropped onto its back. This was going to be a piece of cake.

The calf woke up. “Blaaaaaaaa!!!!!!”

I heard a blood curdling “Mooooooooo!!!!!!”

Out of the corner of my eye I saw Witch Ethel catapult out of the herd. She was zero to sixty in a split second. She had hooves flying and snot blowing. She was one mad cow!

I’m not talking about Bovine Spongiform Encephalopathy (BSE) mad. I’m talking about just – plain – PO’d – protective mother mad.

“Oh, oh! She wants me for breakfast. Gotta get this done!”

“Tag in ear, yea! One shot, yea! Two shots, yea!
Oh, oh!!”

Witch Ethel hit me like a freight train, sending me rolling in the mud, manure, and muck. She ran right over me and her calf.

I jumped to my feet as she spun around and turned back toward me.

“Oh boy, here she comes again!”

“What am I going to do now? No sticks, no rocks. Holy Moly!” (Actually, it was some other worldly words of wisdom that I learned on the school bus)

“Where are my friends when I need ‘em most?”

Just then my trusty steed, Clyde, sprang to life, and planted himself firmly between Witch Ethel and me.

I bent down and peered under Clyde. Witch Ethel blew snot, snorted, pawed the ground – and then turned her attention to her calf, who had jumped to his feet and had run to her side.

“Whew!! Friends always appear when you need ‘em most.”

From my experience, when I’m feeling down on my luck, trodden on, and crap coming at me from all directions, I know that I can count on my trusted friends to be there for me. They pick me up, dust me off, and give me help, advice, encouragement, and support. And like Clyde, they will even give me a ride home if I need one. They believe in me, even in those times when I struggle to believe in myself. It seems to work that way.

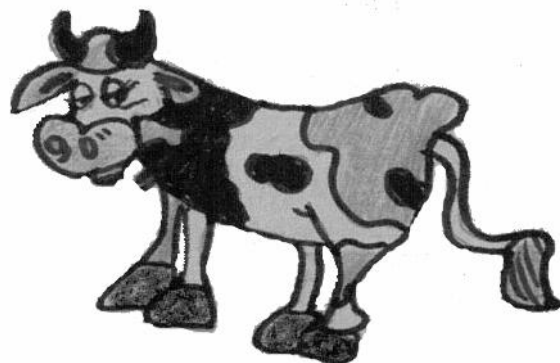
Friends always appear when you need them most.

Do you have times in your life when you feel:

- Down and out?
- Too much to do and no time to do it?
- “Stuff” happening (the word rhymes with “it”)?
- Out of control?
- You just can’t do it all?

Wake up and be conscious! Look around you!
Reach out! Ask!

Friends always appear when you need them most.



Drawing by Jenah McPherson (12 yrs old)

Do You Colour Your Day Or Does Your Day Colour You?

Pablo Picasso said, “There are painters who turn the sun into a yellow spot. There are others who, through their creativity and skills, turn a yellow spot into the sun.”

Are we all painters?

Recently, I called a company to discuss some communication and customer-service training.

“Good morning. This is Dan Ohler, with Thinkin’ Outside The Barn! May I please speak to the person in charge of Human Resources and Training?”

From the other end of the line came a grunt of enthusiasm like a bear awakened from slumber. “That would probably be the manager. He’s not here, and the rest of us wish we weren’t.”

Ouch! Can you imagine being that dissatisfied with your work that you would make a comment like that, to a potential customer?

Maybe you can. If work is that much fun for eight to ten hours a day, do you suppose that attitude spills over into the personal, family, and community life?

Absolutely it does.

Here is how it happens.

It is a really, really bad day at work. My boss chews me out for something I did, or didn't do. I'm ticked-off at my boss, and the world, because it is not my fault. I go home and yell at my partner. She spanks the child. The child kicks the dog. The dog bites the cat, and the cat goes to the corner of the living room and pees on the carpet.

Let's face the facts – it affects more than one person.

I believe that life is too short to spend it doing things that are not challenging, enjoyable and rewarding. You may be thinking, "But Dan, I can't just take my job and shove it. I have bills to pay, and mouths to feed."

It may not be the job. I know of several people who have lived their lives going from job to job, leaving each one when it does not go the way they want. At each place, the conditions "suck", the boss is a jerk, the owner does not know how to run a business, the co-workers are back-stabbers, and the customers are stupid.

Is it possible that a person can have the rotten luck to always get jobs at the same kind of places with the same kind of bosses, co-workers, and customers?

Let's take a closer look. What is common in each place of business? You have guessed it – that employee.

It may be the work, or the conditions at work. This may be true, but more than likely it is that the attitude needs an adjustment.

Attitude is a choice, yet it may not be as easy as going into the same workplace and saying, “OK, I am choosing to have a positive attitude today.” The key is to change the focus from “me” to “them” (“them” meaning other people, or something else). It takes seeing what we do as being a valuable contribution to society.

I think about some of the dirtiest, worst tasks and jobs that I have done. For many of these, I did not choose a positive attitude. I was focused on how bad things were for “me”, how tough “I” had it, or how poorly “I” was being treated. I was a victim. Poor me!

Do you feel a tear or two running down your cheek for poor little “me”?

I could have chosen to see these tasks as good valuable work, providing a worthy service to others, or as an opportunity to learn lessons about the world and myself. In doing so, I might have felt more excited about these jobs. I suspect I would have done them more effectively, efficiently, and done better-quality work.

The challenge for you is this: when you are in the middle of one of those dreaded tasks, wondering why the world has dumped on you again, try one of these sayings to shift your attitude and perspective.

- “This is easy and I love it!”
- “I am providing a valuable service to others.”
- “This is important work that needs to be done.”

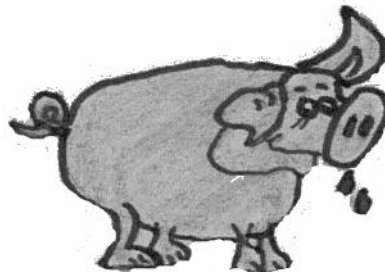
Do You Colour Your Day? 12

- “I can do this better than anyone I know.”
- “I am lucky to have the abilities to help others by doing this.”
- “The world is a better place because I can do this.”

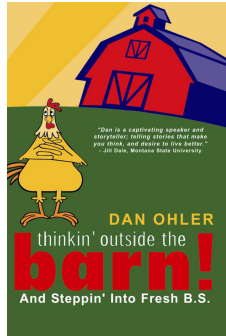
Henry David Thoreau described this kind of a life perspective as, “It is something to be able to paint a particular picture, or to carve a statue, and so to make a few objects beautiful; but it is far more glorious to carve and paint the very atmosphere and medium through which we look, which morally we can do. To affect the quality of the day, that is the highest of arts.”

Do you colour your day or does your day colour you?

How are you going to paint your day, TODAY?



Drawing by Jenah McPherson (12 yrs old)



Thinkin' Outside The Barn And Steppin' Into Fresh B.S.

To purchase your real copy of the entire book visit www.ThinkinOutsideTheBarn.com

or complete the **Order Form** on the next page

Other Life-Enrichment Products



If It's Common-Sense, Why Is It So Uncommon?

Comprehensive Communication Training

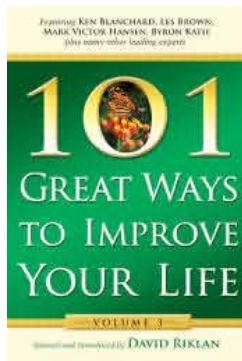
DVD, complete with interactive Learning Guide (printable PDF)



You Don't Have To Be Crazy To Survive ... But It Helps !!

Live Comedy Presentation as "Inga Olson"

Audio CD



101 Great Ways To Improve Your Life: Volume 3

Co-Authored book, with Mark Victor Hansen, Ken Blanchard, Les Brown, etc.

visit www.ThinkinOutsideTheBarn.com or complete the **Order Form** on the next page.

Order Form

Email orders: Dan@DanOhler.com
Telephone: 780-785-9479 Please have Credit Card ready
Fax orders: 780-785-3700 Please call first. Fax machine is outside the barn
Mail orders: Dan Ohler, Thinkin Outside The Barn Ltd.
Box 396, Sangudo, AB T0E 2A0 Canada

In an effort to make this really easy for you, prices include your product, shipping, handling & GST (GST #823662218 RT)

Please send the following:

Book:

Thinkin' Outside The Barn And Steppin' Into Fresh B.S.

_____ # of copies at \$ 23.00 (a) _____

DVD Training Program:

If It's Common-Sense, Why Is It So Uncommon?

4 Simple Success Strategies You Can't Afford To Overlook

_____ # of copies at \$ 75.00 (b) _____

Audio CD:

You Don't Have To Be Crazy To Survive ... But It Helps!!

Conference comedy presentation as "Inga Olson"

_____ # of copies at \$ 23.00 (c) _____

****** Outside The Barn Special Bundle:**

- If It's Common-Sense, Why Is It So Uncommon? *plus*

- Thinkin' Outside The Barn And Steppin' Into Fresh B.S. *plus*

- You Don't Have To Be Crazy To Survive ... But It Helps!!

Value \$121.00 _____ # of copies at \$ 100.00 (d) _____

Co-Authored Book:

101 Great Ways To Improve Your Life: Volume 3

_____ # of copies at \$ 26.00 (e) _____

Total (a+b+c+d+e) _____

PLEASE PRINT CLEARLY

Name: _____

Address: _____

City: _____

Prov/State: _____ Country: _____

PC/Zip: _____

Telephone: _____ Email address: _____

Payment method: Money Order Cheque
 VISA American Express Master Card

Credit Card number: _____

Name on card: _____

Exp. Date: _____ / _____ Signature: _____