

# **Dreamweaving**

**The Secret to  
Overwhelming Your  
Business Competition**



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## **The Secret to Overwhelming Your Business Competition**

**Michael Chandler**



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*To my family—you are proof  
that dreams do come true*



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# Preface

You have the chance to take a remarkable journey.

Since September 11, you are reexamining the substance of your life. You are critically considering everything you've done to date. You're scrutinizing what you're hoping to achieve. You are taking stock of what's important, truly important, and shedding what now seems insignificant in the scheme of life.

Right beside you is everyone else, doing exactly the same thing.

Following this end of innocence, two camps have formed. The first is racked by hatred and fear. Their lives now seem out of control, like ships without rudders tossed by uncontrollable winds that lash their beliefs from every direction. The second camp also feels degrees of hatred and fear, but rather than allowing themselves to be paralyzed by those feelings, they are rearranging and realigning their lives. They have new priorities. And amazingly, these new priorities are not really new at all but are ensconced at the very core of who they are and what they feel within their innermost selves.

Both groups wish to return to their roots, and I don't mean their hometowns. I mean the birthplace of their souls and the core values they learned as children: care, trust, honesty, and the passion for living life to its fullest. They desire to carefully gather and nurture those essential precepts initially discovered and cherished in childhood. Neither group wants to escape life. Rather, they are vigorously and wholeheartedly seeking to live it through an affirmation of what they know in their soul to be, quite simply, good.

Both groups know that the clarity and strength of their core values will restore the hope and trust that the world around them seems to have lost, and as a reward, both camps will receive the most precious gift anyone on Earth can hope for: the ability to dream.

The first camp may be further along on this journey than the second. But take heart. Both groups will find their way home. All each needs is a little time and the reassuring touch of *someone* who cares enough to help them on their way.

That brings me to you.

You have the chance to be that *someone*.

Today, and I mean right now, there is an opportunity that has never before existed . . . for yourself, your business, your friends, and your family. Never before has the world ached for someone it trusts to do the “right thing.” Never have so many people been willing to welcome and embrace a leader rooted to the same core values in which they so fervently believe.

It will take more than just a desire to help. It will take conviction, intelligence, compassion, and an exact science of interacting with others to cut through the confusion, apprehension, and mistrust heaped upon us the morning of September 11.

It will take someone who listens and comprehends the forces of change now at play. Someone who takes steps to understand, praise, and applaud mankind’s search for the reaffirmation of kindness and caring. Someone who knows that the fulfillment of personal dreams is at the very summit of the pyramid of basic human needs.

*It will take a Dreamweaver.*

Resting in your capable hands is the cutting-edge strategy, Dreamweaving. Its one-of-a-kind communication tactics have the power to propel you, and your business, to the forefront. The applications to positive and productive personal relationships, to marketing, to advertising, and to public relations are limited only by the sincerity of your wish to embrace them. Advising on more than simply talking the talk, it guides you in walking the walk, consequently establishing a level of trust between you and those with whom which you interact, a relationship comparable in power and in depth to a very young child’s unconditional love for an adoring parent. This strategy is so powerful that a business’s advertising is no longer a gambled roll of the

dice. True Dreamweaving works all the time, every time. Best of all, it is incredibly simple.

The science of Dreamweaving applies to all businesses. Even the “tough” ones that have trapped themselves into becoming a commodity. Using Dreamweaving, rice is no longer just rice; gas is no longer just gas. All those businesses need is someone who genuinely wishes to release them into a hugely overcommunicated society now rocked by a shrinking world and incredible changing times.

Within this book, you’ll find real-world references and applications of Dreamweaving. To illustrate the science, I make repeated references to one of the toughest businesses of all: banking. Through deregulation and competition, banks have been labeled a greedy commodity and thrown into the lion’s den of free enterprise with nothing more than pretty checkbook covers for weapons in Internet-rate wars that serve as battle arenas in which no bank can possibly win. I use them as an example, and for proof of this pudding, for a reason. A select group of visionary banks and businesses are using Dreamweaving right now. Their success is huge.

I’ve deliberately made this book an easy read, with a dash of humor here and there. Why? Because I have yet to meet anyone who wakes up in the morning wishing that his or her day were complicated, confusing, and as dull as dirt. If you find that Dreamweaving “seems so simple,” good. It’s meant to be. Maybe that’s why it works so well.

So, please, proceed. Pull up a comfortable chair, pour yourself a cool beverage, relax, and enjoy. There is no pop quiz at the end. You’ve got an A+ going in and an opportunity going out.

By the book’s conclusion, and as you turn the final page, don’t be surprised if you’re reawakened to a sudden realization: “Good grief! I’ve been a Dreamweaver all my life!”



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