

# THE STRANGEST SECOND STREET

**70 YEARS LATER** 



UNLOCKING YOUR STRANGEST SECRET WORKBOOK

VIC JOHNSON

### EARL NIGHTINGALE'S THE STRANGEST SECRET:

70 YEARS LATER

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By Vic Johnson

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#### **INTRODUCTION:**

#### WELCOME TO YOUR TRANSFORMATION

This workbook is your **personal blueprint** for success. Unlike passive reading, this workbook will require **action**, **reflection**, **and commitment** to real change.

In this section, you will:

- ✓ Understand how your thoughts shape your reality
- ✓ Identify and break free from conformity
- ✓ Set powerful, clear goals for success

Before you begin, answer this question:

What's one thing you've always wanted to achieve but haven't started?

Why not?

#### Commitment to Transformation

You now stand at the threshold of an extraordinary journey. The principles in this workbook are not just words on a page—they are a blueprint for profound change. But success doesn't come from reading alone. It comes from taking action, making a commitment, and seeing it through.

So now, before you move forward, take a moment to commit to yourself.

Are you ready to challenge your old beliefs, step beyond your comfort zone, and embrace the person you were meant to be?

- ✓ I commit to taking daily action on my goals.
- ✓ I will challenge my limiting beliefs and replace them with empowering ones.
- ✓ I will complete this workbook with honesty, focus, and determination.
- $\checkmark$  I will take full responsibility for my success.

Signature:	Date:			
This is your declaration of	commitment. A contra	act with yoursel	f. The next	30 days can
change your life. Let's get sta	rted! 🚀			

#### **CHAPTER 1:**

#### WE BECOME WHAT WE THINK ABOUT

Key Concept:	Your Thoughts Shape Your Rea	ality	
Earl Nightingale said, "We become what we think about." Your mind is like a garden—whatever you plant will grow. If you plant doubt and negativity, that's what your life will reflect. If you plant confidence and success, you will start seeing opportunities everywhere.			
EXERCISE:	Thought Audit		
other words, haven't. It can	s a big word that simply means becoming aware of your tho be very revealing. For one ful m as positive, negative, or neut	oughts. Have you ever d l day, <b>track your thoughts</b>	one that? Most people
Time of Day	What I Was Thinking About	Category (√ One)	Reframe the Thought
Morning		☐ Positive ☐ Negative ☐ Neutral	
Afternoon		☐ Positive ☐ Negative ☐ Neutral	
Evening		☐ Positive ☐ Negative ☐ Neutral	
	What patterns did you notice ly directing your mind toward	•	n negative thoughts, or

FEXERCISE: Mind Garden Visualization
Close your eyes and imagine your mind as a garden. What's growing there?
<b>What are the weeds?</b> (Limiting beliefs, fears, doubts)
** What should be planted? (Confidence, ambition, gratitude)
➤ What needs to be removed? (Bad habits, negative self-talk)
Draw your mental garden here:
u

Reflection: What's one thing you'll "plant" in your mental garden this week?
© EXERCISE: Affirmation Builder
Write <b>three affirmations</b> that align with your goals. These should be <b>written in the present tense</b> as if they are already true.
Example: "I am confidently building my business every day."
1
2
3
Action Step: Commit to a 7-day "no negative self-talk" challenge.
• Every time you catch yourself thinking negatively, replace it with a positive, goal-oriented thought.
• Journal the results: How did it impact your mood, actions, and confidence?
✓ CHAPTER 1 WRAP-UP: What's your biggest insight from this section?

#### **CHAPTER 2:**

#### THE FEAR OF CONFORMITY

Key Concept: Break F	ree from the Crowd		
Most people follow the crowd because it's <b>comfortable and safe</b> . But <b>true success require breaking free</b> and thinking for yourself.			
EXERCISE: Conformity Inventory  List five areas where you conform to societal or family expectations. Be honest.			
Area of Life	<b>Expectation from Others</b>	What I Really Want	
Career			
Finances			
Lifestyle			
Beliefs			
Social Life			
Reflection: Which of	f these areas <b>feels the most restrictive</b> ? W	hy?	
	Moment  belief you will challenge this week.  table 9-to-5 job." $\rightarrow$ "I can build my own		

✓ Your belief to challenge:		
₱ Plan a small action to defy it:		
✓ <b>Action Step:</b> Take <b>one bold, unconventional action</b> this week (e.g., share a risky idea, start a side project, or say "no" to an expectation you don't agree with).		
Journal the outcome:		
© EXERCISE: Vision of Nonconformity		
Write a <b>one-page story</b> of your life <b>five years from now</b> if you <b>stopped conforming today</b> and followed your dreams.		
✓ CHAPTER 2 WRAP-UP: What's your biggest insight from this section?		

#### **CHAPTER 3:**

#### THE POWER OF GOALS

Key C	oncept: Clear, Written Goals Drive Success	
A goal without a <b>clear plan</b> is just a <b>wish</b> . Writing it down and breaking it into <b>actionable step</b> turns it into reality.		
	ERCISE: Goal Brainstorm	
List 10	<b>things</b> you want to achieve in the next year. Circle your <b>top three</b> .	
1.		
2.		
7.		

#### **A SMART Exercise**

Take a look at some common "goals" people aspire to. Then contrast them with the SMART goal alternative. Why are the SMART goals better? What's "wrong" with the common "goals" most people set for themselves?

Common "goal": To lose 10 pounds in two weeks.

SMART goal: To walk one mile every Monday, Wednesday, and Friday beginning

today through November 30.

Common "goal": To make more money.

SMART goal: To increase my income from \$75,000 per year to \$125,000 per year

within 12 months (by June 1, 2026).

Common "goal": To get published in a magazine.

SMART goal: To send four targeted query letters pitching article ideas to Women's

Health magazine every week for the next four weeks.

Common "goal": To buy a new home.

SMART goal: To save \$20,000 toward the purchase of a new home, to make a list of

what I desire in a new home, and to contact three realtors to let them know what kind of a house I am looking for, all by September 1, 2026.

Common "goal": To have a happier marriage.

SMART goal: To go out with my husband on a "date" (no children allowed) on the first

and third Saturday nights of each month between now and the end of the

year.

#### **FEXERCISE: SMART Goal Creator**

Take one of your top three goals and refine it using the **SMART framework** (Specific, Measurable, Achievable, Relevant, Time-bound).

#### **☑** Your SMART Goal:

Specific:	
Measurable:	
Relevant:	
Time-bound:	

Reflection: Does your goal excite and motivate you? If not, refine it.		
FXERCISE:	: Daily Action Plan	
	MART goal into <b>weekly and daily tasks</b> for the next 30 days.	
Dicak your or	virtic 1 goal into weekly and daily tasks for the next 30 days.	
Week	Action Steps	
Week 1		
Week 2		
Week 3		
Week 4		
Action Step	):	
-	your SMART goal on a card and carry it with you.	
	it daily for 30 days.	
• Track p	orogress weekly: How close are you to your goal?	
* CHAPTER	3 WRAP-UP: What's your biggest insight from this section?	

#### Next Steps

- ✓ Review your progress weekly.
- ✓ Stay accountable—share your goals with a trusted friend.
- ✓ Apply these principles DAILY.

#### **CHAPTER 4:**

### SUCCESS AS THE PROGRESSIVE REALIZATION OF A WORTHY IDEAL

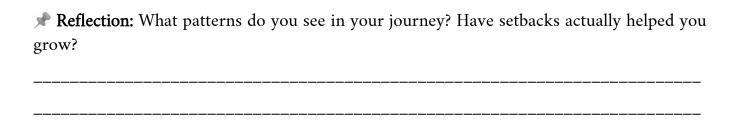
Key Concept: Success is a Journey, Not a Destination
Earl Nightingale defined success as "the progressive realization of a worthy ideal." That means success isn't a place you arrive at—it's the process of moving toward a meaningful goal.
© EXERCISE: Worthy Ideal Reflection
Write your personal definition of success. What does a "worthy ideal" mean to you?
My Definition of Success:
Now, think of <b>one goal</b> that truly excites and fulfills you— <b>not what society expects, but what YOU deeply desire.</b>
My Worthy Ideal:

#### **EXERCISE:** Journey Map

Life is a series of successes and failures, all moving you toward your worthy ideal. Let's visualize that journey.

☑ Draw a timeline of your life from childhood to now. Mark key moments of success and failure. How did each experience shape your path?





#### **EXERCISE:** Failure Reframe

Pick one past setback and rewrite the story—instead of seeing it as failure, describe how it was a valuable lesson.

Example: "I lost my job" → "That job wasn't aligned with my future. Losing it pushed me to start my own business."

✓ Action Step: Share your worthy ideal with someone you trust and ask for feedback. Do the see potential in you that you may not recognize?
<b>CHAPTER 4 WRAP-UP:</b> What's your biggest insight from this section?

#### **CHAPTER 5:**

#### THE SCIENCE OF HABITS

Key Concept: 1	Habits Shape You	r Destiny More Than Mot	tivation	
Most people <b>rely on motivation</b> , but successful people <b>rely on habits.</b> Motivation fades, bu habits create lasting change.				
SEXERCISE:	Habit Loop Analy	7sis		
Pick <b>one bad h</b>	abit that's holding	g you back. Break it into i	ts Cue, Routine, and Reward.	
Example: <i>Proc</i> a	rastination			
<b>Cue:</b> Feeling o	verwhelmed $\rightarrow$ <b>R</b>	outine: Scroll social medi	a → <b>Reward:</b> Temporary relief	
Bad Habit	Cue (Trigger)	Routine (Behavior)	Reward (What You Get)	
Reflection:	What's a <b>better ro</b>	outine you could replace t	he bad habit with?	
EXERCISE:	Habit Tracker Se	tup		
Pick <b>one succe</b> up early.	ess habit you wan	t to build. Example: <i>Read</i>	10 pages a day, meditate, exercise, wake	
My New H	abit:			

Keep a **30-day tracker** to measure your consistency. Did I Complete My Habit? ( $\checkmark/x$ )

1	7	13	19	25	
2	8	14	20	26	
3	9	15	21	27	
4	10	16	22	28	
5	11	17	23	29	
6	12	18	24	30	

#### ▼ EXERCISE: Cue Design

Every habit needs a **trigger** to remind you to do it. Example: After I brush my teeth, I will journal.

My Habit Cue:
✓ <b>Action Step: Start your 30-day habit tracker today.</b> Reflect weekly: What's working? What needs adjustment?
* CHAPTER 5 WRAP-UP: What's your biggest insight from this section?

#### **CHAPTER 6:**

#### THE ROLE OF SERVICE

Key Concept: Succe	ess Grows Through Serving Others			
The fastest way to succeed and create wealth is by helping others solve problems.				
EXERCISE: Servi	ice Audit			
List ways you curre	ntly help others in work, community, far	nily, and business.		
Category	How I Currently Serve Others	How Could I Do More?		
Work				
Community				
Family				
Business				
Reflection: Whice	ch area has the <b>greatest opportunity</b> for y	ou to create value?		
EXERCISE: Value	e Offer			
dentify one skill or	talent you have. Who could benefit from	n it?		
Example: <i>If I'm grea</i>	t at marketing, I could help small business or	wners improve their advertising.		
മ My Skill:				

✓ <b>Action Step:</b> Offer <b>your skill to five people this month</b> —help them without expecting anything in return.
© EXERCISE: Service Goal
Set a <b>30-day goal</b> to provide more value to others.
My Service Goal:
🗷 Steps to Achieve It:
1
<ul><li>2.</li><li>3.</li></ul>
✓ Action Step: Perform one act of service this week with no expectation of a reward. Note how is makes you feel.
* CHAPTER 6 WRAP-UP: What's your biggest insight from this section?

#### Next Steps

- ✓ Review your progress weekly.
- $\checkmark$  Stay accountable—share your service goal with a mentor.
- $\checkmark$  Apply these principles DAILY.

#### **CHAPTER 7:**

#### **GRATITUDE UNLEASHED**

	5 11 6 1 71 .		
	<b>Daily Gratitude List</b> for the next 7 <b>days</b> , writ	e down <b>three specific thing</b> s	s you are grateful for.
Day	Gratitude #1	Gratitude #2	Gratitude #3
1			
2			
3			
4			
5			
6			
7			
Reflection: I	How did this practice sh	ift your mindset by the end	of the week?

a gift.

Example: Lost a job? Maybe it's an opportunity to build something better.				
My Challenge:				
1				
2				
3				
© EXERCISE: Gratitude Letter				
One of the greatest feelings I've ever experienced was from writing and sending Gratitude Letters to people who had been influential in my life, like my Step-Father, High School Football Coaches and a Parish Priest from my youth. It doesn't matter how long it's been since you communicated with them. Your letter of gratitude WILL have an impact on them because we all like to feel appreciated. Simply thank them for all they did in your life and let them know specifically how they impacted your life.				
List three people you'll send Gratitude Letters to over the next three months:				
✓ Action Step: Start a 30-day gratitude journal. Write one thing daily that made you fee grateful.				
★ CHAPTER 7 WRAP-UP: What's your biggest insight from this section?				

#### **CHAPTER 8:**

#### THE POWER OF PERSISTENCE

Key Concept: Relentless Action Overcomes Obstacles
Success isn't about <b>never failing</b> —it's about <b>never quitting</b> . Every successful person <b>persisted through failures</b> that would have stopped most people.
EXERCISE: Persistence Log
Think back to <b>a time you quit something too soon</b> . What happened? What stopped you? How would persistence have changed the outcome?
🖾 A Time I Quit Too Soon:
Reflection: What lesson can you take from that experience to apply now?
EXERCISE: The 24-Hour Rule
Next time you feel like quitting, <b>wait 24 hours before making a final decision</b> . Use the space below to <b>journal your thoughts before and after</b> .
E Before Quitting:
▲ After 24 Hours:

✓ Action Step: Pick one stalled goal and take a persistent action toward it this week.		
Reflection: What small step can you take today?		

#### **CHAPTER 9:**

#### THE INNOVATION MINDSET

Key Concept: Creativity and Bold Thinking Unlock Opportunities  Most people follow old patterns—but success comes to those who think differently and take bold action.				
© EXERCISE: The "What If?" Brainstorm				
Write down 10 "What if?" questions about your life, work, or business. These questions challenge the status quo and spark creativity.				
Example: What if I could work from anywhere?				
1. What if				
2. What if				
3. What if				
4. What if				
5. What if				
6. What if				
7. What if				
8. What if				
9. What if				
10. What if				
Reflection: Which of these ideas excites you the most?				

Pick a <b>problem</b> in your life, industry, or business. Now, brainstorm <b>three creative solutions</b> even if they seem crazy.
The Problem:
✓ Three Creative Solutions:
•
•
Reflection: What's one small way you can test one of these ideas this week?
♥ EXERCISE: Idea Execution Plan
Choose <b>one idea</b> from your brainstorming session. Outline a <b>small test</b> to try it this week.
✓ My Idea to Test:
✓ Steps to Take This Week:
✓ <b>Action Step:</b> Act on your test idea <b>within 7 days</b> . Reflect on what you learned, <b>even if it fail</b>
★ CHAPTER 9 WRAP-UP: What's your biggest insight from this section?

© EXERCISE: Problem-Solving Challenge

#### Next Steps

- ✓ Review your progress weekly.
- ✓ Stay accountable—share your persistence goal with a mentor.
- ✓ Apply these principles DAILY.

#### **CHAPTER 10:**

#### THE 30-DAY CHALLENGE

#### Key Concept: Focused Effort for 30 Days Creates Breakthroughs

Earl Nightingale often spoke about the power of short, focused experiments. If you apply one success principle daily for 30 days, you will see results faster than most people do in a year. This chapter will guide you through designing and executing your own 30-day transformation challenge. FEXERCISE: Challenge Design 1. Pick one area of your life to transform in the next 30 days: ☐ Health ☐ Business/Career ☐ Relationships ☐ Mindset □ Productivity ☐ Financial Growth ☐ Creativity ✓ My Focus Area for the Next 30 Days: 2. Define the daily action you will take: Example: "I will write 500 words a day to finish my book." ✓ My Daily Action:

3. Set a measurable outcome:

Example: "I will have written 15,000 words by the end of 30 days."

√ My Meas 	surable Goal: 				
Reflectio	on: How will a	chieving this goal chang	ge your life		
	SE: Distraction	a Purge			
List <b>three</b> eliminate tl		nat could interfere wit	h your 30	-day challenge. Create	e a <b>plan to</b>
Dist	raction	How It Holds Me	Back	Plan to Reduce or Re	emove It
Create a 30		to track your daily actio			(/ <b>x</b> )
2	7 8	13	19	25 26	
3	9	15	20	27	
4	10	16	22	28	
5	11	17	23	29	
6	12	18	24	30	
	-	challenge today. Check UP: What's your biggest	·		

#### **CHAPTER 11:**

#### THE WEALTH FORMULA

Key Concept: Wealth	h Flows from Creating Value				
Wealth is not just about making money—it's about solving problems and creating value for others.					
<b>▼</b> EXERCISE: Value	Audit				
List <b>your current sk</b> others.	<b>rills, knowledge, and expertise</b> . Then,	write how they solve problems for			
Skill	How It Solves a Problem	Who Could Benefit?			
Reflection: What	's the <b>one skill you could focus on</b> to in	ncrease your income?			
<b>©</b> EXERCISE: Scale	Plan				
Pick one skill or ser people.	rvice from the table above and brain	storm ways to reach 10 times more			
Example: If you are	a nersonal trainer you could create an or	nline course to help more people instead			

of working with clients one-on-one.

✓ My Skill to Scale:
✓ How I Can Serve 10x More People:
✓ My Next Step to Make This Happen:
© EXERCISE: Asset Goal
Set a <b>6-month goal</b> to build an <b>income-generating asset</b> (e.g., a business, investment, or digital product).
√ My Asset Goal:
✓ Action Steps to Achieve It:
1
<ul><li>2</li></ul>
✓ Action Step: Take one step toward your asset goal this week.
★ CHAPTER 11 WRAP-UP: What's your biggest insight from this section?

#### **CHAPTER 12:**

#### A LIFE WORTH LIVING

Key Concept: Success Is About Purpose, Growth, Contribution, and Legacy
A truly successful life is about more than money—it's about leaving a lasting impact.
▼ EXERCISE: Purpose Finder
Answer these <b>three questions</b> to uncover your true purpose.
✓ What excites me the most?
✓ What impact do I want to have on the world?
√ What would I do every day, even if I wasn't paid for it?
Reflection: How do these answers connect? What patterns do you see?
© EXERCISE: Growth Commitment
List <b>three ways you will grow</b> in the next 12 months. Example: Read 12 books, attend workshops start a mentorship.
√ 1-Year Growth Plan:

✓ <b>Action Step:</b> Schedule your <b>first growth action</b> this week.
▼ EXERCISE: Legacy Vision
Imagine it's your 80th birthday. People you've impacted stand up to share how you change their lives.
What do they say? Write your <b>legacy vision</b> below.
My Legacy Statement:
✓ Action Step: Start living your legacy today—do one thing this week that aligns with you vision.
* CHAPTER 12 WRAP-UP: What's your biggest insight from this section?
Next Steps
<ul> <li>✓ Review your progress weekly.</li> <li>✓ Share your purpose statement with someone close to you.</li> <li>✓ Apply these principles DAILY.</li> </ul>
Final Thought: Live with Intention  Farl Nightingale tought us that success is the progressive realization of a worthy ideal

Earl Nightingale taught us that success is the progressive realization of a worthy ideal.

 $\checkmark$  Decide today—right now—to live with intention.

Because in the end, the greatest tragedy isn't failure. It's never truly living at all.

#### Weekly Reflection Journal

Use this journal to reflect on your progress, challenges, and lessons learned each week. Take a few minutes at the end of the week to write down your thoughts and track your growth.

week I Reflection
1. What were my biggest wins this week?
2. What challenges did I face, and how did I handle them?
3. What lessons did I learn this week?
4. How did I step outside my comfort zone?

5. What am I most grateful for this week?
6. What habits am I building, and how consistent was I?
7. What improvements can I make for next week?
Next Week's Focus:

## Week 2 Reflection 1. What were my biggest wins this week? 2. What challenges did I face, and how did I handle them? 3. What lessons did I learn this week? 4. How did I step outside my comfort zone? 5. What am I most grateful for this week?

6. What habits am I building, and how consistent was I?		
7. What improvements can I make for next week?		
Next Week's Focus:		

### Week 3 Reflection 1. What were my biggest wins this week? 2. What challenges did I face, and how did I handle them? 3. What lessons did I learn this week? 4. How did I step outside my comfort zone? 5. What am I most grateful for this week?

6. What habits am I building, and how consistent was I?		
7. What improvements can I make for next week?		
Next Week's Focus:		

# Week 4 Reflection 1. What were my biggest wins this week? 2. What challenges did I face, and how did I handle them? 3. What lessons did I learn this week? 4. How did I step outside my comfort zone? 5. What am I most grateful for this week?

6. What habits am I building, and how consistent was I?
7. What improvements can I make for next week?
Next Week's Focus:



Sylvia Murphy Fanelli was born in the hills of Kentucky in 1906. At age 26 she married Victor Fanelli, the son of recent Italian immigrants. Several years later they moved to rural North Central Florida which was to be her home until she passed away in 1976. Ten years after their marriage Victor suffered an appendicitis attack and soon died of complications.

The 36-year-old Sylvia suddenly found herself a young widow with five children under the age of ten. Living in her adopted state of Florida, she faced her challenge without the aid of a nearby family and without significant governmental assistance. She had an eighth-grade education, no skills, she never owned an automobile (and never had a driver's license). Despite her obstacles, she managed to raise five children into responsible and productive citizens while modeling an incredibly positive attitude --- it is an attitude that still lingers today among those who were touched by her.

Sylvia's Foundation, Inc. is a non-denominational, not-for-profit organization that was chartered in Florida in September 2002 and has been recognized by the IRS as a tax-exempt organization that meets 501 (c)(3) requirements (this means your contributions are fully tax-deductible as allowed by law). It is named in honor of Sylvia Murphy Fanelli and is dedicated to serving today's "Sylvias" and their families.

Our mission is to develop programs that will improve the quality of life and make a difference for young, widowed moms and their children. These programs include educational aid and stipends and automobile and home ownership assistance grants.

Please see our website at www.Sylvias-Love.org or write us at:

Sylvia's Foundation Inc. PO Box 1220 Melrose, FL 32666 USA

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