The Universal Truth of R.O.I.

BY NORMAN RIBACK

GETTING THE MOST FULFILLMENT FROM LIFE THROUGH ONES BELIEF OR PHILOSOPHY (THE BOTTOM-LINE)

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BY NORMAN RIBACK
AUTHORS MESSAGE TO READER

Dear Reader:

This book represents my yearning to help humanity move in a positive direction by creating a formula that everyone can use, regardless of their beliefs or philosophies. The Universal Truth Of R.O.I. is this formula, therefore It’s a Universal Truth because It belongs to everyone.

This Universal Truth will aid you (the reader) in creating a more positive belief or philosophy (which is Your Most Important INVESTMENT In Life), so you can Get The Most RETURN Or FULFILLMENT From Life (The Bottom-Line).

Please spread the message of The Universal Truth Of R.O.I. and be a part of Our Quest so humanity understands The BOTTOM-LINE, and therefore can set helpful goals for everyone.

Sincerely,

Norman Riback

Norman Riback
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INTRODUCTION

The Universal Truth Of R.O.I. is based upon the business concept of Return On Investment. R.O.I. has almost always been exclusively used in the business context. The underlying concept of this book is to integrate the common business definition of R.O.I. with a spiritual application of the term.

As one proceeds through life, and is faced with its ups and downs and its forks in the road, the application of The Universal Truth Of R.O.I. will guide you towards Your Most Positive Ends. Hence, through the application of this Universal Truth, it will become undeniably clear that The Most Important INVESTMENT In Your Life (your belief or philosophy) will continuously keep getting better.

UNIVERSAL AS CONTRASTED FROM INDIVIDUAL TRUTHS

A UNIVERSAL TRUTH belongs to everyone, regardless of their beliefs or philosophies. If a truth doesn’t pass the above test, then it can not be a Universal Truth, rather it is an INDIVIDUAL TRUTH.

An example of a Universal Truth is that we all strive to attain the same BOTTOM-LINE: Getting The Most Fulfillment From Life. An Individual Truth would be a persons belief or philosophy that help him or her define what’s fulfilling.

The Purpose Of This Book is using the application of The Universal Truth Of R.O.I. to aid the reader in creating a more positive Individual Truth.
HOW TO READ AND UNDERSTAND THIS BOOK

When reading this book, many people will have a different interpretation of the meaning of certain words and concepts, especially in chapters in three through five. The reason for these various interpretations is due to the fact that we are all individuals. Since all readers are to apply The Universal Truth Of R.O.I. (page 4) when reading this book, these various interpretations are acceptable and part of a positive learning process.
CHAPTER ONE

THE UNIVERSAL TRUTH OF R.O.I.

(Return On Investment)

This Universal Truth says: the more POSITIVE your belief or philosophy (which is Your Most Important INVESTMENT In Life), the more RETURN or FULFILLMENT you will get out of life.

THE ABOVE STATEMENT IS A UNIVERSAL TRUTH

Therefore, the more POSITIVE you can make Your Number One INVESTMENT (Individual Truth), the closer you are to a UNIVERSAL TRUTH.


The term “positive” when used in the context of this Universal Truth is something that is beneficial to you, humanity, and all BEINGS, in all dimensions, in our universe

(Sparks Of The Divine).
If most of humanity comprehended The Universal Truth Of R.O.I., a harmony would permeate all mankind because, since this is a Universal Truth, it is equally applicable to everyone, and as a result conflicts, wars, friction and anxiety amongst individuals and nations would disappear. For example, if most of humanity understood The BOTTOM-LINE, we would have cars running on clean forms of fuel, for even though this may be costly in the short run, it would mean a cleaner planet earth in the short and long term. This investment in cleaner forms of fuel would also give humanity a healthy return both physically (less illness due to a polluted environment), and financially (less money needed to be invested, for cleaning up the environment).

Rather than the blind chase toward corporate/individual monetary profit and accumulation, understanding The BOTTOM-LINE would require a balance of considerations independent of profit/loss financial statements. If in maximizing our present day profit we create an environmental in which our children’s life expectancy and quality of life will be inferior to our own (instead of the dream of every parent that their children have what we couldn’t have), clearly, we are due for a rude awakening. There will be tremendous suffering and hardship in attempting to remedy the terrible world we are handing to our children; our true legacy. Nothing to be proud of. Ironically, all the time we were sure of leaving a quite proud legacy; when in fact, our children’s children will be cursing the ignorance of our generation for our unbelievable shortsightedness with respect to The Universal Truth Of R.O.I. (The Bottom-Line).
The objective herein is to communicate to the reader The Unlimited Power Of The Universal Truth Of R.O.I. Eventually, as more and more people comprehend, grasp, and embrace this Universal Truth, society will live by Its terms and enjoy The Positive Results.
CHAPTER TWO

FUN AND GLUM

To best illustrate the foregoing concepts let us eavesdrop into the lives of a fictional family which has identical twin brothers. Despite being indistinguishable outwardly, in truth these brothers are the antithesis when it comes to likes, dislikes, beliefs, actions, reactions, and overall personalities.

Coincidentally, the twin named Fun is just that, especially when compared to twin Glum who has certainly embraced the character traits that one would expect from a person who carries that moniker.

Fun, you see, has discovered a Universal Truth (The Universal Truth Of R.O.I.) during his Spiritual Yearning to answer some of the most important questions (for example: THE PURPOSE OF YOUR EXISTENCE). Glum, on the other hand, has not the vaguest notion of Its existence because, only after we go through an experience which causes us to obtain the knowledge that Our Most Important INVESTMENT In Life is our Individual Truth (belief or philosophy), which we were previously ignorant of, do we for the first time realize How To Get The Most RETURN Or FULFILLMENT From Life (The Bottom-Line).
Glum, being totally unaware of The Universal and Individual Truths that are major factors in Fun’s life, actually has a condescending attitude toward Fun and his wacky, cosmic beliefs. Yet don’t get the wrong picture, Glum despite trodding through life without a hint as to how the world around him actually perceives him, subconsciously understands that he alone is responsible for his condition. And contrary to what words might come out of his mouth, deep down he can’t deny the truth of his brother’s physical, emotional and spiritual health as having been earned by Fun and not just being the working of fate or luck or a matter of how “the cookie crumbles”. When the cookie crumbles, Glum gathers the crumbs and eats them while he sees Fun indulging in finding the best combination of vitamins, teas, meditations, business and physical exertion that results in The Optimum R.O.I.
Here is the crux of the lack of similarity between the twins. Glum does not understand The Universal Truth Of R.O.I. Of course, in the business world he easily mastered the concept and therefore would laugh at the notion that he is totally ignorant of Its meaning. Fun, on the other hand, has mastered the true understanding of The Universal Truth Of R.O.I. and therefore is Always Looking For New Ways For A More Positive Outlook On Life (The Bottom-Line).

The next three chapters contain examples of Fun’s positive philosophy. As explained in the introduction, many readers will have a different interpretation of the meaning of certain words and concepts, especially in chapters three through five. The reason for these various interpretations is due to the fact that we are all individuals. Since all readers are to apply The Universal Truth Of R.O.I. (page 4) when reading this book, these various interpretations are acceptable and part of a positive learning process.
CHAPTER THREE

THE SOUL: THE ETERNAL TOOL OF THE UNIVERSAL CONSCIOUSNESS

The Soul can be described as The Eternal Tool Of The Universal Consciousness (G-D). Fun would define The Soul as an Eternal Unit Of Consciousness, separate from The Universal Consciousness, but also Connected To The Universal Consciousness. According to Fun, The Soul is made up of two parts; your Meditative Ego (the circumference of The Soul) which is Your Eternal Personality and your Being (which is The Center of The Soul). Your BEING Is Your Eternal Link To G-D, providing you with an Eternal Energy Source very similar to a mothers umbilical cord.
Picture your Ego as a balloon that keeps filling up with air; if you don’t release some air, the balloon will burst. This releasing air out of the balloon is called “Bliss” (a state of returning Inward to your Being). If our balloon gets too filled with air, without any release, we lose touch with our Being, and we start believing in a false view of reality. If one gets carried away with their false self, sort of like Glum has, then one’s view of their place and purpose in the world becomes distorted and out of touch.

Glum suffered as a result of not understanding The Universal Truth Of R.O.I. and his lack of any Spiritual Identity. Without any Spiritual Identity (no Guidance From The Universal Consciousness), one cannot pursue their Number One Responsibility In Life; **THE DEVELOPMENT OF A LARGER MEDITATIVE EGO.**
A Meditative Person has a Meditative Ego because they know how to develop a healthy balance of Ego to Bliss. When that person returns back to the circumference of their Soul (filling their balloon up with air), they will be able to expand their Meditative Ego beyond Its last boundaries. But, Your BEING never grows. It is as powerful as It will ever get, It’s The Center Of Your Soul, IT’S YOUR ETERNAL CONNECTION TO THE UNIVERSAL CONSCIOUSNESS (G-D).

This process of a Meditative Person enlarging their Meditative Ego will continue forever. And the amount of energy derived from their pleasures in life will keep increasing. But remember, a person who has too much Bliss (a Spacehead) will keep on decreasing their Meditative Ego (balloon). Eventually after much suffering, because a Spacehead still has Guidance From The Universal Consciousness, they will become a Meditative Person (understanding how to achieve a healthy balance of Ego to Bliss).
CHAPTER FOUR

THERE ARE TWO TYPES OF PLEASURE

CIRCUMFERENCE PLEASURES are derived from the body and mind. Examples of body/mind pleasures are eating, sleeping, drinking, smelling, reading, watching a film, physical sex, etc. (physical sex is when sex is used for the physical sensation, Spiritual Sex is when sex is used as a meditation).

When a person develops a Meditative Ego (a healthy balance of Ego to Bliss) that person can never be selfish during a Circumference Pleasure because his/her act is done for the purpose of imparting Pleasure Energy for The Universal Consciousness (Your Source). In fact, a Meditative Person can derive Inner Pleasure through their Unselfish Act because of their Strong Connection To G-D (The Universal Consciousness).

INNER PLEASURE is a state of joy, a continuous orgasm, a return to Your BEING (The Center Of Your Soul, Your Eternal Link To The Universal Consciousness [G-D]). This returning back to your Being produces the largest amount of Pleasure Energy, but without a strong Meditative Ego, a person can’t obtain their full potential of Energy Production. For example, the larger your balloon (your Meditative Ego), the more air will shoot out of your balloon during Bliss (this means more Energy Production); VISUALIZE IT!
Another way to increase Pleasure Energy is through pain (thirst, hunger, etc.). Pain is the inverse or opposite of body/mind pleasure. Pain experience does not in and of itself create energy. However, it can be said that one of the purposes of pain is to increase the pleasure of a positive experience. For example, after a cold winter you will enjoy the simple pleasure of spring/summer much more than one who has a warm climate year round; after a long tennis match you will enjoy that cup of ice tea much more than if you were not thirsty; being unable to hear your favorite song for a long while will increase your enjoyment of that song after hearing it once again.

Now let’s go back to another reason why **YOUR NUMER ONE RESPONSIBILITY IN LIFE IS TO DEVELOP A LARGER MEDITATIVE EGO** (remember the first reason was to derive more energy from your pleasures in life). The second reason is to have more power to enable you to create stronger Thought Waves (or to have more power to enable you to be more involved in The Creation Process). The amount of your involvement in The Creation Process will, in **ITS END RESULT**, Determine How Much Energy You Will Produce For G-D (The Universal Consciousness).
CHAPTER FIVE

HOW WE ARE INVOLVED IN THE CREATION PROCESS

Not all forms are physical. A Thought Wave for example is a form. What is a Thought Wave formed out of? A Thought Wave is energy or light that has been shaped by Consciousness. Then we as individual Souls use these Thought Waves to shape our world (in all its different dimensions). THIS IS CREATION. And remember the larger your Meditative Ego, the stronger Thought Waves you will produce; this means you will have more influence in The Creation Process.

Please don’t get hung up on these mystical or scientific explanations about The Creation Process (science and mysticism are two sides of the same coin). Just understand the role your Meditative Ego plays in The Creation Process.

When you sleep your Being is involved in the creation of your next day, as when your body/mind dies, your Soul is involved in the creation of your next life. The larger your Soul, the more influence you will have in the creation of your next life. During this Creation Process, Soul Family and Soul Friends will help your Being put you in situations to improve your Meditative Ego (which of course will, in ITS END RESULT, Enable You To Create More Energy For The Universal Consciousness, G-D) and their efforts will also help enlarge your Soul Family and Soul Friends’ Meditative Egos.
CHAPTER SIX

THE REJOICING OF FUN

To illustrate how the differences in the brothers’ philosophies interplay in real life, we can examine the untimely, unfortunate death of their surrogate-father. The twins had an older brother who stepped into the father figure role for the young boys when their real father unfortunately passed away shortly before they were born.

Fun, in the months and years preceding the death, shared his Universal and Individual Truths with his surrogate father. This gave tremendous joy and contentment to both.

Seeing Fun’s spiritual, emotional and physical growth, and with the knowledge of Fun’s understanding of The BOTTOM-LINE, gave the surrogate father an Inner Peace that permitted him to pass easily out of his Temple (body/mind).
This contrast between Fun and Glum may best be explained by the realization of The Universal Truth Of R.O.I. on the part of Fun. Conversely, Glum’s inability to realize this Universal Truth makes him very negative in his world view. He cannot feel happiness if it doesn’t directly result from his own action because he doesn’t understand his Connection To The Universal Consciousness, G-D (which Encompasses All).
CONCLUSION

Help create a more positive Individual Truth (belief or philosophy) using The Universal Truth Of R.O.I. as a guide in answering some of the most important questions: for example:

- THE PURPOSE OF YOUR EXISTENCE
- WHO IS G-D
- THE DICHOTOMY OF YOUR SOUL
- HOW WE ARE INVOLVED IN THE CREATION PROCESS
- THE IMPORTANCE OF YOUR SOUL FAMILY AND SOUL FRIENDS ON YOUR R.O.I.


AMEN
NOTES

Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our light not our darkness that most frightens us.

We ask ourselves, who am I to be brilliant, Gorgeous, talented and fabulous?

Actually, who are you not to be?

You are a child of G-D.

Your playing small doesn't serve the world.

There's nothing enlightened about shrinking so that

other people won't feel insecure around you.

We were born to manifest (through OUR MEDITATIVE EGO) the

Glory of G-D that is within us. (OUR BEING)

It's not just in some of us; it's in everyone.

And as we let our own light shine,

we give other people permission to do the same.

As we are liberated from our own fear;

Our prescence automatically liberates others.

Nelson Mandella
NOTES

Each moment of "Positive Energy" is an

ETERNAL MOMENT.

As a visionary of ROI, you focus on all the POSSIBILITIES/"Eternal Moments"

NOW THAT'S THE BOTTOM-LINE!!!!!

"eternal R.O.I." IS(SAFE - Clean, Free, Eternal, Infinite) ENERGY (YOU)