

ADVANCED FORMULA FOR TOTAL SUCCESS

By

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INTRODUCTION

You are about to partake on a journey that could profoundly change your life. In this book I will offer you a no-nonsense, practical way to create anything you desire.

Everything you are about to learn is based on proven psychological and metaphysical techniques and timeless principles for success.

Do these techniques and principles really work? I respect your intelligence more than just to tell you that they work, and then expect you to believe me. The only proof that these techniques and principles work is the results you will experience *if you use them*. I can tell you *about* them, but nothing will be as convincing as using them and seeing your own results.

We have all purchased self-help books, audio programs and taken seminars that were supposed to improve our performance and change our lives. After completing them, we were highly motivated and even made temporary changes, only to find that within a few days or a few weeks we were right back to where we were before!

Why? Because they did not show us how to make **permanent and lasting changes**. The solutions are often like putting frosting on a spoiled cake. No matter how good the frosting looks, we have to deal with what's underneath the frosting. The frosting is positive thinking, and the cake is our unworkable beliefs that keep us from producing positive results.

This book is about producing positive results. It's about taking our ideas and dreams and turning them into reality. If you are looking for an inspirational book with light doses of positive thinking, laced with colorful case histories that take up valuable time and space, this is not the book for you.

However, if you are looking for a no-nonsense methodology that goes **beyond positive thinking** then this book will be of great value to you.

You have in your hands a proven formula for success that will enable you to go **beyond positive thinking** to produce the results you desire.

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It will require a commitment on your part - but in the end - it will be worth every minute you invest in this study!

I feel privileged to have the opportunity to share this information with you. Now, if you are ready, let's get started on our journey.

CHAPTER 1

POSITIVE THINKING-NEGATIVE THINKING RIGHT THINKING

The starting point of making permanent and lasting changes in your life begins with understanding the difference between “positive” thinking, “negative” thinking and “right” thinking.

Think of the person who sits down to play the piano. As he plays, there is no harmony, no balance and no real tune because he keeps hitting all the wrong notes. The player eventually gets fed up with the disharmony, lack of pleasure and lack of beauty in his music and decides to go a teacher. The teacher says, "You have the ability to play, but you need to understand music."

Each one of us has the ability to play the game of life with balance, harmony and joy, but we need to know the rules and the principles. What we want to do here is to work on recognizing, remembering and using the principles to improve the quality of our lives.

Life works according to principle and physical law. If it didn't, you couldn't fly an airplane, because there would be no gravity, there would be no such thing as electricity, and one-plus-one would not equal two. The laws of the universe must be totally dependable.

Universal law is not only dependable, but also unchangeable. You can depend on it, and it will work every time. In essence, the universe will never let you down. It doesn't care how old you are, how young you are, how short, how fat, how skinny, your religion, your nationality or whether you are a male or a female. The Power, the Force, or the Energy is neutral, and we direct it through our own ideas and beliefs.

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Your Word is Law

What we are saying is that your word is the law in the universe. But you need to know these laws. Without an understanding of the laws, through ignorance, you cannot create what you want.

The fundamental law to which all other laws conform is the Law of Cause and Effect. The Law of Cause and Effect says that the effect or result of any situation must be equal to the cause. The cause is always an idea or belief. Another way of describing the Law of Cause and Effect is the example of sowing and reaping, or action and reaction. Or, put in a modern-day context - *My ideas are created into my results.*

The Law of Cause and Effect is impersonal, just like sunshine. If you are standing in the sun, you receive the warmth and healing benefits of the sun's rays. If you are standing in the shade, it seems like the sun isn't shining on you. But who moved you into the shade? Who moved you into the darkness? The truth is we are in darkness because of our ignorance.

The Problem of Ignorance

I repeat, the Law of Cause and Effect is impersonal. This is why we can see so many people who are basically good have so many problems and disasters in their lives. Somewhere in their life that person has misused or misunderstood the law. It doesn't mean the he or she is bad. It doesn't mean the he or she isn't a loving person. It means that through ignorance or misunderstanding, that person has misused the law. This can be applied to any natural law. For instance, aerodynamics or gravity will not kill you, but a misunderstanding of its function will, even if you are a kind, loving, positive person.

The universe is like a river. The river keeps on flowing. It doesn't care whether you are happy or sad, good or bad; it just keeps flowing. Some people go down to the river and they cry. Some people go down to the river and they are happy, but the river doesn't care; it just keeps flowing. We can use it and enjoy it, or we can jump in and drown. The river just keeps flowing because it is impersonal. And so it is with the universe. The universe that we live in can support us or destroy us. It's our interpretation and use of the laws that determine our effects or results.

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We can only receive what our minds are capable of accepting. We can go to the river of life with a teaspoon, and someone else may go with a cup. Someone else may go with a bucket, and yet another person may go with a barrel. But the abundance of the river is always there and waiting. Our consciousness, our ideas, our frame of reference and our belief system determine whether we go to the river of life with a teaspoon, a cup, a bucket or a barrel.

If we are impoverished in our thinking and have gone to the river of life with only a teaspoon, we may curse the little we have in our teaspoon. We may curse others who have more than we do. But remember, - whatever we curse in effect curses us. The river is there, and it's overflowing with abundance. We can come to the river of life with a teaspoon, a bucket or a barrel anytime we want to. What we take from the river of life is up to us. The only limitation is in our mind. The truth is we can have anything we want if we'll give up the belief that we can't have it. It's as simple as that.

Beliefs Become Limitations

All our experiences have led us to believe certain things about ourselves. Whether these beliefs are true or not really doesn't matter because if we accept them as true, then they are true for us. If we speak our word long enough, it becomes law in the universe. Pronounce your limitations vigorously enough and they're yours. Whether your beliefs are true or totally insane, if you accept them, then that's what your life will be about.

Once we have accepted an idea, it's an idea whose time has come and there is nothing that can stop it. If we have accepted an idea of lack and limitation, it is an idea whose time has come for us. There is nothing that we can do about it except to change our mind. If you plant a seed, it is going to grow. If you plant a tomato, you will have a tomato. The tomato won't change its mind and become a cucumber because it thinks a cucumber is better for you. The soil will give you tomatoes as long as you keep planting them, even if you are allergic to tomatoes.

Look at the beliefs that form the groundwork of your life. We are full of beliefs that we have collected over the years - attitudes, ideas, opinions and conditioning. And we are so full of what we know that when

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challenged, we dig in our heels and often think, "Don't tell me anything new. I have my beliefs together and how dare you try to change them. This is what I've based my whole life on. Now you are telling me I could be wrong. I don't want to hear that." So we live with a set of beliefs called religion, a set of beliefs called politics, a set of beliefs about ourselves, a set of beliefs about the kind of people that we like or don't like and a set of beliefs about everything else.

Many of the things that we believe - garnered from experience, groups of people or individuals - are not true, but they are the things that we have imagined to be true out of our need to survive. Because the will to survive and the desire for order are strong we create rules about the nature of life and how it unfolds, and these rules become beliefs. Unfortunately those beliefs can also become limitations.

Break Through Mistaken Beliefs

The fact of the matter is we can only be successful to the degree that we are willing to shed our mistaken beliefs. When we experience sickness, failure, or lack, it is often because of the limitations in our own mind.

The sad thing is that, even though we know our lives aren't working in certain areas, we are still afraid to change. We are locked into our comfort zone, no matter how self-destructive it may be. Yet, the only way to get out of our comfort zone and to be free of our problems and limitations is to get uncomfortable. We can only experience freedom in direct proportion to the amount of truth that we are willing to accept without running away.

We must stop kidding ourselves, stop blaming others, and stop avoiding unpleasant decisions and start facing the truth that we may have accepted unworkable beliefs that are the direct cause of the events in our lives. It is not a question of going from negative thinking to positive thinking. It is a matter of moving toward "right" thinking, which means moving toward knowing the absolute truth about who we are and our relationship to life.

Right thinking, which is based in truth and not illusion is the foundation that determines the solidity of all other thinking. Positive thinking and

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negative thinking are both filtered through our belief system. Right thinking comes from being aware of the truth or the reality of any situation.

Knowing the Truth Sets You Free

Always seek to know the truth about any situation in which you are involved. Look behind your present belief system and ask your Higher Self "What is the truth about this?". Your Higher Self will always reveal the truth to you if you are ready to hear it. When you act upon that truth, you are using right thinking. It's not a matter of being positive or negative, but of simply being yourself. And when you are yourself, which means you are allowing your Higher Self to reveal the truth, every situation you are involved in will resolve itself perfectly. This might sound magical, but it is only the Law of Cause and Effect in action.

The Starting Point of Success

Of the terms that describe man's difficulty, the term "self-defeating" is perhaps the most accurate. The aim of all great teachers was to awaken men and women to their self-defeating behavior. People say they want to grow up, assume life's responsibilities, but most of the time what they really want is to remain a child. They are not willing to change. Instead, they give reasons or excuses as to why they can't be, do or have what they want. The way out of this is to start by eliminating excuses.

If we believe that someone or something outside of ourselves is the cause of our problem we will always look outside of ourselves for the solution. In order to find the true answers to our problems, we must begin by looking at ourselves in a new way, which will cause us to see people and events in a new way. The outer world is in many ways a reproduction of our inner world. You must realize this. How many troubled people do you know who have not given the slightest attention to this fact? No amount of determination, no amount of willpower, inspiration or motivation will solve our problems if we look outside of ourselves for the answer.

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The Law of Attraction

The mind attracts whatever is familiar to itself. The frightened mind attracts frightening experiences. A confused mind attracts more confusion. This phenomenon is the principle by which animals are attracted to their own kind. The subconscious mind, which is the “prover”, will always prove you are right. If you believe that you can't be, do, or have something, you will create the circumstances and find the people to prove that you can't. For example, thinking that you are a fat person will keep you fat. You may lose weight and override the belief, but as soon as you relax and are off guard, your subconscious will take over and automatically support your belief that you are a fat person again.

Remember the job of the subconscious is to prove that your belief is correct. It functions like the automatic pilot of an airplane. If the autopilot is set to go east, you can manually override the controls and go north. But as soon as you let go, the automatic pilot, which has been programmed to go east will control the plane, and you will fly east.

Your subconscious does not change the reality of the world around you. It just filters the information that you present to it in order to support your beliefs or the picture that you hold in your mind. If you believe that business is bad, or that there are no new opportunities for your business, your subconscious will not point out new opportunities or direct you in ways to improve your present business. This would be a violation of the principle of mind; it will only point out problems that support your belief that things are bad, or that there are no new opportunities.

Your subconscious cannot think for itself. It will draw to you only those things that are consistent with your deepest inner beliefs, nothing more, nothing less. If you do not know this as a truth, and do not realize that you create your potential out of your ideas, you will feel powerless to affect change. You will feel that you are the victim of people, circumstances and conditions. If you accept yourself as powerless, you will imagine that the only way to get what you want is to get it from another person or an organization. You will look to something or someone outside of yourself to fulfill your desires. When you come to the understanding that everything that you want can be created through

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your mind, through the use of right thinking, which is simply clear thinking, you come to the realization that only you can give yourself what you want.

Trust Your Creative Power

To create what you want, you have to trust the Power within you. Now, when you are told to trust the Power within you, immediately you could say: "Look at the starvation. Look at the sickness, the war and the crime in the world. You are telling me to trust the Power? If this Power existed, why would it allow this to happen?" Well, the truth is, it doesn't *allow* anything to happen. Remember, we said the Power is *neutral*. It is simply the Power of Creation. It is the impersonal force of life. We can use this Power, or Life Force, to create anything that we want in our lives. Even if we choose from ignorance, it doesn't matter. It will support us in our ignorance until we learn from it. *The effect will always be equal to the cause*. If we're in a ditch, it means that the Power is supporting us in being in a ditch. If our life is immensely successful, it means that the Power supports us in our success. It all comes out of our ideas.

Thought Directs Power

We said earlier that *our ideas are created into our results*. To put it another way, *it is done unto you as you believe*, not as you want, but as you believe. There is a vast difference between the two. When you think - the universe moves. This means that when you put an idea out into the universe, people, places and things come into your life to fulfill that idea. When we think, we actually cause things to happen.

Look at what this Power has done in the universe. Look all around you and see all the marvelous creations, infinite in number. The best news of all is that same Power is within you. And, the more open, responsive and receptive we are to this Power the more fulfilling and magnificent our lives will be. If this is true, then how does the Power work? You and I are indirect users of the power. Let me explain.

When you started your car today, what did you have to do? Well, you had to turn your key, which turned a small starting motor, which in turn started the engine. The starter motor was powered by electricity. Now, what was the *direct source* of that electricity? Was it the battery? No, it

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wasn't. A battery is not an independent source. It has to be charged up. Your Higher Self is essentially a battery within that receives its' Source of power or energy from the universe. It then stores that power for you to use for the purpose of creation.

In science we have Ohm's Law, which states that C equals E divided by R ($C=E/R$). C equals the amount of electrical energy that is available for your appliance at the place where you're going to plug it in. For example, C equals the amount of electricity to run your toaster. The power to run the appliance is the result of E, which is the direct power source, divided by R, which is the resistance the power meets while getting there. Now, suppose the main power line coming into the building where you live is 750,000 volts, but it comes into your house at 110 to 220 volts to run your appliances. To do this, transformers are used on the power line to reduce the power coming into your house to make it safe for application.

This is just like the Power available to you. You have the Ultimate Power of the universe available to you, but it also has Infinite Wisdom, which might be referred to as a transformer. While our Higher Self is plugged into the Ultimate Power of the universe, this Power also has enough wisdom to put some transformers in between to insulate it so we don't get too much before we are ready for it and burn ourselves out. Now, if you wanted to bring in more power, what would you do? Well, you would create less resistance, and you would change the wiring to accommodate the additional flow of power.

How to Have More Power

This Power is like the water in our earlier example in the sense that a larger container is needed to carry greater quantities. You cannot expect that just because your Higher Self is plugged into the Ultimate Power, Intelligence and Wisdom of the universe, that you can just turn it on, because if you did you would blow yourself right out. So in order to get our lives to work, and take greater advantage of this energy, we have to build a bigger channel for Creative Intelligence to flow through. To enlarge this channel we have to expand our consciousness. Expanding our consciousness involves expanding our ideas and beliefs regarding ourselves and our relationship to this Power. And as we do this, we

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begin to experience more of this Ultimate Power, and our ability to create greatly increases.

You and I are creative beings, and we always have the capacity to create more. In fact, we are always creating, consciously or unconsciously. By knowing *who we are* and the process by which we can expand the power within, we can begin to move our creation from the unconscious to the conscious. When we begin to create on the conscious level, we can now make choices.

When we can make choices, we're no longer the victim of our unconscious reactions, which are determined by our past experiences, conditioning and outmoded beliefs. If our thoughts do not support what we want, rather than trying to eliminate our negative thinking, all we have to do is center on right thinking, concentrate on the belief system at work. Right thinking is the thinking that is based on truth, and it is "right" because it will support us in what we are trying to achieve.

There is No Growth Without Discontent

Your Higher Self always knows what is best for you. All you need to do in the beginning is to know that you want something better than you have right now. Just keep that thought. Never settle down into self-satisfaction because *there is no growth without discontent*. While it is important to live in the present moment and accept "what is", it is also important to grow from where we are.

Study your dissatisfaction very carefully because it will tell you something about yourself. Your life is an ever-changing canvas. What are you going to paint on it? Are you going to paint lack and limitation? Because if you do your canvas is going to reflect lack and limitation.

Are You Chained to Your Limitations?

Have you ever gone to the circus and noticed that the great big elephants are tied to a wooden stake with just a thin rope? Also the baby elephants have a big chain around their legs that is tied to a long metal stake that goes deep into the ground. This happens because the baby elephants must be chained up when they are very tiny to keep them from trying to get away.

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If the stake is driven far enough into the ground and the chain is strong enough, the baby elephant won't be able to budge. Eventually the day will come when the baby elephant stops tugging and never again tries to pull away again. Someone then replaces the metal stake with a wooden one, because they know the elephant has been conditioned to believe that he cannot get away. By creating our own limitation through our belief system, we do the very same thing. We become limited not by reality, but by reality as we perceive it to be.

I once had a cat that seemed to believe that he couldn't jump onto high places, so he wouldn't even try. As the cat got older, he grew senile and simply forgot he didn't know how to jump. One day I came home and the cat was sitting on the highest shelf on the bookcase. He had knocked over all the books and art objects. You see, in the cat's senility he forgot what he couldn't do! What would happen if we became senile in a positive way? We would quite possibly forget all the things that we can't do and just do them.

Understand the Rules of Life

Understand that if your life does not work the way you want it to, it is because you have accepted false beliefs that keep you from being all that you can be. Unfortunately, the majority of people on this planet feel stuck. When we look at the world and see the suffering, misery and impoverishment, when we see so many well-intentioned people doing without, the world looks insane. We see people giving up, believing that they have to take from others in order to have anything for themselves. Rarely do we look within for the answer to this confusion. Rarely does the individual really look to see what the rules of life are. So what happens is that in our ignorance of ourselves and of life, we hassle, fight and strain to get what we want. And it ends up not working anyway.

Playing the Game of Life

You see life is a game. Some people play the game of struggle. Some people play the game of sickness. Some people play the game of poverty. Some people play the game of being right all the time. Some people play the game of being late. But some people play the game of happiness, abundance and health. It just helps to understand that each individual plays a game that he or she sets up, and that no one game is

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necessarily better than another. If the game were not bringing us some sort of a payoff, we'd stop playing.

Look at your own life. Try to see the secret satisfaction that you get out of not being fully in charge of your life. What kind of secret satisfaction could there possibly be in feeling victimized? How could anyone enjoy feeling weak, or poor or inadequate? Well, the answer is in the payoff or pay value. For example, if you play the weak game, others will have to love you, take care of you and protect you. It is the ultimate way to get attention. If you play the game of being undecided all the time and let other people decide for you, then you are protected from blame if you make a mistake. In other words, if you keep both hands tied behind you, then you can expect someone to take care of you. In playing the helpless routine, you are actually controlling others. The power of "powerless" people is remarkable. They are good at making others play the part that they have written for them.

Look at the value that you are getting out of your payoff. An example is being sick. Look at the value you get out of being sick. You may be saying, "That is insensitive and cruel. You don't know what I've been through." No, it's not cruel. It's crueler to deny it. What you are really saying is that your disease has more power than you do to decide your destiny. The question here is *who* is giving the illness such power?

If you are experiencing illness, just take a look at it. Don't pass any judgment on yourself. Just let it tell you something. Know that no matter what is going on in your body, it begins in your mind. Illness is the body's reaction to your mind. Since your body is a feedback mechanism of your mind, it will always let you know what is going on in your consciousness and an emotional level. Let your body be your teacher.

It is interesting in our society it is totally okay to spend \$50,000 on a heart attack, but what would people say if you spent that amount of money on just having fun? They would think you were crazy, and they would probably resent you. It seems we have our priorities mixed up. Perhaps if we spent \$50,000 on having fun, we wouldn't have so many heart attacks! Think about it. Having pleasure is abnormal, but having pain is normal.

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Waiting Is a Trap

Why are we waiting to be healthy, to be happy, to be alive, to be wealthy, to start a new business, to fall in love, to communicate, to clear up the relationships we are in? Waiting is a trap. We wait for interest rates to go down, for the economy to get better, for a person to change, for the holiday to pass before starting a diet. But there will always be a reason to wait. The truth is, however, that *we can only have two things in life - reasons or results, and reasons don't count!*

What if Help Doesn't Show Up?

I knew a beautiful, intelligent young woman who had everything to live for and yet tried to kill herself several times with alcohol and drugs. Do you know why? She always felt some quality of life to be missing and didn't know she could create her life the way she wanted. Instead, she was waiting for someone to bring her happiness to her. But that miraculous person never showed up. This desire to have other people provide our happiness - or the belief that we can provide others' happiness - accounts for an endless procession of social schemes and organized drives for a better world.

Man's major illusion is that he can build a society that functions on a higher psychological and spiritual level than that he presently knows. Many people urge us to work for a better society or a better world. This is a great error. Since we cannot create anything higher than our own level of understanding, society as a whole doesn't get much better.

Society's systems for social change only adds a new burden on top of an old burden. Our overwhelmed mind has no idea what to do with all the social schemes thrust upon us. But in our desperation to make things better, it forces us to try to make sense out of nonsense. The problem is that we trying to right the world's wrongs from the outside in. We attempt to reform the outside world by forcing outer conditions to change. Unfortunately, this outside-in approach is doomed to failure because we are dealing with the effect instead of the cause.

Changing from the Inside Out

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We need to remind ourselves, and every individual on this planet, that we can and must change the world from the inside out. We have overwhelming proof that the outside-in approach does not work. The long-term solution to poverty, lack and limitation lies in our ability to turn our inner potential into reality.

The only way we can truly heal the world is to heal ourselves first. We can't look around us for help; we have to look within. This is not a new message, but I think we need to remind ourselves of *who we are* and what we are capable of. We need to take responsibility for everything that has happened to us. Through the law of attraction, we attract either consciously or unconsciously everything that happens to us. Whatever anyone has done to us, we have participated in it, and are at some level, responsible. In essence, there are no victims, only volunteers. This is a hard pill to swallow, but unless we accept it we cannot change things for the better.

It seems we are a culture of blamers. If your wristwatch shows the wrong time, what do you do about it? Would you ask your neighbor to set their watch according to yours, or would you correct your watch? Unfortunately, we do not make similar corrections when our lives are not working. Instead, we insist that reality should conform to our illusion.

Starting Point of Success

Your unlimited power lies in your ability to control your thoughts. A confused mind works in the direction of sickness, poverty, lack and limitation rather than in the direction of abundance, health and success. If we are not creating our lives the way we want them to be, we are creating from our unconscious. But since life is consciousness, the most important task we have is the development of the highest possible consciousness. We can do this by looking at the conditions of our lives and challenging our beliefs, even if our egos are threatened. Whenever we want something in our lives, we must let go of anything that is between ourselves and what we want.

In your heart, you know exactly what you want. And if you will listen to your intuition, it will tell you. Your mind will sell you out, but your intuition never will. Your intuition is your connection with the Ultimate Power.

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Learn to trust it. People can control you through your mind, but they can never control you through your intuition.

We imagine we will lose something by following our intuition. But have you ever taken a look at what you have lost by *not* following your intuition? Whatever your intuition is telling you is what you need to hear. As you learn to trust it more and more, it will reveal exactly what you need to do at any given moment.

Your life is important. It is important to you, and it is important to the rest of the people on this planet. I believe that every person on this planet arrived here with a mission. If you will listen to your intuition your purpose or your mission will be revealed to you.

CHAPTER 2

THE TRUTH ABOUT YOU

If you want to take control of your life, it's important that you gain a basic understanding of *who you are*. Our self-image, which is the picture of ourselves that we hold in our minds, becomes the key to our lives. All our actions, feelings and behavior, and even our abilities, are consistent with this formed picture. We literally act out the kind of person that we think that we are. What we need to be aware of is that as long as we hold onto that picture, no amount of willpower, effort, determination or commitment will cause us to be any other way, because we're always going to act the way we see ourselves. To be any other way, we must first look at how we form our self-image.

Our Mental Blueprint

From birth onward, we collect hundreds of ideas about ourselves as being good or bad, wise or stupid, confident or fearful and so on. Through repetition, these often false identities harden into our self-image. This self-image either allows us to be happy and successful or it tyrannizes our lives. Whether we realize it or not, within ourselves is a mental blueprint. It's a picture of the way that we think that we are. This blueprint is exact and complete down to the last detail. This summary or blueprint is our self-image. However, this blueprint is not *who we are*, but rather who we *think* we are.

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The circumstances or conditions that formed our self-image may have been totally erroneous or blown out of proportion, but as far as we are concerned it is true. Once we record this information, we do not question its validity. Most of the time we can't even consciously recall how or where we obtained this information. We just live as though it were true. Even if it's not true, we believe it's true.

The Secret of the Ages

The vast majority has missed the message that all the great teachers since the beginning of recorded history have tried to share with their fellow human beings. The secret of the ages, the one most incredible truth that very few realize, is that at the Being level, which we will call your Higher Self, *you are spiritually whole, complete and perfect*. Just as a drop of water has all the qualities of the ocean, you have all the qualities of the Creator within you.

Science, philosophy and religion all teach in their own way that there's ultimately ONE Power in the universe, and that we're one with the Power, Energy, Force, or whatever you're comfortable with. You and I are individualized expressions of all the Power of the universe. This can be called your Higher Self.

We can never destroy the Higher Self within us. We can deny that it's there, we can try to hide from it, we can lie about it, but ultimately we cannot change the fact that it's *who we are*. What we need to do is to recognize that it is *who we are* and learn how to channel it through our thoughts.

Who You Are and What You Are Is Not the Same

We must understand the distinction between *who we are* and *what we do*. Who we are is spiritually perfect, but what we *do* is not always perfect. The gap between *who we are* and *what we do* is created through ignorance. When we don't know that we are spiritually perfect, it follows that our actions will be less than perfect.

I'd like you to do something right now. Just say to yourself. "I know that who I am is spiritually perfect." Now listen to the little voice in your head. It's probably saying, "Oh, no, I'm not." The affirmation of perfection

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seriously threatens your ego. Your ego immediately sends back the response, "What do you mean you're perfect? Come on now, take a good look at yourself. Look at the way you treat other people. Remember what you did yesterday? You're always complaining. How about the way you treat your mother, your father, your boss, and your mate? How about the way you treat yourself? And remember that terrible thing you did back in 1986? How can you say you are spiritually perfect after that? Take a good look at yourself and stop this nonsense."

Your Ego Is Trying To Trick You

You see, your ego does not want you to take a *good* look at yourself. It wants you to take a *bad* look at yourself. It wants you to identify with everything that you're not. It wants you to identify with your *actions* and feel guilty. It wants you to judge, condemn and blame yourself for not living up to the pictures and expectations of yourself and others. To get out of this trap, simply recognize that it's just your ego trying to trick you. This is not the truth about you.

All of this is coming from your conditioning. The way out of this is to affirm your own perfection. It's not an ego trip to affirm your own perfection. It's an ego trip *not* to affirm your own perfection. Remember, the first and most essential step in changing your life, no matter what you want to be, do or have, is to realize your own perfection based upon the truth about you, that you are spiritually whole, complete and perfect.

Neutralizing Your Ego

The way to neutralize your ego is to love yourself unconditionally. Loving yourself doesn't bloat your ego. Loving yourself actually neutralizes your ego, because your ego isn't about loving yourself.

We need to understand that life is consciousness. This means that what we assume to be true will become real for us. Whatever we're conscious of, we will experience. In essence, we will experience in life what we're deeply convinced is so. This statement is important. *We experience in life what we're deeply convinced is so.* If our thought patterns say, "I cannot have this or that, I don't deserve this or that, I'm a

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bad person", we continue to create conditions that correspond to our ideas of evil, lack and limitation.

The bottom line is this: If we cannot accept ourselves, that we're worthy and deserving, then we cannot accept that other people are worthy and deserving, and will therefore be in judgment of them.

The solution is to develop unconditional love of others and ourselves. This is the only way that we can ever be free. We must have total acceptance of ourselves first and then others, knowing that, as we are spiritually perfect, so is everyone else.

You Have Created Yourself

In a very important way, you've created yourself whether you know it or not. All the character traits, mannerisms, ways of talking, ways of walking, facial expressions, gestures and even ways of thinking and believing, you have borrowed, imitated or made your own. It may have been from a parent or others in the household, a favorite teacher, a friend, or a character in a book or a movie.

Maybe you borrowed from someone you didn't even like. It may have been from someone who made you feel uncomfortable or afraid. Imitating that person could have been a way of making you feel less afraid and a way of intimidating others.

Never Reject Yourself in Any Way

It's important to take a look at the personality that you've created. Perhaps one of the reasons you keep yourself from doing this is because you've been an imitator. It's not uncommon to get hung up on this. It may help to understand that nobody, but nobody can create a Self from scratch. Everyone has to do the same thing. Everybody chooses from what's available. Even though you may have built your personality through imitation, you're not a fraud. No one else has ever put together the exact same combination that you have. Don't forget there are only twelve notes in the musical scale, and yet many hundreds of thousands of unique and beautiful combinations are created. It's all a matter of how they are put together.

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It doesn't make you any less of a unique person to have taken from others. The wonderful thing about this is that since you put it together from scratch, you can change it at any time you want to. You're never stuck. It's not a disaster to discover that you're not the person that you thought that you were. On the contrary, it's the beginning of the end of disaster.

In order to change the experiences that are causing you pain and disharmony, it's necessary to begin with a clear understanding that you never help yourself by rejecting any part of yourself. We get into self-hatred because we set up picture of how we think we should be based on the conditioning from our family, peer groups, mate and religion, and the society that we live in. The sad part of this is that we'll never be able to live up to the pictures, images, models, standards or concepts of how we think we should be. It's a psychological dead-end.

Freedom Begins with Self-Acceptance

We've allowed our ego to trick us into believing that we're incompetent, inadequate, insecure, stupid, bad, evil and unworthy. All of this can be summed up as poor self-esteem and a poor self-image. Until we make a conscious decision to change our thought patterns, we will continue to have poor self-esteem and a poor self-image. The first and most important thing in your life is self-acceptance, to love *who you are*, to be yourself. Only when you love yourself can you begin to love others.

Many people say you should forget about yourself and love others first. Well, it doesn't work that way. The truth is, you must first accept yourself with all your mistakes - all of your so-called sins, all the times you looked like a fool, and all the times you've acted inappropriately. You must be able to stand before the entire world and make no excuse for yourself. When you can do that, you're coming from a position of unconditional love.

How you see yourself creates your behavior, and this behavior creates your environment or your results. When you attach your self-worth to your accomplishments or to your behavior, you're setting yourself up for disappointment. No matter how hard you try; someone is going to think you're not okay. Remember this: *you'll always be a failure in someone's eyes*. You'll never win them all over, sometimes not even a majority.

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Take a look at how much of your life is about winning approval and realize this important truth: *You'll never get it!* You simply can't please everyone, so learn to please yourself and enjoy *who you are*.

You Can't Fail as a Person

It's worth repeating that *who you are* is spiritually perfect, but *what you do* is not always perfect. What you do may succeed or fail, but you can detach yourself from the results by remembering that *you* can never be a success or a failure based on *what you have* and *what you do*. There's no way that you can fail in life as a person. You're not set up that way.

When you're into hating yourself for all the things that you've done or haven't done, or into hating other people for what they haven't given you, you're into suffering. Suffering is a way of putting yourself down. It's a way of being angry with yourself. If you really get down to it, anger and suffering and lack of happiness in our lives comes from being disappointed in ourselves for not living up to some expectation that we have of ourselves, or that someone else has of us.

In working with alcoholics and prisoners, I have found that the major cause of their situation is self-hatred. Their self-hatred stemmed from the fact they hadn't lived up to someone else's expectations. Most of us judge ourselves on the basis of what we have or don't have and what we've accomplished or what we haven't. We feel that when we are a failure, we've let others and ourselves down. When we don't come up to the expectations of our parents, employers, religion, friends or mate, we conclude that we're no good - and this is known as self-judgment.

When you're standing in judgment of yourself, you will judge yourself as bad. And as soon as you put yourself down for something that you have or haven't done, or something that did not work out, or for a situation where you disappointed someone else, you feel bad. Yet this type of judgment only serves to carve away at what little self-esteem you have. It never does any good; it only destroys.

It's true that each and each one of us has things in our lives that we regret, but at some point we have to stop dwelling on the regret and move on. We have to *learn the lesson and throw away the experience*.

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We can never be for anyone as long as we are against ourselves. To be against others is to be against ourselves. This is a spiritual and psychological truth. The most corrupt thing that we can do is to judge someone. To suppress another individual and take away another's aliveness is one of the most negative and self-destructive behaviors a person can have.

Release Everyone Including Yourself

What would happen if you had no regrets of the past? Try to image what would happen if you totally forgave everyone in your life regardless of what they did to you? Hopefully you are beginning to see that to the degree that you cannot forgive - whether it be yourself or someone else - you perpetuate unhappiness, poverty, sickness, lack and limitation in you life.

Many people don't want to forgive others. They say things like, Why should I let them off the hook after what they did to me? The enemy is always someone we think can harm us or take something away from us, but the truth is *no one can harm us*. People harm us *through ourselves*. Actually they don't harm us at all. We give them instructions on how to treat us, and they just follow through.

Make a decision to give up all resentment right now, because in the end it will eventually destroy you. "Yes," you say, "I agree with you, but you don't know my circumstances. They really did hurt me. I'll give up my resentment next week, but I have a little more getting even to do." Understand that this type of mentality is more destructive to you than it is to the person that you resent.

Turn your attention to this idea: You cannot be wealthy if you resent wealthy people. If you resent talented or beautiful people, you cannot be talented or beautiful. If you resent thin people, you cannot be thin. *Whatever you resent is a statement of what you lack*. When you resent, you cannot be healed, because through your resentment, you literally cause your own sickness. Remember, whoever you resent is you, because we're all one.

The more you love and support other people in being *who they are*, the more you will have of everything. Rather than resent people who have

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what you don't have, or do what you can't do, take the time to learn from these people. Be with masters. Be with people who know how life works. Admire them, acknowledge them and support them in having what they have. And as you do that, you actually support yourself in having what you want.

If you study philosophy and religion, you will see those values; morals and principles are often rooted in the belief that something is better than something else. A is better than B. Don't get caught in the trap. Forget about the way you think something should be done or how someone wants you to do it. Instead, just be yourself and do it the way you feel it should be done.

Pleasing Others is A Psychological Dead-End

About 700 years ago, a great teacher ripe with years and honors lay dying. His students and disciples asked if he was afraid to die. "Yes," he said, "I am afraid to meet my Maker." "But how can that be?" the students and disciples responded. "You have lived such an exemplary life. You led us out of the wilderness like Moses. You have judged between us wisely like Solomon." Softly he replied, "When I meet my Maker, He will not ask, 'Have you been Moses or Solomon?' He will ask, 'Have you been yourself?' The story shows that throughout time, people have struggled to be themselves. Why are we still struggling? The struggle comes out of our need to please others.

By assuming your own destiny, you're bound to get someone angry - your boss, your spouse, your parents, your children - but in time they will adjust. At first assuming your own destiny can be a lonely process, and it may seem that everyone is against you. But the only image you must live up to is your own. The opinions of those who can cheer you on or hold you back are irrelevant.

The decision to live your life is your own responsibility. The results of your own life are your own responsibility. Your action or inaction becomes your own responsibility. Some people's conditioning and beliefs are in conflict with yours, and when they see someone living in opposition to their values and beliefs, it can be very frightening for them because, in a way, it threatens their own foundations. They feel that if

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you're right, they are going to have to give up some of their own beliefs and change.

When a person is confronted with your beliefs, there's an inner battle that's waged, and the battle is, "Could they possibly be right? And if they are, that means I could be wrong." A person who knows *who they are* and loves himself or herself unconditionally is not threatened by the beliefs of others. It all goes back to developing a high level of self-esteem.

How Do You Treat Yourself?

Let me ask you, Do you like yourself? Do you trust yourself? Do you keep promises that you make to yourself? Do you think that you're a good person? Are you yourself most of the time, or have you developed an act to cover up who you are? If you had a friend who treated you like you treat yourself, or talked to you the way that you talk to yourself, and broke commitments to you the way that you break commitments to yourself, do you think you'd keep him as a friend? Let's face it, you probably wouldn't want that type of person around.

It's very important to take a look at the way we treat ourselves. Most of the time we are our own worst enemy. We are afraid to meet our inner selves because we think we may not like what we see.

A person says, "I want to explore myself, but I'm afraid of what I'm going to find out about myself. I'm afraid of the strange creatures that I may find along the way or along the journey." Understand this clearly, *it is absolutely impossible for the truth about yourself to cause fear*. No matter how terrible the truth may be, it is powerless in itself to either frighten or harm you. *Fear is caused by resistance to the truth and by misunderstanding it.*

Start the Journey of Self-Discovery

Start your journey of self-discovery at once. Nothing but good can come from it. The understanding of fear cures fear. Don't get hung up on the kind of person that you think that you are. Don't concern yourself with whether you're better or worse than other people. Instead, try to know yourself as the kind of person that you are.

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If you look at a half-finished house that you're building, you don't condemn it for its unfinished condition. You don't say it's inferior to another house, nor are you concerned with its appearances. All you do is realize its need for additional work. Adopt this way of thinking toward yourself. Whatever your present condition, just realize the need for more construction. Be patient with yourself, but be firm toward the necessary work that needs to be done.

When you're an expert on yourself, you're an expert on everyone else. A conscious person knows himself. He knows his own nature, and therefore he knows everything about other people who have the same nature. Know yourself as you are, and you will know others as they are.

Never be afraid to expose a weakness in yourself. Exposing a weakness is the beginning of strength. Remember - *everything you learn about yourself is good news*. No matter how difficult or surprising it may be, it's always good news. Keep this in mind, especially in times when a new truth clashes with a belief that you know you must abandon but are reluctant to do so. A wise person is willing to give up a pebble in exchange for a diamond. Have the courage to do this and self-change begins.

Self-worth comes from Self. That's why it's not called "Other- worth". If your worth comes from others, you'll never love yourself. You don't have to have permission from others to change your life.

Don't ask, "Is this right for me to go against everything that I've been taught to believe?" Instead say, "Let me see how much intensity I can put into my search." Your own desire for personal freedom is the only search warrant you will every need.

Take a Look At What You Are Denying Yourself

If you're really going to learn the truth about you and live your life as you're capable of living, a lot of people aren't going to like it, because they're not committed to the same path as you are. Are you going to deny yourself riches because others are poor? Are you going to deny yourself health because millions of people are sick? Take a good look at what you're denying yourself, and don't ever think of yourself as "wrong" for wanting what you want.

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As we move along the path of self-discovery, we're bound to make mistakes. Those so-called mistakes, faults, sins or errors are not you. Make sure you separate *who you are* from *what you have and what you do*. You transcend what's happening in your life as you come to the realization that what's happening in your life is only temporary and will always be changing. It's important to understand that your Higher Self is changeless. When you identify with your temporary nature, you take on the belief that what you have and what you do is the real you. It's possibly the biggest error that you can make in life.

To experience your own magnificence requires that you separate what you have and what you do from *who you are*. Learn to separate the performance from the performer, to become involved in what's happening in your life, but not to identify with its temporary nature.

As you stand on the seashore and watch the ships sail by, there's no problem as long as you simply stand there and watch them go by. It's only when you identify with the ships that you feel pain and suffering. If you say, "That's my ship," then you will grieve when it passes from your sight. If you say, "I must command that ship," then you will live in fear that someone else will become its captain. Likewise, by simply watching and observing our mistakes and unworkable behavior without judgment, we prevent harmful identification with our temporary mistakes, faults and errors.

The Only Authority Figure Is Within Yourself

As you start to question and look honestly at your life, you come to the point where you begin to realize that the only authority figure is within yourself. We look to other authorities to tell us what we're supposed to do, but the only person who will ever know what to do is ourselves.

Have you ever wondered why certain people are conned by con artists? A con artist cannot con someone who's not out to get something for nothing. A con artist cannot con someone who does not want to be conned. People have trouble understanding why others take advantage of them. The reason they get taken advantage of is because they give their power away and they don't want to be responsible for their own lives. They don't want to make their own decisions so they allow others to do it for them. But understand this truth: *If you allow others to do it*

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FOR you, they'll do it TO you. As long as you let others have responsibility for your life, they will control your destiny.

Why Do You Want To Change Your World?

It's easy to say that others are to blame, but this type of thinking puts us further into bondage because we set limits on our freedom. Once again, straightening up our thinking involves separating what we have and what we do from *who we are* inside - separating the doer from the deed. The secret is to live in this world but not let the world live in us. We want our boat in the water, but we don't want the water in our boat. When the water's in our boat, we start to sink, and we have to bail like crazy to stay afloat. We find ourselves drowning in the water of physical effects that we've created in our lives. Once we're drowning, we don't know any other way to deal with it except to fight it.

Before I go any further, let me ask you: "Why do you want to change your world?" Every time we attempt to change whatever's going on around us, whether it be our business, our career, the government, members of our family, our mate or whatever, we're operating under of the illusion that these people and events are doing something *to us*. Actually, what we need to do is to change our experience in relation to them.

People and events never do anything *to us*. They merely trigger feelings *that are already within us*. If we go back to the basic principle of life we understand that nothing happens in the world that we don't permit deep within our consciousness. It's been said many ways that *it is done unto you as you believe*, and sometimes those beliefs are very deep. Whatever is going on within our heart is in fundamental alignment with our outside experiences, even though we may not be consciously aware of it. I know this principle is difficult to accept because there are undoubtedly things in your life that you consciously do not want. However, the truth of the matter is, there's some deep inner need that you're satisfying.

If you'll be totally honest with yourself and take a good look at what's going on in your life, you'll discover what is actually unfolding. Therefore it stands to reason that if we attempt and are successful in changing the

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outer effect but don't change the inner causation, we will only create the same experience again.

If you no longer know what to do, this process of self-evaluation is a very good path to finding yourself. It will help you to understand that the mechanical thinking process cannot rise above its own limited level. If you're not sure what to do or if you have any anxiety, don't try to seek release from the anxiety. Just stay where you are and let it tell you something extraordinary, and it will.

Finding True Happiness

If you're unhappy, realize that *all unhappiness is caused by comparison*. Did you hear that? All unhappiness is caused by comparison. We only feel unhappy when we compare what we have now to something else, perhaps when we were younger or healthier, or when we were with a certain person or possessed certain honors and recognition. Where there is no comparison, unhappiness is impossible. Happiness exists when the mind is not removed from itself, when it remains in the present time zone, and when it declines to contrast itself with other times or conditions.

Imagine an unhappy person sitting at home stating, "I want to change my life." This person redecorates his house. Then he finds himself just as unhappy as before. So he redecorates several times, and he still feels no change in himself. Do you know people who believe that they can change their level of happiness by changing their exterior scenery? Where have they made a mistake? Where can they correct themselves? If you have the answer to these questions, you have a powerful tool for personal growth.

So the truth about you is that you're not what you have and you're not what you do. You are spiritually whole, complete and perfect, and your success in life will be in direct proportion to your ability to accept this truth about yourself.

Chapter 3

WHAT ARE YOU TELLING YOURSELF?

It is a demonstrated fact of life that you and I do not behave in accordance with the reality of what we can do but in accordance with the reality of what we believe we can do. It stands to reason if we change the way we believe we can change the way we act.

How Do We Get Our Belief System?

Human beings record what they are thinking about. As infants our thoughts were emotions and so we recorded emotion. Then we began to put pictures with emotion. Then we labeled those pictures with words. As adults we now think in one or all of those three-dimensional forms, usually in the form of words first. This is referred to as self-talk. Self-talk is a process by which words trigger pictures that bring about emotions.

Every emotional thought leaves a record in the neuron cell structure of the brain. We do not record what is happening. Rather, we record what we *think* is happening. It is this record of interpretation that begins to shape our personality. A prime example of how this works can be seen in children from the same family background, that develop different personalities and life-styles. It was not what happened to them as children that was recorded, but what they perceived was happening. It was their interpretations that formed their different personalities and attitudes even though they came from the same family background.

One thought alone does not form our self-image. It takes an accumulation of experiences or thoughts to build our self-image. The key to freedom is to control what we think about and our perception of reality as we see it. Other people can hand us opinions about ourselves. They can tell us how great we are, or they can put us down. That information is not recorded and does not become part of our belief system until we accept it with our own thoughts. We are not as successful as we can be because of our opinion of ourselves. As we see ourselves or believe ourselves to be, we act in accord with that belief whether it is true or not.

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Letting Go Is Not Easy

Whenever we get a strong belief, whenever we think that what we know is the truth, we then lock onto that belief as a defense against conflicting beliefs. We cannot hold conflicting beliefs in our mind without anxiety or distress. So what we do is gather supportive data and information to prove we are right and not crazy for believing what we believe. This can work against us in seeking out the truth because we operate in accord with the truth as we see it and not as it is.

Sometimes we hold on to opinions, attitudes and beliefs that no longer serve us. This is why we must examine our beliefs on a regular basis to and see where we might be lying to ourselves or blocking out information that may be more relevant. Why don't we do this? We lock out the truth because we don't want to be wrong, make a mistake, or feel bad.

It Starts With Self-Talk

Self-talk is the constant conversation we carry on with ourselves, as we perceive what we think, see and hear. It is the three-dimensional form of thought, made up of words, pictures and emotion. We build and modify our self-image with our self-talk, using words that trigger pictures that evoke a feeling or an emotion.

Our self-image is an accumulation of all thoughts, attitudes and opinions we have perceived and stored about ourselves since childhood. It is the subconscious picture that we have been recording for many years. This picture controls how we think and how we perform.

Once we vividly imagine an experience, it is recorded in our subconscious and we are stuck with it until we make a conscious choice to displace it. If you choose to make changes in your self-image, you can use self-talk and visualization to create a new picture that will enact the changes you desire. All meaningful and lasting change starts first in mind or in the imagination and then works its way outward into reality. Every statement you make has an effect on your subconscious, so it is important to be very careful about what you say about yourself. Remember other people can hand you their opinions about you, but what you think about you is what determines your self-image.

Your Subconscious Doesn't Know the Difference

The impact of building a positive or negative self-image is powerful because our self-image is stored in the subconscious as reality. Our subconscious believes the information it stores is true whether it is true or not. If someone calls you stupid, it makes an original recording on your subconscious. Every time you replay the experience of being called stupid, as far as your subconscious is concerned, *it is happening all over again, because the subconscious does not recognize the difference between a real or imagined experience.*

Each time we replay the same thought, it gets recorded as reality all over again and reinforces the dominant belief - in this case, "I am stupid." As these thoughts accumulate, they bring about patterns of belief. As we allow these thoughts to build up in our minds, we then act out those beliefs; thus we live a self-fulfilling prophecy.

Sure-Enough Principle

Our level of expectation be it of ourselves, another person, a day, a task or a situation, determines the outcome. Once we lock onto a preconceived notion of how we think things are going to work out, we then go out and create the situation or gather information to make it a reality - and sure enough, we get what we expect. This is called the Sure-Enough Principle. You can see that your self-talk either reinforces an already existing self-image or belief, or it can be used to modify for better or worse, opinions and attitudes that you have about yourself.

Self-Reinforcing Cycle

My self-image controls how I perform, or my performance reality. I always act like I see myself. I cannot act otherwise. I can try to act otherwise, but I will have to work very hard to override my subconscious picture of reality. I automatically behave like the me who is controlled by my picture. What formed the picture in the first place was my self-talk.

Each time I affirm I am a certain way, I record it in my image of reality. I act according to my image of reality automatically, without thinking about it. And after I act like I thought I was supposed to, I talk to myself about it. I continually tell myself, with self-talk, what I just did. I say to myself,

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"That's the way I am," which reinforces the picture. I say, "I always act this way," which reaffirms the image, which in turn ensures I will do it the same way next time. This is known as the Self-Reinforcing Cycle. The Self-Reinforcing Cycle works like this:

1. I notice my performance of a task - how I act and how others evaluate my actions.
2. I talk to myself about my performance through my self-talk or affirmative statements.
3. My self-talk reinforces either a positive or a negative self-image or how I feel about myself.
4. How I feel about myself forms a self-image, which is the regulating mechanism, that controls how I perform the next time.

Most people, after they have performed below their level of expectations, or if they anticipated poor performance in their imaginations, reinforce the negative experience with statements such as; "There I go again," "That's just like me," "That's the way I am," "It happens every time," "This is going to be one of those days", etc. Whenever your behavior doesn't match your self-image, you will say to yourself, "That's *not* the way I am," or "That's *not* like me." These statements will only ensure continued poor performance by reinforcing the poor self-image. The only choice you have is to live up to your picture.

How to Increase Your Performance

We have to learn to cease attacking our self-image at those times when our performance does not live up to our expectations, because our negative self-talk will only increase poor performance. So how do we correct this? The first thing we need to say to ourselves when we are engaged in negative self-talk is, "Stop it!" Then follow up with a statement such as "I am much better than that." The next phase is the key phrase. Say to yourself, "The next time I will...."

Then make an affirmation of how you are going to do it next time. Shut off the old picture. Shut off the negative movement. Don't tolerate poor

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performance from yourself or others, but don't put yourself or others down by focusing on what is wrong. Just say, "The next time...I will do it this way." If we are working with others we can say, "The next time I want you to approach the client this way," or "The next time you will do it like this."

What you are doing with these statements is giving positive and immediate feedback to your subconscious. Instead of recording the negative picture, you trigger the picture of the performance you want.

The key to reinforcing an already existing positive self-image or modifying your self-image for the better is to visualize what you want your performance to look like the next time and to stop picturing, thinking about and talking about what you are trying to avoid.

When your performance pleases you and you feel good about it, you should use positive self-talk to reinforce the positive picture. Affirm to yourself, "That's the way I am." "That's like me." Positive self-talk statements are the best way to maintain or build your own self-esteem. They deliberately cancel out the negative put-downs we apply to ourselves or to the opinions other people try to make us accept about ourselves.

How Do You Feel About Yourself?

The size and scope of your goals will increase proportionately with your self-esteem. When you have low self-esteem, you will attract negative influences that will prevent you from reaching your goals. Take a look at the clients you are dealing with or the relationships in which you are involved. The fact is that you will always associate with people you feel worthy of being with. This includes your friends as well as your clients if you are in business.

Take a look at your material possessions. You draw to yourself that which you feel you are worthy of receiving - the car you drive, the clothes you wear, the home you live in. The total quantity and quality of your life is determined by your self-esteem or self-worth.

What kind of labels are you putting on yourself? Each one of us has dozens, perhaps hundred of labels we have given ourselves during our

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lifetime. "I'm a good manager, I'm assertive, shy, warm, friendly, stupid, short-tempered, hard to get along with, lazy or poor." Because we act like we see ourselves, these labels or opinions govern our behavior. Some of the labels are helpful. But in order to grow and develop, some of the labels need to be changed.

Again, we must be careful how we talk to ourselves. The problem is that whatever self-image we have accepted puts a ceiling on the use of our potential. That ceiling has no relationship to our ability to use our potential. But we can only act or perform like the person we see ourselves to be. We must deliberately take control of our self-talk, or it will control us. The opinions or labels we have of ourselves cannot be totally erased, because they are stored in our subconscious memory, but they can be *displaced* through self-talk. The new positive message will then become our dominant opinion. And we always act in accord with our dominant opinion or belief.

The most important reason for changing our image when we are dissatisfied with our performance in a particular area is that our self-image controls our performance. Our behavior is automatic. Until we change the picture we have of ourselves, we will automatically continue to reenact the same performance. Our self-image regulates the use of our potential.

Any time we move away from our self-image, anxiety and tension will set in, because we are constantly working to act like the self we perceive ourselves to be. Our self-image is what we believe we are capable of doing right now.

Increasing Your Expectancy Level

When we find ourselves being forced - by our own intent or by the situations around us - out of where we feel comfortable, away from where we know we subconsciously belong, anxiety and tension sets in. We not only have an internal comfort zone or expectancy level that concerns the kind of behavior that's expected of us, but we have also been programmed as to the kind of environment in which we belong.

We have, for example, a subconscious picture of the kind of car we should be driving, the income we deserve, the restaurants we feel

comfortable in, the situations we feel comfortable in, etc. It is important for us to be aware that whenever we find ourselves straying from that picture, negative tension reminds us to, "Get back where you belong," forcing us to return to the environment we subconsciously know we belong in. As you can see, this response makes change difficult, or slow, at best.

Every time we find ourselves in an unfamiliar environment, job or social situation, we will come up with logical reasons why we should not participate, why it won't work, or why we should stay where we are. The problem is we didn't deliberately program the kind of environment in which we feel comfortable. Our subconscious just absorbed through observation where we think we should be. The key to change is the ability to visualize ourselves in a different situation, environment, car, job, relationship or career.

Identify with Your Goal

Only vivid imagery in the first person, and in the present tense, changes our reality. This will be discussed thoroughly in Chapter 6 - "Program Your Mind for the Best". But for now, it is necessary only to understand that visualization is not like watching a movie. Only images experienced and identified with in the first person, present tense, change reality. If we can't identify with the image, we can't have it, because it doesn't register on the subconscious level. If I don't identify with what I am visualizing, I'm left with the impression that other people can be, have or do this - but not me. It's okay for them, but I don't think I could ever do it.

You must "see" yourself in your picture. Deliberate affirmation or self-talk, combined with visualization, produces the end result. As we continue to do it over and over again, pretty soon our subconscious accepts that it is true for us.

In the beginning there will be conflict between where I am or what I have and what I am accepting subconsciously. One of the primary functions of the subconscious, however, is to resolve conflicts between what we are thinking about and what we are experiencing in our reality. And because our subconscious is creative, it will begin to create what we are thinking about and what we are visualizing.

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The real key here is in not trying to be different from your picture. Modify the picture first. Real growth and change begins from the inside out. We must first change the picture in our mind. As we do this, our comfort zone will expand automatically. This becomes our new truth. We then act in accordance with that new truth or belief.

We Live a Self-Fulfilling Prophecy

How do you know what your self-image is? Take a look at your actions, your behavior and your performance. Also, ask yourself, "What do I expect of me? Where do I feel out of place?"

If you see yourself as poor, you will unconsciously do things to make yourself lose. When you lose, what do you suppose you say to yourself? "That's the way I am." "I always lose out." "I'll never have any money." This reinforces the picture, which causes you to fail again, which causes your self-talk, which reinforces the picture, and so it continues.

People without money feel victimized, but what they don't understand is that they live a self-fulfilling prophecy. This is why the rich get richer and the poor get poorer. It has nothing to do with money.

People with winning self-images cause themselves to do things that win. If they lose occasionally, they don't accept it as their fate. They know that losing is not normal for them. They reject it by saying, "That's not like me" or "That's not the way things happen for me" or "The next time I will change this."

Attitudes Help - or Hinder - Our Success

Attitudes are extremely important in determining the difference between success and failure. What are attitudes? Attitudes are dominant beliefs. In and of themselves, attitudes are neither positive nor negative. The evaluation of an attitude is always in relation to our goal. Once we set the goal, an attitude either supports us or keeps us from obtaining the goal. For example, being an introvert in itself is neutral. However, if your goal were to be a public speaker, such an attitude wouldn't support you in obtaining your goal.

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The attitudes we have developed cause us to seek out or avoid situations. We picked up most of our attitudes without deliberate intent. Most of them were formed unconsciously.

On the other hand, if we have attitudes that cause us to avoid situations, we can make a conscious decision to change them. All we need to do is to make a new affirmation, visualize the end result - what we choose to have as a response - and re-picture ourselves as being a person who has that emotional response. You can visualize yourself seeking out, or in some cases avoiding, if you choose, a particular action in your daily life. Attitudes allow us to grow or prevent us from growing, depending on how we use them.

The Function of the Subconscious

The subconscious is a system of checks and balances. It always makes sure our image of reality comes true. It works to keep us from going insane. Because our subconscious records our habits of thought, regardless of whether they are good for us or not, we need to begin to evaluate whether we are operating on valid information. Is this information appropriate for our goals today? Is it appropriate for where we choose to be at this time? In dealing with the world around us, our actions are based on those habits of thought accepted by our subconscious. We need to examine our habits of thought to see if they are relevant to our success, and which ones further our progress toward our goals and which do not.

We will either stay where we are or, through our own deliberate intent, convince ourselves that it's in our best interest to change. If we choose to change, we must visualize ourselves into that new belief. Constructive self-talk and imagery takes the ceiling off the use of our preconceived abilities and allows us to grow in a controlled manner without stress, tension and negative feedback.

It should be understood we have an *overall* self-image as well as a *specific* self-image for specific areas of our lives. Each self-image is formed in the same manner. The job of my subconscious is to creatively ensure that I am always acting in accord with the truth as I see it. My performance - how I act or behave - is controlled by my self- image.

Change Self-Talk Before Changing Actions

Instead of working on our actions, we want to work on our self-image. How do we go about that? The same way that our self-image was established in the first place - through self-talk. Work on our self-talk begins in any given area we choose to change. We start to control our self-talk so that when our behavior is other than what we want it to be, we will say to ourselves in some manner, "That's not the way I am. That's not like me." Then make an affirmation as to what "Me" is like, "It's like me to be a winner." "It's like me to be loving." "It's like me to be successful." "It's like me to outgoing."

When I do something that is successful, something that in the past would not have been like me, I must then, through my self-talk, reinforce my belief by saying, "That's the way I am." "That's like the new me." "I am successful, easy to get along with, outgoing, etc." As I do that, the subconscious records my self-talk. It does not record what is happening; it records my *opinion* of what is happening. What I image to be true is what I record.

We Move Toward What We Picture

We move toward what we picture. We physically, emotionally and psychologically create through activity and movement what we hold as a picture in our minds, whether it is good for us or not. As long as we hold the picture, we are drawn toward that picture. We control our imagery through directed self-talk.

We can image ourselves into new behavior, even though right now it may be opposite to the way we are behaving or acting. Remember thought must come before action. Don't be concerned about your actions. Only be concerned about your self-talk and mental picture. Make sure they are controlled to bring about a desired end result. As the picture changes, so will your performance.

Our subconscious creative mechanism knows exactly where we are in time and space in relationship to the target, the relationship to where we are right now, and end result we are trying to achieve. If we get off course, negative feedback will motivate us to stay on course. This stimulates the creative energy and drive to attract people, material

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things, new books, seminars, or whatever else we need to create the picture in our mind. But the picture must come first. We can't start without a picture.

This subconscious creative mechanism provides us with a powerful technique for utilizing our creative abilities. Because we move toward what we picture, it is important to control what we are picturing. The goal must be clearly and specifically defined. What are we after? What does it look like? If you cannot describe it, you cannot get it.

Forcing Change Creates Failure

One of the biggest traps we fall into is forcing change, such as trying to discipline ourselves and saying to ourselves, "I have to do this." "I have to lose weight." "I have to work harder." That very push is the subconscious working against the end result.

Any time you tell yourself you "have to" do something, it is the job of your subconscious to say, "No, you don't." "You don't have to do anything." "I'll get you out of it." And with creative avoidance, procrastination or in any way possible, you find a way not to do it. When you say, "I have to," you are saying "I have to, but if I had my own way, I would rather be doing something else." The harder you try to do something, the more you work against your natural subconscious creative mechanism.

When I recognize I can, I choose to or I want to change because it is my idea to become like that, then I have a power around me that most people have chosen to give up. Once I recognize I am a self-made person both in success and failure and that this success or failure is mine to control, I will stop saying "I have to," and instead say "I choose to." I can be as my image tells me I can and move constructively toward that end result with an exciting, magnetic energy and drive.

Remember, Your Word is Law

When you can rely on promises to yourself and to others, you become a powerful person. We are only as strong as our word is strong. If you give your word to others that you are going to be some place at a particular time, will call at a particular time, make this or that change, or say you

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can be counted on, you must be able to follow through because every time you don't keep your word you lose your power.

It is not only your word to others - because you can make excuses - it is also the word you give to yourself when you say you intend to do something. When you give yourself your word to keep your agreements with yourself, you know you can count on yourself. With that power, that feeling, that belief, there's not much you cannot do, because you know you make things happen.

It is simply a matter of keeping our minds off what we don't want and on what we do want. Don't spend your time imaging and imprinting what you are trying to avoid. Instead of going away from something, *go toward something*. This is sound psychology. Too often we get caught up in being realistic. "I have always been this way." "This is the way I behave." "This is the way I am." "This is the way things always happen to me." The best advice I can share with you is never go by past track records. Every moment is a new beginning.

What Do You Really Want?

Successful, high-performance people look at what they want and move toward the end result. So what is it that I want? We must decide that for ourselves. What makes me a happy person? Why do I go to work? Why do I go to school? Why am I involved in anything? What do I want for myself?

What everyone wants in life is to *feel good*. It is that simple. It is the *feeling* we are after. We tend to go after things to get the feeling. The things are just an excuse to play the game. What is it that is going to turn me on? What do I enjoy doing? This is the key question. Once I know that - and the answer is going to be different for each person - I can fit in all the other pieces to support my goal.

I have come to the realization that when I develop a philosophy of my life and do my best to be true to that philosophy, then all the questions about what I want to do are easily answered. If you have an overall view, you will know the specifics. Then you will draw the people you want to draw to you, you will know that you want to do in your work and in your relationships, because everything and everyone necessary to

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support your philosophy will come into your life. It is also important to be willing to change your philosophy if it does not support you in being all you can be.

When you consciously use the tools of self-talk and imagery, you deliberately throw your system out of order. Understand you will be driven strongly, almost obsessively, into whatever you are affirming and imaging. If you only use the concepts in one area of your life, you will become obsessive about that. Setting goals with equal proportional balance is the key so that you do not steal from one part of your life to fulfill another.

Start by knowing where you want to go and begin to talk to yourself about it. Self-talk combined with constructive imagery are the most powerful tools you can use to go from where you are right now to where you want to be.

Chapter 4

BELIEVING IS SEEING

In this chapter, I want to give you some tools for becoming a powerful goal setter. The concepts and ideas in this section may change the way you approach your whole life from now on.

There is a general belief that is commonly accepted in this culture. The belief is that "Seeing is Believing." In essence, we must be realistic. If I can see it, then I'll believe it. We have already learned that human beings behave not in accordance with the truth, but in accordance with their perception of the truth.

Perception of Reality Limits Success

People who must see it before they can believe it, or must have concrete feedback before they will take a risk, find it very difficult to grow and change. Most of their lives are spent waiting for something to happen rather than making it happen.

We stimulate our creative energy and drive in direct proportion to our ability to use our imagination. However, use of our imagination is limited

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by our perception of reality. All of us have some natural limitations in perceiving reality, but we can expand our awareness of this reality. We are not limited by it unless we choose to be limited. In order to change this, we must be willing to take a good look to see if our perception of reality is perhaps limited or distorted.

No two people have the same awareness or perception of reality. This accounts for the uniqueness of each individual. Although we perceive the same world, we interpret what we see differently. To the degree our awareness or perception is limited, our habits, thoughts and actions will also be limited. Our awareness is simply a combination of all the experiences, impressions and attitudes we have accumulated since birth. Our awareness can be summed up as our total life experience. Our awareness determines the clarity with which we perceive and understand everything that affects our life.

It isn't what we know that gets us into trouble it's what we think we know that is not really so! Everything that happens in our life is filtered through our awareness. We then act in accordance with our present level of awareness, and our awareness is faulty, then our actions will be faulty. Every decision we make and every action we take is based on our level of awareness at any given moment. In order to be all we can be, we must constantly work to change and expand our level of awareness, or our perception of reality.

One of the faulty perceptions in most people's awareness is that seeing is believing. But the truth is, because we can't see it, it doesn't mean it is not there. The reason we don't see opportunities or solutions is not because they aren't there or because we can't see; it is because we haven't determined what we are looking for. Rather than wait to see before believing, we must first set our goals before reality will change. When we set a goal, our brain and mind functioning together, acting as a natural filtering device will work to our advantage to attain our goal.

What Are You Looking For?

The first thing we must do is ask, "What is of value to me? What attitudes or opinions are important or valuable to me? What am I looking for? What is it that I want? What end result do I want?" These questions and their answers play a very important role in your success.

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The interplay between your brain and mind, your brain-mind functioning, will not support you in obtaining your goals until it clearly understands exactly what you want. The information will not get through until you can answer the question, "What do I want?"

Wrap your mind around this idea - *you must know what you want before you can become aware of how to get it*. By determining first what is of value to you, you automatically let information that is important to you filter through. You will increase your awareness of valuable opportunities and information that will help you obtain your goal by knowing exactly what you want - exactly what kind of house, job, car, income, client, relationship, etc.

Our brain-mind functioning naturally filters out any information that is not of value to us or does not pose a threat to our security. It is important to understand this. Any information that is not of value to you or does not pose a threat to your survival does not get through to you. It automatically gets filtered out. Like a spam filter on your email, the brain-mind functioning together screens out thousands of messages and allows those messages or information to get through that have value to you. If it allowed any and all information to come through, it would overload your nervous system and you would be unable to cope with all the data presented to it. To ensure your survival, it also allows threats of physical or psychological harm to be perceived and understood.

There is simply too much information constantly coming at us. It's impossible for all of it to get through. So we must determine exactly what we want. This will allow our brain-mind mechanism to become highly selective as to what information is of real value to us.

The Right Information When You Need It

Once we determine what we want, the information will start to flow through. Remember that because we cannot see it, does not mean it does not exist. It only means we are blocking out information that is not important to us at the moment. This blocking is natural and simply a protective mechanism to keep us from going insane. Unchecked, however, this mechanism can limit our possibilities.

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There is at any given time a vast amount of information available to support you in creating whatever you desire. However, most people, or groups of people (and businesses fall into this category), try to solve problems without first determining exactly what they wish to accomplish.

They make decisions based on the available facts or the resources they have at the present moment. The natural response is, "We can't do that. We don't know where the money is coming from. Who's going to help us? We don't have what we need. We don't have what it takes," or "We don't have enough experience with this."

Focusing on the End Result

What I want to share with you is this: You don't need to know all those answers. In fact, if you did have the answers to all those questions, that information would, in the present moment, probably work against you. What you do need to know is, *What is the end result? Where do you want to end up? What do you want to create?* Set the goal *first* and the necessary information will get through. Having all the information first, without the goal only confuses the mind and works against you.

Remember this: Information does not come through first. Before the information can be filtered through, your brain-mind functioning together must lock onto the goal or end result. Once that is set, everything you need to know to accomplish the end result will present itself to you.

Unless something has personal value or threatens our security, we will not be conscious of the information that we need. In order to be conscious of this information, we must have the goal first. High-performance people, people that get things done, know this secret: *Believing Is Seeing*. Everybody else wants to have the facts first before they will believe. But it doesn't work that way. You must believe in the goal first, and then you will see how to do it, because the necessary information will get through. You must determine what is of value to you - what kind of client you want, what kind of home you want, what kind of knowledge you want - before it gets through.

You find What You are Looking For

As an example, suppose you are interested in a particular brand of automobile. Perhaps you are considering buying one, or you have just bought one. Notice that as soon as you decide what you want you see this make of car everywhere. Why? It is because that car has value to you. This example could be applied to the goals of finding clients, jobs, businesses or people with whom you would like to be involved. As soon as you know what you are looking for, the opportunities and the information will become apparent. If you don't know what you are looking for, you won't find it, even if it passes through your life every day. This also applies to your clients or customers. Knowing exactly what your customers or clients want will increase your awareness of how to help them obtain it. If you don't know exactly what they want, the information on how to help them will not get through.

If you want to be a good conversationalist, you had better say something of value to the other person before you can get through. Otherwise they will just filter out or block out the conversation. We only pay attention to what is of value to us.

Thinking Outside Our Limitations

Another reason we don't see opportunities is that we limit ourselves by the way we think. We must be willing to think outside our limitations.

We often feel uncomfortable psychologically when we experience contradictory or conflicting opinions, beliefs or attitudes at the same time. It is possible to hold different attitudes without emotional disharmony only as long as a situation does not occur in which these attitudes are brought into direct confrontation. Generally, when people are placed into a new and unfamiliar environment or situation, a change of behavior or a modification of an attitude is necessary to lessen or eliminate the anxiety caused by the change. We are always seeking to maintain psychological balance by attempting to get things to fit together inside of ourselves.

The most common way to relieve conflicts is through rationalization. Rationalization is what people use when they attempt to explain their logic or reason for their actions, opinion or conduct. In order for a person

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not to look foolish or make embarrassing mistakes, he will gather people and information that support his opinion or justify his conduct. An example is when we meet a person of the opposite sex and we are attracted to a particular trait in that person, the tendency is to subconsciously see only the good features and block out the negative traits. This justifies our reason to have a relationship with that person.

Before a person makes a commitment or a decision, he will usually go through a stage where he evaluates the overall situation. During this time that person will usually be open to new information. However, once he makes a decision or commitment, he will start to gather only people or facts that make him look "good" or make him "right" for believing and acting the way he does. This process is called *clustering*.

Unfortunately, when we seek to prove we are right for being the way we are or choosing what we choose, we block out information that may be useful to us in making rational decisions, essentially blinding ourselves to other options. When we lock onto an idea or a reason as to why something won't work, the solution does not get through.

Solutions Instead of Problems

Because we can't see a solution does not mean that it is not there. If you tell yourself that there is no way to expand your business, no way to complete this or that project, no way to get something done or get what you want, you focus on the problem instead of the solution. You can use your subconscious to help you gain answers and solutions, or you can use the same subconscious to come up with reasons or rationalizations why it can't be done. The choice is always there, and the choice is always yours.

An example of this is when you want to buy something. Most people shop around for the lowest price. Once they've found the item they want, they usually will try to come up with creative ways to cut back on expenses or do without something else so they can afford it. But what they don't realize is that they could use the *same* creative energy to figure out a way to *keep what they have* and earn *more money* to buy what they want. In other words, they can use the same creative energy to move backward or move forward.

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When fear sets in, we very easily rationalize why we should retreat, give up, cut back, or why we can't do something. Are you using your energies trying to figure out what things aren't available to you or can't happen for you, or are you putting your energy into how you can make them happen?

We Attract What We Feel Worthy Of

Another reason we see problems and failures instead of solutions or opportunities is because we do not feel worthy of being, doing or having the things we truly desire. The problem is that we can only attract that which we feel worthy of. The greater your feelings of self-worth, the higher the value you have of yourself, the more options you have, and the more risks you can take. The better you think of yourself, the more others will want to be part of your life. They will want to be your client, your customer or your friend.

A person with a strong sense of self-worth says, "I can handle anything. I don't know how to handle it yet, but I didn't need to know how to do this until now. Now that it is here, the information will come through." Everything then becomes an opportunity to learn and do more.

Allowing Others to Be Our Teacher

Sometimes the information that we need will come through other people. It can come in the form of a suggestion or even a criticism. However, if we have poor self-esteem or self-worth, we will not be able to accept suggestions or handle criticism from others. Our response will be defensive, such as, "Why should I listen to my subordinates?" "Why should I listen to my children? What can they possibly know that I don't know?" "Why should I listen to my mate? I'm smarter than he (or she) is." But the error we make is this - when we accept only our opinion, we shut out everything else. Again, our self-esteem or self-worth is not strong enough to accept input from others.

How many times have you said, "Don't tell me how to do it. I want to do it myself." What you are really saying is "I don't want you to show me, because then you will appear smarter or more intelligent than I am. Because I have low self-esteem, I have to look good all the time."

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We have to allow others to be our teachers. This doesn't mean we have to accept everything they say, but it is to our advantage to at least listen to them to see if what they have to say is of value. It doesn't matter who helps you or shows you the way. The only thing that matters is the end result. A healthy response is, "If you can show me how to get there easier, better or faster, then I want to learn from you."

When you are unable to figure how to get what you want, it isn't because you're stupid. It's because you are conditioned not to see beyond your present level of awareness. In business, there is a tendency to lock on to approaches that are traditional. "This is the way we have always done it." When we use that type of thinking and lock on to the way it was, we blind ourselves to the way it can be. So ask yourself these questions: "What ideas, beliefs or attitudes have I accepted?" Is there an idea, opinion or attitude that I have that is not supporting me in getting where I want to go, doing what I want to do, or being what I want to be?" If there is, then you must be willing to let go of that idea, belief, or attitude and concentrate on the end result. You need to allow new information that will facilitate you in permitting the end result to get through.

I want you to recognize that you don't need to know anything about a particular subject you want to learn or business you want to go into. Because you lack experience in something or weren't good in a certain school subject doesn't mean you are incapable of learning it. It just means that the information as to how to go about it wasn't of value to you in the past. But watch how the information comes pouring through now that you have clearly defined what you want.

What I am leading you to is this: Once you decide on how you want to live, what you want your group to accomplish or what you personally want to create, the process becomes exciting, because the information will come through and you will go out and find a way to attain that goal.

Gaining The Cooperation Of Others

I also encourage you to not only make things happen for yourself, but also for your business, your company, your family or any group you are working with. It isn't so much what you believe, but what you can get the people around you to believe. The key is getting others to believe they

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are far more capable than they think they are, and to get them to stop dwelling on their limitations, why something can't be done, or the way they acted in the past. You want them to begin focusing their attention on where they want to go or what they want to become. Once again, the end result is the only thing that counts.

When you have an idea or belief and are seeking to create something that did not exist before - a new product, service, business or whatever - your problem won't be your belief in the idea. It will be trying to convince those around you that it is possible.

In order to get help and cooperation from others in reaching a goal, your biggest problem will be how to get others to believe in *you*. "How can I get them to support me?" This is the problem that every leader faces. It isn't so much a matter of what the leader believes, but rather what the leader can get the people around him or her to believe.

We know that everyone acts in accordance with truth, as they perceive it to be. If their perception of reality is faulty, they will come up with logical reasons why it won't work, why it can't be done, why it's impossible, why it's too difficult to accomplish. Remember they are not intentionally trying to sabotage you or hold you back. They are acting in accord with the truth, as they perceive it to be.

The challenge is how to lead people to believe that they can do more than they think they are capable of doing. Perhaps you can see that your children have potential. But it doesn't do you any good to see their potential if they can't see it. Perhaps you can see your employee's potential or your mate's potential, but it is meaningless unless they can see it, because they must act in accord with the truth, as they perceive it to be.

Help Others to Change Their Level of Expectation

Good leaders, parents and mates are able to help others to change their level of expectation, to change what they believe is true. They are able to motivate them to believe in something that they did not believe before and then help them to self-talk and image that belief into reality.

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In order to do that, you can't just ask them to blindly follow you. People today are too sophisticated for that. As children we do it because we live on faith, but very soon we become logical adults and we want logical reasons. We have to teach others how to create from an idea, how to use the tools that we are learning throughout this book. If they are not willing to use the tools, they will do everything they can to prove they are right in believing what they believe, and in the end, they will either try to sabotage you or try to stop you to make themselves right.

Surround Yourself with "Can-Do" People

Take a look at the people in your life that are telling you, "It can't be done," "There is no way," "I can't see how it can be done. Are you allowing these people to determine whether you are capable or not? In essence, are you giving your power away to these people? If you are, make a decision to reclaim that power. What kind of people do you surround yourself with in your business? Are they people who are always looking for reasons why it can't be done, or are you surrounding yourself with people who find solutions?

Be very careful when choosing the kind of people with whom you surround yourself, because they strongly influence your creativity, whether you realize it or not. Their negativity becomes contagious - in your office, in your relationships, in your family and in your business. People who believe that things can't be done will go out and prove themselves right. But people who know things can be done go out and make it happen.

If you have a business, don't pay people to tell you that something can't be done. You can think of all the reasons why it can't be done yourself. You don't need to have people around you to tell you it can't be done and then pay them for the privilege. Surround yourself with people of high self-esteem who can tell you how to get the job done, how to make it happen. Teach them to look for solutions instead of problems. Every strong leader sets a goal and then does whatever is necessary to make it happen. If you educate the people around you to start setting goals based not on what is available, but on what it is you want to accomplish, you will be a strong leader and the people around you will become high-performance people.

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In order to experience growth or change we must learn to alter our level of expectation. To change our expectancy level, we must have a strong belief in ourselves and our goals. We must know we can take an idea and make it happen. Everybody else wants to see it before they believe it, but you must *believe it before you even see it*. As you have more faith in your own power, you will transmit this to others. With this knowledge of your own capabilities - and those of the people around you - you can do things that, to others, seem unrealistic or impossible.

The Real Meaning of Faith

What this all boils down to is having the ability to accomplish tasks that others find difficult or impossible. How many goals have you set based on what was apparent, on what you can see, what you have and what you think is realistic? Don't base your goals on what you have or what you have done but on what you want and where you ultimately want to go.

What we are talking about here can be summed up in one word: *faith*. Faith is not something religious or esoteric. It is a sound psychological and physiological fact. When you understand how the brain-mind functions together, you know that faith, which is *believing before seeing*, is the natural process of creation.

When you understand that it is your belief or faith in your ability to create that determines your results, you are then able to go out and accomplish tasks that other people think are impossible.

You simply set your sights on what you want and then allow the information that will enable you to go out and create it without stress and without effort to come through. The reality is that whatever you are looking for is, at the same time, looking for you. It all starts with *believing before seeing*.

Chapter 5

WRITE YOUR OWN SCRIPT

All living things have an innate desire to reach their potential. The problem is that this desire to grow and develop makes us unhappy with the way things are.

We have three main beliefs about life that prevent us from being happy and satisfied:

The first is that *what I don't have is better than what I do have*. This is a variation of the grass is always greener on the other side of the fence.

The second belief is that *having more is better*, no matter how much I have, more of it would be better.

And the third is that *when I get what I want, I will be happy*.

Is Your Life About Solving Problems?

Perhaps you are familiar with the term, "success ethic." The success ethic stated simply says, "When you get what you want, you will be happy." It is based on the theory that if we work hard and solve all of the problems in our lives, some day we will be happy.

The majority of our thoughts and activities in life are centered on solving problems. As we've learned, whatever you think about becomes your reality. And so, what do you think about most of the time? It is usually problems. Indeed, the first thing that many of us think about when we get out of bed in the morning are all the problems that we have to solve and how hard we have to work. We have been trained to think about what isn't, what should be and what we don't have, and then how we might remedy a situation, solve it or make it better. And so when you first awake, you focus automatically on all the problems that you must face that day.

If you will take an honest look at your life, however, you will probably find that solving problems working hard and having the right things do not fundamentally improve the quality of your life. In fact, it has probably

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taken away from the quality of your life by diminishing the fun and excitement of living.

The Creative Process

Let's talk about the creative process. You and I want to create our lives in the best possible manner. To do this, we must flow *with* life instead of flowing *against* life. To flow with life, we want to create from the model of Being-Doing-Having. The universe flows from being into doing into having.

Being is an inner experience - it comes from within you. You can allow outer circumstances to determine your state of Being - your level of happiness or satisfaction - but you run the very real risk of those outer circumstances controlling your life and how you feel about yourself. If you say, "I'll be happy when ..." you will never be happy. Suppose you think a new job will change your life. So you get a new job and pretty soon it is the same old stuff; you have to deal with people, handle responsibility, meet deadlines and work with others who are not as enlightened as you. That is the reality of it. You then realize that this job didn't make any major difference in the way you feel, so you have to find something else to make you happy.

Maybe you think a new mate, a new home, having a baby, or making more money will change your life. And so eventually you get all those things, and you are still not happy. The reason is simple. Nothing outside of ourselves will ever make us happy, because happiness is an inside-out experience. And it starts at the being level.

Why the Success Ethic Doesn't Work

We have talked about how the universe flows from Being into Doing into Having. But unfortunately the success ethic, which most people are using to create their lives, flows from Having into Doing into Being.

The success ethic states that if you *have* the things that happy and satisfied people have, you will *do* what happy and satisfied people do, and then you will *be* happy and satisfied. Is this really true? Well, you and I have more of everything than any generation on this planet. We

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have more time to do what we want, more money to spend on what we want, and we are more technologically advanced than any civilization in the history of this planet. Yet look around you and notice that as a culture we are far from being either happy or satisfied.

The truth is that life flows from Being to Doing into Having. If you are *being* happy and satisfied - from the inside out - you will start *doing* what happy and satisfied people do, and you will *have* what happy and satisfied people have. One of the Buddha's greatest contributions was his teaching that *desire creates suffering*. This means that when you want something more and you don't accept what you have already, you suffer. Now, this doesn't mean that you shouldn't create more things in your life. On the contrary you and I are purposeful, creative beings. But so many of us are unhappy no matter how much we have. We always seem to want what we don't have, and then we finally get what we want, it is like the song, "Is That All There Is?" We thought the rockets would go off and life would be totally fulfilling, but then the disappointment came because there was something else missing.

Buddha's teaching was to give up desire and thus eliminate suffering. While this is important, it is not the whole message. One of the most important things about accepting where you are right now and enjoying what you already have is that you can have the same peace of mind, the same tranquility, and the same joy *right now* that you think you will have when you eventually get to where you want to go. This is the most important message. Living in the present doesn't mean that you just accept what you have and cease to create. It simply means that you already have what you want at the Being level. At the Being level - where you are right now - you are already a success.

Life Is Not About Getting

Most people's lives are about *getting* something. And the truth is, there's nothing to get. All we have to do is to Be. The Being produces the end result. It is imperative that you understand that the doing and having parts of your life are not what determine the quality of your life. The Being aspect is what determines the quality of your life. *Who you are* - your conscious perception of your Self (Being) - controls what is happening to you.

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When you focus your attention on solving problems and trying to make things better, something very interesting happens: you miss what you already have. So the only way to find happiness and satisfaction is to enjoy what you have right now. Again, I am not saying that you shouldn't set goals or make plans. What I am saying is that you should enjoy the present moment because this is all you have. Create for tomorrow, but live in and for today.

We only have two choices in life. The first is to enjoy what we have today, and the second is to have anxiety about what we don't have and focus on tomorrow hoping it will be better. There are no other choices. Now, remember, getting what you want will not change your life at the Being level, so don't let what you have determine *who you are* otherwise you will always feel dissatisfied. If you are tied into getting somewhere or getting something to make you happy, you will be on a treadmill for the rest of your life. You will be operating from the hypnotic belief that more is better, and that it is better over there than over here.

Go after what you want but enjoy the trip. Life is a journey, not a destination. Know that when you get what you want, it will not change who you are at the Being level. So enjoy yourself, love yourself unconditionally and participate in the trip. The reward in life does not come from achieving. It comes from participating along the way. Writing your own script means that you are the one who decides what the trip will be about and what the destination will look like.

Your Intention Sets the Universe in Motion

Your intention sets the universe in motion. The universe flows in the direction of your intention, and so it is important to be clear of your exact intention in any situation. If you are absolutely clear as to your intent, your subconscious success mechanism will support you in getting there. Edison working on all his inventions always kept in mind where he wanted to arrive, and because he did so; every failure supported his ultimate success. Most people encounter problems in creating the kind of life they want because they have not clearly determined where they want to go, or visualized what it is going to look like when they get there. Those who lead purposeful, successful lives do so because they have set up in their minds a clear picture of what they want to create in their lives.

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Have you ever wondered why New Year's resolutions don't work? We have such good intentions, but what happens is we often say things like, "I'm not going to eat any more sweets," "I'm going to stop yelling at the children," "I'm going to stop overeating." But the New Year's resolutions were not about what you wanted, but what you didn't want. They are not an image of the end result, but rather a negative reaction - a form of negative self-talk to the present. And this is the reason why so many world problems, business problems and personal problems persist; the individuals concerned focus on the problem and what they don't want to happen, rather than on the end result or the ultimate goal.

A New Look at Goal Setting

Goal setting is the key factor that will determine your success or failure in the doing and having portion of your life. Did you ever take a business trip without at least having some idea where you were going? Did you ever play tennis without knowing where the tennis court was? Have you ever left your house to do your weekly shopping without having at least some idea of where you were going to shop? Have you ever taken a holiday without knowing where you wanted to go? Isn't it strange that while the holidays we take merit goals, and the games we play merit goals, and even the shopping we do merits goals, we rarely establish goals for the most important journey of all - our own life.

"Oh," but you say, "I don't want to be pinned down. I want to be spontaneous. I want to be free to change my mind." Well, sometimes we mistakenly think that freedom means avoiding commitment. We fear that if we commit to something, it will own and control us. And so we avoid being the cause of our life and avoid making commitments. We say, "I want to be free." But notice how our avoidance of commitment and responsibility keeps everyone around us in prison, not really enslaved but in confusion, not knowing what they can count on, until we make the decisions.

In such a relationship, no one can truly win. True freedom actually lies in our ability to make choices and commitments. The question we have to ask ourselves is "What do I really want?"

Start from the position that at some level you absolutely know what you want. At some point you have to make a decision. Keep this in mind - If

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you don't decide, *someone else* will decide *for* you. And their decision may not be what you truly want.

Start by Making a Decision

You've heard it said that no decision is a decision. Hidden within indecisiveness is the goal of always being right. As long as we don't know what we want, we will never be wrong, never make a mistake, and hence we will never be disappointed. We have been programmed since childhood not to make mistakes. By being indecisive we can remain a child. The moment we decide to take charge our lives is the moment we really leave home. Once we start making decisions for ourselves, we are on our own.

It is safer not to make decisions, to be passive, childish and to take our cue from others. Making a decision always reveals something about you. Making a decision tells people who you are. And so, making a decision is essentially divulging a great secret. If your purpose in life is not to reveal *who you are*, then you will always remain undecided.

Another reason for indecisiveness is the fear that we may have to give up something. For example, if you want to take a vacation to Hawaii, it means you have to give up going to the Bahamas at the very same time. To choose one goal means you may have to give up others. If you decide on a certain way, it means you may have to give up other paths. It means you can't be everything, do everything and have everything at the same time. It means you can't please everybody. When you make a choice, you run the risk of rejecting the values of certain people. They may see you, as you really are, not the way they want you to be. In other words, not like them. So by doing nothing, you may be able to retain the love and approval of different people whose values contradict each other, and your indecisiveness helps you to avoid trying to reconcile situations that can't possibly be reconciled.

Everything in Life Is a Choice

Everything in life is a matter of choice. There are only two things we have no choice about. We cannot avoid these two things no matter how hard we try. The first is that *we must die*. Death is an absolute certainty. And the second thing we have no choice about is that *we must live until*

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we die. Now understand this - everything else in your life that you think you have to do, or are forced to do, is a choice.

You and I do everything because we choose to do it. We can't change the fact that we are going to die or that we must live until we die. But *we can change anything else because everything else is a choice*. Look at all the areas of your life and realize you do everything in your life because you *choose* to do it, not because you *have* to do it. Remember - the only two things you have *no choice* about is, you have to die, and you have to live until you die. Period!

Look at where you are in your life right now. Where you are is where you want to be. Consciously or unconsciously, you have made a choice. If you want to go anywhere, you must first understand where you are right now. Many people lie to themselves about where they are, and they deny their situation in life. But it is absolutely essential that you acknowledge where you are before you can move on.

Is your life working the way you want it to? Are you where you would like to be? Do you have the things that you would like to have? If the answer to any of these questions is "no", then take a look at your payoff for being where you are. What pleasure do you get out of denying yourself? What pleasure do you get out of being unhappy? What pleasure do you get out of being uncomfortable and not belonging? What pleasure do you get out of thinking in terms of lack and limitation?

It is important to remind yourself that everything that you do in life, whether it is positive or negative, is attached to a reward or a payoff. So look at your payoff. Observation is the first step in changing anything. When you observe, you are taking the first step toward freedom. And as you observe, you begin to see your own patterns of thought.

You have to tell the truth about where you are before you can move on. If you are in pain, admit it. If something is not working, admit it. This is the fundamental principle of Alcoholics Anonymous. You must first acknowledge that you are an alcoholic before you can recover from alcoholism. So look at where you are right now, and then decide where you want to go. Let your mind be open to new possibilities.

What Do You Really Want

Remember, at the Being level, you are total power and you can create anything that you want. Think about what turns you on. When was the last time you really felt turned on? When was the last time you felt enthusiastic or stirred up by something? How about half a dozen times before that? If you can answer these questions, you have some powerful clues to what you really want. If your response is that you almost never feel turned on, then you are living in denial.

When you are free to choose, how do you spend your time? Is there some kind of activity that keeps you interested? Whatever reason you might give yourself for doing it, you have an important clue as to what you really want to do. On the other hand, if you find yourself in your free time doing nothing but sleeping, daydreaming, or watching television, that is a pretty good sign that you've not allowed yourself to experience what you really want.

If you were relieved of all practical considerations, including financial considerations, and if all the possibilities were open to you, what would be the first thing that you would do? What would be the next thing that you would do? What would you do with your life if this happened? This question can be fun because it helps to make your fantasies conscious. Perhaps you even have a fantasy that keeps coming back? Take a look at those fantasies and choose something. You can always change it if you don't like it. You are only committed to it for as long as you want to be committed to it. So make a choice. Start creating what you want in your mind. Have the total experience in mind first. Feel that way, be that way and imagine it happening just the way you want it to happen.

Developing a Plan of Action

A lot of us are trying to become successful, trying to become happy, or wealthy, or lovable, or to gain something from life that life doesn't presently hold. But we are what we hold, and it comes out of us. Goal setting is simply making choices. Goal setting is knowing where you want to go. Said another way, if you don't know where you want to go you will probably end up someplace else. If we are not achieving what we are capable of achieving, it is because our goals are not clearly defined. Writing our own script means developing a definite workable

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plan designed to implement action. Your success will be determined largely by your plan of action.

Writing your own script also means, quite literally, that your plans should be written down. The kinetic action of writing will further impress your subconscious. Your written plan will give you the courage to follow through and help you to eliminate obstacles, distractions and interruptions. It will also serve as a yardstick for progress. You will be more aware of how far you have come and how far you have to go.

Many psychological studies have shown that a person's motivation is at its highest when he or she has some way of measuring accomplishment. Writing will crystallize thought, and thought motivates action. It reinforces your commitment to the attainment of what you want. It will remind you of your objectives, and each time you review what you have written, you will be reminded of what you want and why you want it. You will be greatly rewarded for doing this. Also, you will conserve time and energy because you will always know where you have been, where you are and where you are going. And when obstacles get in your way, your written plan will help you to re-evaluate and get back on track.

Identity the Benefits

Freud said that goals cause frustration and anxiety, and he was against the establishment of specific goals. Victor Frankel on the other hand said that we cannot live without goals because man's basic nature it to be goal-oriented. As far as I am concerned, they were *both* right. The biggest mistake that people make is aiming too high or accepting too much too soon. Now, I'm not saying that you can't have it all. I'm merely suggesting that if you are going to be a tennis champ, it might be a good idea to first learn how to hold the racket and hit the ball across the net.

So goals are not promises, but commitments. They are not wishes, but visions. We do not hope our dreams are going to find us; we find them. Goals don't start in our brain; they start in our heart.

We are not going to be committed to our goal one hundred percent until we are clear on the benefits. This is probably the most important and significant step in goal setting.

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If you are working in a job or you are in a relationship with someone, or if you are expending any effort in your life and are not sure of the *benefits* you will obtain, you will have great difficulty maintaining the necessary enthusiasm, persistence and dedication. When you are not sure of the benefits, it is very difficult to dedicate yourself to something.

Goal setting helps you to specifically identify the benefits that you will receive from the efforts you expend. You will not be able to hold a high degree of commitment toward the accomplishment of anything unless you are absolutely clear on the benefits. As you progress in goal setting and begin handling harder and more complex projects, it is essential that you understand *why* you want to accomplish that specific goal. Psychology teaches there are only two reasons for any of us to do anything. One is to gain benefits, and the other is to avoid losses. If you are clear on the benefits you will be willing to pay the price.

The critical difference between those who make it and those who don't is *desire*. Rewards create desire. So spend a lot of time outlining benefits and rewards.

A goal can be defined as something that has an inherent or built-in reward upon its achievement. *If your goal has no inherent reward, you do not have a goal.* If your written plan does not clearly set the benefits and the rewards that come upon the attainment of the goal, you will miss the most important ingredient - a *motivation to action*. *No reward, no action.* You can solve any problem in life by saying what you want - the specific end result.

Handling the Obstacles

As soon as you say what you want, the first thing that you are going to experience is the feeling that it can't be done. "I don't know how to do it. I don't know how it is going to work. I feel helpless. Who is going to help me? Where am I going to get the money? What if this doesn't work? What if I fail?" This is your subconscious mind trying to protect you from an imaginary loss.

When you say you want to do something, everything unlike it will come up for you to evaluate and defuse. All your fears and doubts will surface. If you will center your thoughts on what you want to happen, which is

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the goal, instead of what you don't want to happen, which is the obstacle, you will overcome this negative feedback. The successful accomplishment of any task is determined at the Being level prior to the actual beginning of the task. In other words, believing that you can do it before you do it.

We cannot sustain a mental image of a goal that is inconsistent with our beliefs. Be realistic about the possible obstacles and roadblocks. Ask yourself, "What circumstances or conditions may prevent me from achieving this goal?" Your answer to that will outline what you will have to overcome to obtain what you want. Some of the obstacles and roadblocks may be simple; some may be more complex. Many people do not do this because they think it is negative to focus on obstacles and roadblocks, but it is important to understand that you won't get where you are going until you know who or what is standing in the way of your achieving your goal. So write them down, and make a list as complete as possible. Some of the obstacles will just take care of themselves without your attention. The biggest mistake people make in goal setting, however, is to gloss over roadblocks and obstacles that should be recognized before they get started toward their goals. You may not be aware of them all, but the more prepared you are, the easier it will be to handle them.

As you complete this process, the natural tendency will be to become a little discouraged, and perhaps you will lose some of your enthusiasm. You might start to focus on all the effort necessary to overcome your obstacles and roadblocks. If this happens, stop for a few moments and go back over the benefits.

Take the First Step to Success

Know that what you want is worth the obstacles that may have to be handled along the way, and then get started. Know in your mind that you always have the choice to stop or to continue with your plan. You can change your mind at any time you want. But for the moment the important thing is to get started.

Don't get locked up into the ultimate goal. Just concentrate on the next step. Take it one step at a time. Most people become overwhelmed by the overall goal and give up. Use the overall goal as a point of reference

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but concentrate on the steps. The one-step-at-a-time principle is important in achieving goals. Even the largest goals are obtained one step at a time.

Once you are aware of the obstacles, you will find the awareness alone will go a long way toward finding the solution, because knowledge is power. The solutions and cost of overcoming the obstacles will become quite obvious. For every obstacle there is a solution, and the solution is always available because the answers are with us.

You do not have to look outside of yourself for the answer. If you know this you will be guided to the right person, the right place, the right book or the right situation that will help you to overcome your obstacles.

Develop this belief system: "I know what I need to know." You know what to do and you know how to do it because your Higher Self or internal guidance system will guide you every step of the way. All you have to do is to be open, responsive and receptive to the answers. In doing so you will cease to see obstacles as limitations, because you will know that *who you are* is greater than any obstacle. When you combine your wants, benefits, obstacles and solutions together in writing, you will gain a tremendous feeling of power and excitement. It will also help you to see that most of your limitations are self-imposed.

Use Timing to Your Advantage

Timing is also an important factor in the achievement of any goal. Parkinson's Law states that "work will expand to fill the time allotted for it." For this reason, among others, we have to have a time frame or time limit on our endeavors. Unfortunately, this is one of the steps that most people, consciously or unconsciously delete from their plan of action. A deadline for action is of the utmost importance. It is the essential activating mechanism.

When you set a deadline for the accomplishment of a goal, not only do you act on the deadline, but also the deadline acts on you. So any goal must state a specific date upon which it will be accomplished. Therefore, a statement such as, "I hope to lose twenty pounds during the next six months" should be revised to state, "I will weight exactly [X] number of pounds on or before [whatever the date is]." This statement says exactly

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what you are going to accomplish, and when you are going to accomplish it. It doesn't emphasize the *loss* of something, but rather the *attainment* of a specific goal, (i.e., the weight of X number of pounds). If you work within a time frame, your thinking, action and reaction will be more precise, and you will act with more urgency. It will enable you to eliminate distractions, think more clearly and be more creative. The reason for this is simple. You won't have time to worry about nonessential activity.

Balance is important when working with deadlines. Your deadline should be the slave, not the master. If through some unforeseen circumstances your deadline is delayed or has to be changed, just relax, re-adjust and reset the deadline. There will be times when you may have temporary setbacks, but learn to distinguish a setback from a defeat. *A setback is temporary; a defeat is permanent.* If you are willing to handle the setback, you will not have to be concerned about the defeat.

Why This Will Work for You

Most people do not successfully implement goal setting because they do not weigh up the benefits, rewards, obstacles, solutions and costs. If you will commit yourself to working through all of those steps, you will stay on track. You will not be overwhelmed by the size of the details; which are necessary to your goal's achievement. You will learn to keep your attention on the specific steps that, when put together, will allow you to achieve the entire goal.

A primary factor in the successful use of goals is positive feedback. Without positive feedback you will not continue to use goals. So always keep a list of the goals that you accomplish, including the obstacles you overcome along the way. Buy a special notebook for this purpose and refer to it often. As you complete your goals, file your written worksheets in the back of your notebook and review them periodically. Keep adding to your list of accomplished goals. Every time that you look at this list, you will gain further confidence in your ability to obtain what you want through the process we've just discussed.

On the surface, this may seem like a lot of extra work and effort. However, I can tell you it is a lot more work and effort to go through life not having the things you really want. Do not be fooled by the simplicity

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of this process and do not underestimate the power behind it. To do this would be to sabotage your own potential. Writing your own script and following through with action is a habit that will reward you for the rest of your life.

Chapter 6

PROGRAM YOUR MIND FOR THE BEST

Learn how to program your mind and you will have the key to your life. Many of the ideas about what it is to be happy, satisfied, wealthy, or whatever are totally erroneous. In fact, most of our beliefs have never been tested in the real world. Yet we live our whole life based on the premise that they are in fact real.

Over the years, through our perception, we have been gathering information about the way life is. The problem we face is that the information we have been gathering wasn't always the truth, but our version of the truth.

What we see and hear is always filtered through our belief system. We tell ourselves what we think we are seeing or hearing and this is recorded as our version of reality. Consciously we know the difference between what is happening and what we *imagine* is happening, but our subconscious doesn't distinguish between whether we are imagining something or we are actually experiencing it. The point here is that while consciously we know the difference, subconsciously we only believe what the conscious mind accepts as real. If this is true and we have built our opinions, beliefs and expectation levels on vivid imagined experiences; it stands to reason we can make changes in our behavior through the same process.

Beliefs - Workable and Unworkable

All the information we have received is stored on a subconscious level. That information becomes our opinion or our belief, which then becomes part of our self-image. It is the truth, as best as we know it at the time and that becomes our current dominant image of reality.

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It's necessary to continually check our beliefs to see if they are workable or unworkable. In other words, are they supporting us in where we want to go? And do they contribute or take away from our happiness and satisfaction?

If they are not workable, we need to reprogram a new set of beliefs that our subconscious can work with. It is important for us to take the time to do the necessary reprogramming. We have no choice about whether we are going to be programmed, because we are always being programmed. The choice is this - who is going to do the programming? Are we going to do it, or are we going to let someone else do it for us?

The fact of the matter is, there is no one else in the world that wants for you what you want for you. It is of the utmost importance that you do not allow others, no matter how well meaning, to do that programming for you.

The Most Powerful Force in the World

Your subconscious will achieve anything you believe to be true for you. All religions are based on belief. Belief is the cornerstone of all the great achievements since the beginning of time. We need to remind ourselves that belief is the master and we become the slaves in that the belief dictates the actions we take. But we can change our beliefs, and the exciting thing about this is that if we change our belief, which is the cause, we also change our experience, which is the effect or end result. We always have a choice about what we want to believe. We are never permanently stuck with old, unworkable beliefs.

It can reasonably be said that belief is the most powerful force in the world. Belief is what allowed Helen Keller to overcome the incredible obstacles of being both blind and deaf. Belief enabled Einstein to carry on until he discovered the theory of relativity. But belief also allows people to live a life of crime or to commit suicide because they think that there is no reason to live. So belief is a force that can help us or destroy us. What we want to do is to reprogram ourselves and set up an environment in which our beliefs facilitate us in getting what we want. The tools we use to do this are affirmations and visualizations.

Affirmations and Visualizations

The purpose of an affirmation is simply to surround ourselves mentally with thoughts that support a specific action or an experience. Affirmations have no relevance to the way things actually are right now. They are based on the way we want things to be.

Visualization or imagery refers to the ability of the mind to see things in pictures. Essentially, it is a thought that we hold long enough to get a conscious mental and emotional picture. Visualization is also referred to as "applied imagination." It is one of the most significant tools we can use for change.

We learned earlier that our thoughts become reality if we believe those thoughts to be true. We think thousands of thoughts every day, but the ones that influence us are the ones that are tied to emotion. Visualization is the process of taking a thought and keeping it long enough so that the mental picture we create evokes an emotional response. Emotion causes conviction and conviction creates reality. This is not a new idea. It has been taught in many ways. But to sum it up: *Thought plus emotion creates conviction, and conviction creates reality.* I strongly urge you to memorize this. Here it is again: *Thought plus emotion creates conviction, and conviction creates reality.* Affirmations are quality ideas and quality thoughts. The quality of our thoughts reflects the quality of our life. Hence, if we were to raise the quality of our thoughts, we would automatically improve the quality of our life.

How Affirmations and Positive Imagery Can Work For You

Affirmations are induced auto-suggestions. At the turn of the century, Emile Coue used autosuggestion very successfully at his clinic in France. He taught his patients to repeat the affirmation "Every day, in every way, I am getting better and better." And it worked because of conditioning.

Affirmations work on the theory of displacement. If you have a glass of dirty water and you put it under the faucet and start running clean water into the glass, eventually the dirty water will be displaced by the clean water. When you replace unworkable thoughts with positive, workable

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thoughts, the same phenomenon occurs. It is not necessary to get rid of limiting beliefs we hold in our subconscious. More important is to ensure that the dominant thoughts in our mind support us in getting what we want, because our mind works on our dominant thoughts.

In computer language there is a term called GIGO. That's pronounced ge-go. It stands for "garbage in - garbage out." What it really means is that if you feed a computer all the wrong data and then ask it a question, all you will get is the wrong answer. Now what is the weakest link in any computer? The computer programmer is the weakest link of course. If the programmer's perception of reality is incorrect, then his or her input will be incorrect. The data fed into computer will be incorrect, and then the feedback from the computer, when called upon to solve a problem, will be incorrect. Likewise, if your personal programmer, which is your conscious mind, incorrectly feeds the wrong data, which is illogical or erroneous, then the translation of that data will be incorrect.

Opposing thoughts are mutually exclusive. This means you cannot hold two opposing thoughts at the same time. You cannot think "I can" and "I can't" at the same time about the same thing. So it is important to look at and program your dominant thoughts. Emerson said, "We become what we think about all day long," and that's very true. You and I are walking, talking evidence of our beliefs.

As we've discussed, affirmations are one of the most effective tools in programming your subconscious for success. Affirmation literally means to validate or confirm. So when we think a thought over and over again, we are validating or confirming it as the truth. What we are doing is firming up our belief by making a tape in the neuron structure of our brain, which is processed through our subconscious aspect of mind. Once our subconscious mind has accepted a belief, it is an idea whose time has come.

Using affirmations on a daily basis is one of the easiest things we can do to change our lives. Most of the people I know that have trouble with affirmations spend too much time judging whether or not they are doing their affirmations correctly. You will learn an easy method to imprint your affirmations in Chapter 7, but all you need to know right now is that it is easy to do.

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To achieve the best possible results, it is necessary to combine our affirmations with imagery. It can be said that every thought we think is a picture within the mind. If I mention a dog, you see a dog in your mind's eye. If I mention an abstract word such as courage, you must mull it around in your mind until you are able to reduce the abstraction to a mental picture of what courage means to you.

You've probably made the statement "I'm unable to get the picture" when communicating with someone. If you are confused and don't understand what someone is trying to tell you, you are unable to get the picture. Imagery or visualization is a process of holding a thought in your mind until it creates a mental picture or image. The mental picture or image allows you to be there, to experience it in your mind. This is known as applied imagination. The difference between affirmation and imagery is that affirmations are conscious thoughts you choose to think about. Imagery goes a step further. It takes those thoughts and dwells upon them until they generate emotion and belief.

Imagery or visualization is not daydreaming. Imagery is a conscious process that has predetermined attitudes and beliefs that are used to support achieving a certain end result or goal. The purpose of visualization is to build the necessary confidence to take action.

Daydreams are generally a diversion from reality and are not predetermined conscious thoughts that support attitudes or beliefs. The reason imagery works is that the human brain and nervous system, working in tandem, form a stimulus response mechanism, which reacts automatically to problems and challenges. Visualization records memory and develops beliefs and attitudes without the actual event even taking place. It allows us to record in our subconscious mind the data we wish to have as our version of reality.

Remember, what we believe to be true is true for us. This is possible because our subconscious mind cannot distinguish the difference between an actual experience and one that is vividly imagined. If we imagine something with vivid intensity through the direction of imagery, our subconscious accepts it as though it was actually happening. Once our subconscious accepts what we are imaging, everything we experience after that will relate to the newly formed belief or image.

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Affirmation + Imagery + Emotion = Success

The key to successful imagery is to put as much emotion into the picture as possible. Arouse a deep inner desire, be enthusiastic and keep running the picture over and over again. Your present beliefs were formed by thought plus feeling. So, if you put enough emotion into your new thoughts, they will automatically cancel out the old thoughts through dominance. New thoughts programmed with repetition and imagery become dominant thoughts. Dominant thoughts and beliefs are the ones that control our behavior. Each one of us has proven that this works.

When you worry about something, you picture the negative future outcome vividly in your imagination. You play it over and over again. You are not using any effort or willpower; you just keep talking about and picturing the end result. Whatever you are picturing has not happened yet, but you keep forming the picture and the imagery of it happening. The fact that you have accepted that the negative outcome is possible and have constantly been replaying the picture and thinking of it as an already established fact makes the image appear more and more real. After a period of time, you automatically generate the emotions that conform to the image; you begin to experience fear, anxiety, discouragement, tension and depression. All of this turmoil was created out of an imagined experience!

You Get What You Expect

Whatever you expect to happen is determined by the thoughts you dwell upon plus the intensity of the emotions behind those thoughts. It is worth repeating that our subconscious does not question the validity of the data we present to it. It merely processes it and attracts to us what we believe to be true.

If we are using imagery to change habit patterns, we must see ourselves acting and reacting the way we want to be in the future. It doesn't matter how we acted today or yesterday. Once our subconscious gets hold of our new thought, our brain-mind, functioning together through our central nervous system, will take over and we will automatically assume the new behavior patterns. The key is to be able to picture or imagine the end result so vividly that it appears real.

We have learned that our subconscious mind functions in terms of goals or end results. Once the subconscious has accepted an idea, you can absolutely depend upon it to take you to that goal. If we will supply the end results, our subconscious will supply the "how to." It will show us how to reach that end result.

Think of the end results in terms of present possibilities. They must be seen so clearly that they seem real to your brain and nervous system. The ultimate aim of affirmation and visualization is to evoke the feeling that the goal is already achieved.

Feel as though it has already been achieved and your imagery will pull you toward the end result that you desire. Imagine it in as much detail as possible. Keep using the imaging process over and over again for the same goal. In the beginning, don't worry about whether you are putting in enough detail. Every time you visualize you will automatically incorporate more and more detail.

Always put yourself in the picture. See yourself involved in the activities of your goal. *If you do not put yourself in the picture, you may not be in the end result.* Suppose you want a new car - let's say a new BMW. You visualize the car and faithfully infuse your imagery with emotion, detail and repetition. And then, all of a sudden, a new BMW comes into your life. You look out the window of your house and your neighbor is driving a new BMW! You now have new BMW in your life, *but you are not in it!* So, make sure you identify yourself with your goal.

All successful individuals have started with a picture held in their mind. They visualized and affirmed what they wanted to be, to do and to have. And then they instructed their subconscious with clarity and repetition.

Forcing Change is Counterproductive

Once we change the picture, it becomes the job of the creative subconscious to get the picture to match our reality. The job of the subconscious, in order to preserve sanity, is to make me act like the person I see myself to be. I cannot consistently act otherwise. The challenge is to change the way I see myself to be.

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Our past mistake was in trying hard to be different from our picture. It is that very trying that will cause us anxiety and to avoid change. Our self-image controls our performance and we automatically and effortlessly act the way we see ourselves to be.

If we try to force ourselves not to smoke, to lose weight or to become a better person, without first changing the picture, we have to push ourselves to make the change. As long as we consciously focus on the change we desire, we do all right. But the moment we forget to exert conscious effort, we go back to our old habits - because we are always going to act like we see ourselves. When we force ourselves to change we place tremendous stress and tension on our nervous system because we are forcing ourselves to be different than our subconscious picture. The moment we let go we return to our dominant picture or controlling mechanism. Using affirmations and visualizations reprograms our picture. If we do this, we no longer need to force change.

It is also important that while you are visualizing yourself like the new person, you just go on behaving like you always behave. Don't force yourself to be like the new person. Don't try hard to be like what you are affirming or picturing. Just be like you. Remember, we are altering the subconscious automatic guidance system. We are not concerned about our current behavior or performance. If we change the picture, the change in our behavior and performance follows automatically. Just go on acting daily like your old self. If you are using affirmations and imagery, the new you is changing little by little. Pretty soon you will automatically be like the person you wish to be. It is worth mentioning again: *Do not try to change your performance or behavior. Change the picture first.* The biggest mistake that most people make is that they try to outrun their picture.

Some people have difficulty getting a clear picture in their mind. There are people who hear more or feel more than they actually visualize so they don't get a good clear picture. These people are the non-visionaries. If you are a non-visionary, you will probably have a heightened subjective sense of feeling. If this is true for you, just concentrate on the feeling.

Sometimes we don't get a good clear picture because we are not relaxed enough. In the section titled "Relax" in Chapter 9, I will give you

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a relaxation technique that will help you to relax your mind and body so that your subconscious is more receptive to your affirmations and imagery.

What you are doing with affirmations and visualizations is preparing yourself for the appropriate person you choose to be. It helps to take a look at the areas of your life that you are avoiding or having difficulty with. Then visualize yourself in the situation you are avoiding or having difficulty with, acting in a way that would be more appropriate for you to be. Visualize the skill level, the characteristics, and the qualities you want to express. Soon you will act and behave like your picture. Once it takes hold in your subconscious, you don't need to affirm it or visualize it any more. Just go out and be you. What you have done is to control and consciously decide what the new "you" would be like.

For example, if you choose to be a non-smoker, picture yourself in a situation where you would normally have a cigarette. See yourself with nothing in your hand. If your image is clear enough, it will be as though you didn't have a cigarette that one time. Record it subconsciously and feel the satisfaction of the accomplishment. This will make impression in your subconscious mind. As far as your subconscious is concerned, for that one time you were a non-smoker. You actually did not smoke. Once you've repeated this image over and over you will make a change from a smoker to a non-smoker easily and without effort. In the meantime, if you want to have a cigarette, go ahead and have one. If you don't, throw the cigarette away. Once the picture changes, you will give it up without stress or effort.

If you feel you are shy, picture yourself with your best friends. Now project yourself into a new, unfamiliar situation, perhaps in a crowded room or at a party. See yourself just as confident and relaxed. Feel the sense of accomplishment. Repeat that kind of scene over and over again and your subconscious will think you have done it like that many times. When you actually get in that situation, you will act like yourself. What is yourself? The way you have been picturing yourself to be.

Identify with the New Image

Not just any kind of imagery changes the subconscious image of reality. If that were so, all you would have to do is watch TV and your

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subconscious picture would change. The only kind of imagery that will alter the subconscious image of reality is *experiential* imagery. We must clearly identify with the imagery.

If I observe somebody else do something, I say to myself. "That's the way they do it. I'm not doing it, they are doing it." I must personally experience it in my mind. I must see myself, not someone else, accomplishing the end result. If you can't see yourself being, doing or having it, you won't get there.

All permanent and lasting change comes from the inside out. Any other change is temporary. You have been using affirmations and imagery all of your life. What you want to do from now on is to learn how to control them so they will work for you instead of against you. The actual process of applying affirmations and imagery is called imprinting. You now have a sufficient overview concerning affirmations and imagery to learn the techniques of imprinting.

Chapter 7

TECHNIQUES FOR IMPRINTING

Deciding to change a habit, attitude or personal situation does not automatically bring about the change desired. The decision to make the change is only the first step. Further action is required in order to effect a change in your subconscious self-image. We have learned that your goal is the mental picture of what you want. When you write down the goal, it becomes an affirmation.

The process of doing this is called "Imprinting". Imprinting is the deliberate control of thoughts and pictures of the kind of changes we want to make. The imprinting occurs when our subconscious mind accepts the new visual image of the end result. Imprinting is a three-step process:

1. You affirm your goal.
2. You picture the end result.

3. You feel the emotion that goes along with accomplishing the goal.

Let's talk about each step so that we are absolutely clear on the procedure.

Step 1 - Affirm Your Goal.

An affirmation is simply a statement of fact or belief that is written out in a personal, positive, present tense form as though the goal were already a reality. When you write out your affirmations, you deliberately control the programming of your subconscious by directing the visual picture to the end result you want.

Step 2 - Picture the End Result

Picture and experience in your mind the accomplishment of the end result. See yourself actively involved in the accomplishment. This is called constructive "synthetic visualization" or "virtual reality". It works on the theory of displacement. You are displacing the old picture and old self-image with the new. Remember - we will move toward the goal that we picture.

Step 3 - Feel the Emotion That Goes Along with Accomplishment.

The subconscious responds to feelings more than to words. It doesn't respond any better to positive feelings than to negative feelings. It just responds to feelings. The more emotion or feeling we can put behind an idea, the faster it will manifest. So feeling and emotion are very important for impact. It can be said that our affirmation will manifest in direct proportion to the frequency with which we use picturing and emotional involvement. What you want to do is see to yourself accomplishing the end result while feeling the joy and satisfaction of the accomplishment.

All three steps are necessary for successful imprinting. If you just read your affirmations you can expect about a 10% success rate. If you read and visualize the end result, you can expect about a 55% success rate. If you read your affirmations, picture the end result, and feel the emotion

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behind the accomplishment of what you are picturing, you can expect a 100 % success rate!

The Power of Affirmations

We talked briefly about affirmations in Chapter 6. Why are affirmations so powerful? Simply stated the persistent repetition of an affirmation (idea), especially when coupled with emotion conditions the mind to see things differently. The affirmation eventually becomes installed as a consistent thought. Since our consistent thoughts become our reality, affirmations are the key to changing our reality.

Do Affirmations Really Work?

Perhaps you are one of those people who think affirmations are useless or don't work. Or you may be one of those people who believe that in theory that affirmations are a good idea, but unfortunately they don't deliver on their promise.

Many people try using affirmations, but then quit using them. I often have people tell me "*I tried using affirmations and they don't work!*" In truth, however, they *do* work. They are highly reliable and do indeed attract in people's lives that which is affirmed.

If you have not been successful in using affirmations, here is why they don't *seem* to work. This is important - so please pay attention. Affirmations *seem* to be ineffective only because there is a missing piece to the affirmation process that has gone unrecognized. It has to do with what is *actually* affirmed.

The problem is not with the affirmation. If we listen to our own self-talk we will see concrete proof that affirmations work. Our self-talk and every day conversation contain constant affirmations regarding our existing beliefs and attitudes. *These affirmations have brought us to where we are right now.* They either have allowed us to create what we desire, or have kept us from having what we desire.

To truly harness the power of affirmative statements, we must make sure the *actual* or *true* affirmations that are taking effect are the ones we want. Therein lies our major challenge.

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Unfortunately most people don't achieve the success they desire with affirmations. Why? Because when they state their affirmation, *they are lying to themselves!* Not intentionally, mind you, but they are still lying to themselves. The affirmation that they are stating is not the "true" affirmation.

What is really happening is that what they are affirming is in conflict with what they truly believe. So when they say their affirmation there is usually a subtle, yet powerful competing affirmation that gets tagged on to the end of the stated affirmation. I call these competing affirmations "Nega-Tags".

For example if you state that "*I want to lose weight*"; it is likely to have one or more Nega-Tags show up at the end of your affirmation. They might go like this...

"If I lose the weight, others will expect me to keep it off."

"If I lose the weight, men will hit on me and expect sex."

"If I lose the weight, I will have to give up my favorite foods."

"If I lose the weight, I will have to spend a lot of money for new clothes."

The list of Nega-Tags is endless. They are not spoken nor articulated, of course, but are subtle (and powerful) reflections of the *existing obstacles for having what you want*.

Tackling the Nega-Tags

With persistence your Nega-Tags can eventually be overridden. Once an affirmation is truly installed, it is not easily moved. It becomes a permanent part of your subconscious until you remove it.

These Nega-Tags or negative affirmations are entrenched in your subconscious and become your consistent thoughts that have become your reality. What you are experiencing in your life right now is a reflection of your existing affirmations that your mind believes it to be true.

Existing thoughts and beliefs are not easily removed with a new affirmation. But the good news is that once a new affirmation or consistent thought replaces the old thought, it is just as obstinate as the

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previous thought or Nega-Tag, which it replaced. To revert back to where you were would be inconsistent with your newly resident consistent thought.

If we listen to our self-talk, we will hear our "limits" and our Nega-Tags. All of these Nega-Tags serve as affirmations that keep us right where we are. So, as you can see, affirmations are powerful. We are using them every minute of the day. They shape our lives because they become our consistent thoughts.

I am willing to bet that right now you are consulting your current beliefs to agree or disagree with what you have just read. While reading this have you found yourself saying, "*I agree with you but I still don't think they will work for me*"? If so, you are affirming that they will not work for you which, of course, will be true for you.

This is why affirmations are highly reliable. Perhaps more reliable than any other tool. The key to making them work is to make sure that the affirmation that you really want is the *true* affirmation. What happens is that when we make a statement that is contrary to what we know to be true, our existing belief will speak up and say - "That's not true. Who do you think you are kidding?" This is our Nega-Tag.

Normally when we use an affirmation, something in us never loses sight of the fact that what we are saying is really not true. And when this happens, it is easy to negate the entire effect of the affirmation.

In order to counteract this it is important to set up your affirmative statements so that you do not experience resistance (Nega-Tags) from your subconscious.

The most effective way is to do this is to include the word "choose" in your affirmative statement. Let's do some examples and you will see how this works.

Say out loud to yourself:

"I earn \$100,000 per year."

Now say,

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"I choose to easily and consistently earn \$100,000 per year."

Do these statements seem different?
Here is another one. Say to yourself,

"I am attractive."

Now say,

"I choose to feel that people find me attractive."

Do these statements feel different in any way?

Let's try one more. Say to yourself,

"I have more prospects (customer or clients) than I can handle."

Now say,

"I choose to have more prospects (customers or clients) than I can handle."

Do these statements affect you differently?

Looking at the above statements, which ones do you find more believable?

Which of them creates a feeling of contradiction? Which feels harmonious or truthful when you say it?

Which of these statements invokes the message, "Who are you kidding?" More than likely it is the first statement.

In general, when you add the word "choose" the affirmative statement it feels more convincing and is therefore easier to accept and believe. It also eliminates the Nega-Tag and therefore has a much stronger and faster effect.

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Now, just to be certain you fully understand the difference, let's do another example.

Say this affirmation to yourself:

"I have a brand new luxury car"

If you happen to have a brand new luxury car, simply change this statement to something else that you do not have. The idea here is to make a statement describing something you would like, but which you do not have at the moment.

Now notice how it feels to say this statement even though at the moment you *don't* have a brand new luxury car or whatever else you affirmed that you have but don't have at the moment.

Now say to yourself,

"I choose to have a brand new luxury car."

Which of the two statements is more believable to you? Which of them brings forth the Nega-Tag from your subconscious that says, "Who are you trying to kid".

When you say the first statement more than likely you have a reservation in the back of your mind. Some part of you seems to be arguing with this statement producing such thoughts as, *"There is no way I can afford a new luxury car"* or *"If only that were true!"* etc.

On the other hand, when you add the phrase "I choose" to the beginning of the statement, notice that you can state it with more conviction because it is believable to "choose" to have a new luxury car. Making this statement doesn't stretch your imagination because are not stating that you have that new luxury car *now*. You are simply stating that you are going to reach for that desirable state by making a personal choice.

In other words, when you include "I choose" in your affirmation it can make a great deal of difference in the acceptability. The end result is that you have a positive mental conditioning strategy that offers no resistance from your subconscious. This strategy has proven highly

successful with all the clients I have worked with in my Personal Performance Coaching.

How To Creating Powerful Fast-Acting Affirmations

The following steps are designed to create powerful and fast-acting affirmations. They are critical because they are the building blocks that will ensure successful results. Let's take a look at them and see how they can help you to dramatically change and improve your life.

(1) Your Affirmation must be in the Present Tense

The reason affirmations must be in the present tense is there is no past or future in the subconscious mind. Even if something has happened in the past, if you replay it in your subconscious, *as far as your subconscious is concerned, it is happening all over again*, right in the present moment. That's why it is imperative that you don't keep playing your old tapes over and over again. Each time you do that, your subconscious thinks you have experienced the event again.

In keeping your affirmations in the present tense, don't use the words, "someday", "soon" or "tomorrow". You want to get into the habit of feeling that whatever you are affirming and imaging *is taking place right now* within your consciousness.

Ideas are created into form. This means that if you accept an idea in the present tense, that idea will take form or manifest very rapidly because you are accepting it in the present tense. It is worthwhile to point out here that our ability to accept what we are affirming and imaging determines how long it will take to manifest or accomplish the end result. Everything works on our acceptance level. By keeping your affirmations in the present tense, you are accepting it in the present tense and your subconscious will act on it immediately.

(2) Your Affirmation must state what you WANT, not what you DON'T want.

Affirmations must emphasize the *gain* of something, not the *loss* of something. Do not describe what you are trying to move away from or eliminate. Instead, affirm what you are moving *toward*. The point is to

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keep your affirmations and visualizations on what you are striving toward and not what you are leaving behind or trying to avoid.

It is been my experience that many people use REVERSE AFFIRMATIONS. Instead of affirming what they want, they affirm what they don't want.

Your affirmative statement must be something you want not something you think you "should" want.

For example, if your mother told you that, "You should be a doctor". Is this a "should" or a "want"? Unless you want to be a doctor, it is a "should".

The best way to recognize if your affirmative statement is a "should" instead of a "want" is if you lose your enthusiasm for doing your affirmation. If so, you are probably affirming a "should" instead of a "want".

The problem is that most people don't know what they want. So instead of formulating a positive outcome they formulate a negative outcome.

When I ask my coaching clients, "What do you want", it is amazing how many struggle to come up with an answer that clearly states what they want.

At best, they usually can come up with some improvement on their present situation or improve on something they don't want. The way they do this is by making comparisons.

They use words such as "more", "better", etc. For example:

"I choose to feel *better*."

"I choose to be *more self-confident*."

"I choose to have *more money*." etc.

Although that is better than affirming the negative, the drawback is that it always calls attention indirectly to a negative situation that they don't want. In other words, it draws attention to the things that their affirmation is supposed to be "better" than or "more" of. This keeps the negative

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possible outcome in their mind and defeats the whole purpose of making the affirmative statement in the first place.

Let me give you an example.

When I ask a client what they don't want, I find that they can tell me in great detail exactly what it is that they want to get rid of in their life. They will say something like:

"I want my boyfriend to stop spending so much time with his mates."

Or,

"I know I don't want a job where I have to travel so far."

The reason for this is that they will have a very clear picture in their mind of what they don't like or don't want and almost none, or at best a vague picture of what they really would like to have. In other words, their intense preoccupation is usually with what they lack — what's *wrong* in their life.

Unfortunately this is entirely the wrong way to go about making an effective affirmation. If you hold a negative picture in your mind about what you *don't want* or the things you *don't like* about your present situation you are reinforcing that negative situation into your memory, and the end result is you will keep experiencing it over and over again.

But - if you can imagine a positive outcome that would eliminate your problem, then there is a very high probability that you will attract that outcome into your life. So, if you focus on what you want instead of what you don't want that will be the likely outcome.

Why is this important?

It is because your subconscious mind is like a computer. And as you probably know, a computer thinks in literal terms. When entering information into a computer to find the answer to a particular problem you must be exact in the way you pose the question. Your subconscious mind and your brain work the same way.

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Like all computers it is literal in its interpretation of the input that reaches it. Its performance or the final outcome depends on the precision of the commands it receives. It must understand the command or it simply doesn't know what to do!

So, when you choose to "do better in school," or you make any other comparative statement, your computer-mind doesn't understand. As far as your computer-mind is concerned, "doing better" could mean anything. It could mean doing a lot better or only just a tiny bit better.

The problem is that your subconscious doesn't know whether "doing better in school," means getting an A or a C+. As far as your computer-mind is concerned, C+ *is* better if you have a C.

So, if your affirmative statement is ambiguous, it will result in an ambiguous outcome.

(3) Your Affirmations must be Specific

As you have already learned, you must state exactly what you want. It cannot contain a vague comparison like "more" or "better". Instead, it must state exactly what you want.

For example,

"I choose to earn (\$50,000) this year." Not

"I want to earn more money this year than last year."

The first statement is specific and the other is vague. When you are vague your subconscious doesn't understand the command. If you earn \$40,000 per year and you just say, "I want to earn *more* money this year than last year.", your subconscious has no idea what "more" means so it could interpret it as only a "little" more and you will end up with \$40,001!

Also, don't use words like "prosperity" or "abundance". Your subconscious does not understand those words because they are not specific. Write down *the exact amount of money you want to create*. In the above example we used a specific amount.

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"I choose to earn (\$50,000) this year." not

"I choose financial abundance and prosperity"

It is important to affirm only as much as you can image yourself accepting. Don't overstate and don't understate. Have a clear picture of the end result you wish to experience; something you can accept without anxiety or stress. Everything works on our acceptance level.

If you want to lose weight, write down the exact weight you desire.

"I choose to weigh 150 pounds by (date)."

If you want to be a better parent, don't affirm

"I choose to be a good mother."

You can't get a good picture of that in your mind. Instead, say,

"I choose to spend ten minutes a day with each child to help them improve their self-confidence."

Or

"I choose to spend ten minutes a day with each child to help them feel loved and accepted."

Or

"I choose to discipline each child with fairness, firmness and consistency."

Saying, *"I am a good tennis player"* won't do it either. Affirm the specifics of the tennis game you wish to improve - your swing, your follow through, your serve. Break down the characteristics and skill levels you need to perform a specific job or a task. Break down each technique or step. It is like going to the travel agent and asking for a ticket. You have to know exactly where you are going. Clear definition is essential. This simply means being specific.

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(4) Your Affirmation must use words that trigger Feeling and Emotion.

Use words that trigger feeling and emotion. Your subconscious responds to feeling and emotion. It is essential to use words that create these responses within your subconscious. One of the most productive feelings is excitement. Put as much excitement as you can into your affirmations.

Certain words may evoke emotion to some, but not to others. Each person must find words that trigger the right emotion for him or her. Write out your affirmations so that they create a sense of fun, excitement, happiness and joy. Any words or phrases that create a powerful emotion in you will deeply impress your subconscious. A rule of thumb is the more emotion, the faster the change.

There must be some excitement or compelling reason for you statement. Why? Because a lifeless affirmative statement is like a boring advertisement on TV, you won't pay attention to it and it will have a negligible impact.

If you are marketing a product or a service one of the first things you must address in any ad is to get the prospects ATTENTION. If you think about it, your affirmation is like an ad that you create up to get YOUR attention. What you are trying to do is to "sell" yourself on the idea that is it something you really desire. In other words, you want to "buy into" and truly want what you are seeking to create. The wording in your affirmative statement should help you to do this.

For this reason I suggest that you use appealing and attention-getting phrases and words. Use carefully selective adjectives and superlatives to add excitement and energy to your affirmative statement. It will act like a magnet to draw you to the outcome you seek.

Use words that create movement in your imagery. The result is you will keep moving toward your goal with self-confidence and poise.

What we are saying here is you want to make your affirmative statement as exciting and pleasurable as possible. In fact, so exciting and so pleasurable that you will want to keep saying it over and over again!

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Here an example of what I mean.

"I choose to find it *easy and enjoyable* to...

When you include the adjective "easy" it literally makes things easier for you. If something seems difficult it sets up resistance in your subconscious mind. But if it seems EASY then you will be more relaxed about doing it and the results will come much faster.

Using the adjective "easy" can be applied to almost anything you do in life. I use it frequently with my clients and myself and it has had a profound effect on the outcome. It has made things come faster and easier.

Another word I like to use is "fun" -- as in:

"I choose to find it *fun* to exercise every day."

Or,

"I choose to find it *fun* to think up new ideas for my business."

We all like to have fun. We want to do more of anything that we perceive as fun.

You can also add any of the following adjectives to give your affirmation more appeal:

Comfortable

Safe

Satisfying

Quickly

Smoothly

Delightful

Ingenious...etc.

If you use these words or other words that imply the same *FEELING*, new ways to make your desired goal (what you *want*) will be drawn irresistibly toward you. Remember, you are the director and producer of your movie, so you can have it any way you want it.

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(5) Your Affirmation should focus on the Best Possible Outcome.

Try to come up with the best possible outcome you can imagine. Suppose you wanted a new apartment. If you just affirm a “new” apartment you might end up with a small, dingy, noisy apartment with poor lighting and poorly ventilated rooms.

Your affirmation worked because your apartment is "new" to you, but it may not be very comfortable to live in. A much more effective affirmation might be:

"I choose to live in a sunny, spacious, quiet, well-looked after apartment."

This affirmative statement will attract a much better outcome.

(6) Your Affirmation must make a Positive Statement

As we have previously discussed the literalness of your computer-mind makes negative words or phrases something to be avoided if at all possible. We are always better off being as positive as we can when making any statements or commands to our subconscious mind.

Therefore, you should avoid using such negative words and phrases as:

“No”,
“Not”,
“Never”,
“Don’t”,
“Get rid of”, etc.

Example of negative affirmative statement:

"I choose to get rid of my headache."

Example of a positive affirmative statement:

"I choose to have my head feel calm and relaxed."

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It is common for people to make negative choices without realizing it. Therefore when making your affirmative statement be sure to check if it has any of the negative words listed above. It can mean the difference between success and failure in the final outcome of what you are choosing to create.

(7) Your Affirmation must be Personal

Your affirmation must be personal. We can only affirm for ourselves. We can't affirm for somebody else. It is impossible to get results by affirming qualities or changes in other people or to correct or alter situations we cannot control.

I cannot affirm for my employees, but I can affirm a change in me that will produce a change in them. If you, your team, group, family or staff is involved in a joint or collective goal, you can start your affirmations with "we" instead of "I."

In this case I would suggest affirming the goal of your group as well as your individual part of the collective goal. Both would be important to your success. But we have to keep in mind that we can't make an affirmation for another person. We can change our behavior and in doing so promote a positive response in our mates, clients, family, and the people we are leading or the people around us.

I am sure you understand by now that all change must come from the inside out. Life is an inside-out experience. This may seem self-centered, but we can't give something we don't already have. I can't change you, but I can change the way I respond to you. Through my inspiration, you may be motivated to improve, but my change must be personal inside of me, not in you.

Frequently people will make affirmative statements that will choose to have others behave differently. This implies that we have the right to influence how other should behave towards us.

For instance,

They want another person (or people) to act differently than they are toward them as in:

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"I choose to have Chris love me."

"I choose to have my clients think I am the best at what I do."

"I choose to have Tom understand Me." etc.

Or, they want to bring revenge or have another person experience a negative result, such as:

"I choose to have Jim suffer the consequences for what he has done to me (or someone else)."

The reverse is they want something good or healing for another person, such as:

"I choose to have John heal quickly from his illness."

On the surface the last affirmation may seem positive. While it is not "wrong" to affirm a positive outcome for another, there can be problems. If you approach this from a "higher" perspective you have to consider that it may not be a good idea to interfere in the manner in which a person's life is unfolding. Their life may be unfolding according to a "higher plan" that we may not be aware of or can even imagine.

Whether or not you agree with this, it is something that you may want to consider. The truth is that we do not have access to what is "really" happening in an individual's unfoldment, therefore we have no business affirming EXACTLY how it should unfold, even if we think it is a positive outcome.

Also, it negates the whole purpose of making our affirmative statement, which is that it gives US the power to create what WE want in our own lives.

If you feel you want to affirm a positive outcome for another, do it in a way that you do not assume that you know what is best for them. All you have to do is add this phrase at the end of your affirmative statement. - *"If this is in (the person's) highest interest."* Using this option, the affirmation for John (described above as being ill) might be,

"I choose to have John heal quickly from his illness, if this is in his highest interest."

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This would insure that you are not trying to decide what is truly best for someone else, but at the same time you are expressing your desire that they get well.

The point here is to make your affirmative statements as helpful as possible without imposing your own values.

Having said that, there are ways that we can affirm for others that do not interfere with what is best for them. For example, the first affirmation given above might be changed to read:

"I choose to feel that Chris really loves me."

Here you are making a choice about YOUR own *reaction* to Chris. This is something that YOU have control over and does not involve wanting someone else to change in order for you to be happy.

Here is another example:

"I choose to have my supervisor appreciate me."

The above is not an acceptable affirmative statement because it involves your supervisor making the change in his or her behavior. In other words, you have no right to choose a new behavior *for* your supervisor.

You can, however, reframe this statement to say:

"I choose to feel that my supervisor appreciates me."

This is something that YOU have control over. It also causes you to look for positive ways that your supervisor may *already* appreciate you that you have not noticed before. This will allow you to focus on that aspect. Remember, whatever we focus on we create more of!

Here are some examples where a person chooses harm to another or seeks some sort of revenge for an assumed act of aggression or injustice.

"I choose to have John pay the price or be punished in some way for what he has done to me."

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Or,

I choose to have John to be brought to justice for what he did.

While you may want this, *you have no right to affirm it!* Also, it only causes you to *focus on the hurt or injustice*. Instead, you can reframe it so that it helps YOU to overcome or get pass what has happened. The only way you can do this is through your perception of the event. A much more powerful and useful affirmative choice would be

"I choose to know that this (injustice or hurtful experience) can no longer hurt me."

Or,

"I choose to be free of the consequences of this (hurtful experience)"

When you make these choices you free yourself from the compulsion to seek revenge. If you think about it, the real reason we seek revenge is so that *we can let go and recreate or restore balance in our life*.

If we can restore it by choosing to let go then *the balance is automatically restored*. Also, that eliminates the need for revenge or to focus on the outcome of THEIR life.

The bottom line is we cannot change past events, no matter how painful, but we can always choose how we FEEL about them and heal ourselves.

(8) Your Affirmation must not Make Comparisons

We talked about making affirmations personal. It is important to realize that you are not in competition with anyone. You and I are here to *create*, not compete. Competition is a way to trying to prove yourself, to bolster your poor self-image. The only person you want to compete with is yourself. And even here, competition is not necessary. Our goal should always be to strive for *excellence*.

If you attempt to compare yourself to someone you feel is above you, you will always feel "less than" someone else. If you compare yourself to

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those below you, you will feel a sense of false superiority and you'll live in fear of those people eventually catching up to you.

Never affirm you are as good or better than anyone else is. When I say, "I am the *best* salesperson in my company." Perhaps the sales staff in my company might not be that great. It doesn't take much to be better than someone who is mediocre. You will always find somebody who is better than you are, and you will always find somebody who is not as good as you are. Either comparison is self-defeating.

I am not concerned about what you do. I am concerned only about what I do. This doesn't mean I don't observe your performance. I can learn from your success. This is not comparison. All I am saying is that I like that particular quality or characteristic and I think it would benefit me.

In my work I observe other speakers and teachers. If I like the way they present their subject, their timing or whatever, I program my subconscious to do the same. I program their successful teaching techniques into my consciousness. Another speaker or teacher listening to my presentation should be doing the same thing. Again, there is no need to compare. All we want to do is to create and strive for excellence.

(9) Your Affirmations must be Believable

It is self-defeating to affirm something you cannot accept for yourself at a subconscious level. If you affirm something you cannot accept, you will place unrealistic demands on your performance reality. You have to be able to see it in the first person, present tense. If you can't see yourself doing that, living like that, looking like that or having that, then you won't. You must be able to see it experientially, first person, present tense. The idea is to create the experience in your mind without anxiety or stress, since stress and anxiety are counterproductive to high performance.

The key here is balance. Don't affirm goals that are too easy, or else you will not be sufficiently motivated to work toward it. On the other hand, don't affirm goals that you can't imagine or accept because you will be intimidated by the goal and won't get started.

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We said earlier that it is wise to break our goals down into realistic little pieces, pieces that, when accomplished, will make up the total goal. The believability factor is what makes this work. Your affirmation should be believable. By that I mean *big enough to be exciting, but small enough to be realistic*.

One way to check the believability of your affirmation is to follow up with this “Believability Test”.

After you state your affirmation ask yourself on a scale of 0-10 (10 being the most believable) “How do I rate my feeling about this affirmation?”

If your answer is 8 or below, then you need to take a look at your Nega-Tag and work on erasing and replacing it. This is important in order for the affirmation to “work” or “take hold” in your subconscious. Reframe the affirmation so that it passes the believability test.

Your Affirmations must Create Balance

The power of affirmation is not to be taken lightly. When used correctly you will be driven, almost obsessively, toward your goal. It is important to select goals that are positive and beneficial. Balance is the key. If you just affirm for your business or career, your relationship with your family or spouse may suffer.

Plan your affirmations so that you grow in ALL areas of your life at the same time. You are capable of making many affirmations at the same time as long as they are not in conflict. To create balance, be sure to check to see if you are leaving out, underemphasizing or overemphasizing one portion of your life. Strive to be balanced as a total person, not just one who excels in our area of your life. One of the most important words in the English language is balance. If you have balance, you have everything. You don't want to achieve one thing and lose everything else. You can have it all, so program each area of your life to create balance.

(10) Your Affirmations must conform to the Secrecy Principle.

The Secrecy Principle means keeping your goals to yourself. If you tell other people, most likely they will either discourage you or try to stop

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you. People tend to get upset when you start to grow and change because your “aliveness” makes their “deadness” seem more real! If you reveal your goals and affirmations to others, it gives them an opportunity to work against you. They will tell you that it is nonsense and it won't work.

Since we have a tendency to think others are smarter or wiser than we are, due to our poor self-image, we end up believing them. Think of how many times you have been talked out of doing something you wanted to do because you listened to someone else. Think also of how many times you were sorry for not listening to yourself. *Only reveal your affirmations and goals to people who need to know or can help you realize your goal more quickly.* We are talking here primarily about personal goals, but you can share your goals if they are team goals. Cooperative goal setting is essential in a group because you are sharing a common goal.

Many of us were told to set a goal and tell everyone what we were going to do. This way we would be embarrassed if we backed out. I don't believe this is helpful. If you do that, your goal becomes a "have to". If I “have to” do something, I will resist growth and change even if it is for my benefit. "Have to's" cause pressure, stress, tension and anxiety. If you keep your goals and affirmations to yourself, people are less likely to try to stop or advise you.

Of course, they will tell you that they are giving you their “advice” for “your own good.” Don't you believe it! Their advice is based on their present level of Awareness – not yours! The time to tell them about your goals is *after* you have achieved the goal. Instead of saying, “This is what I am going to do” say, “This is what I have done.” Doing this will free you to use your affirmations to focus on the accomplishment of your goal.

How to use the “Affirmation Insurance Policy”

Earlier we discussed that affirming for others were inappropriate because we have no way of knowing what is “best” for others.

We can also apply this to our own affirmations. Sometimes we think we know what is best for us, and we are correct. Other times we can do

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more harm than good. Keep in mind that affirmations are powerful and they will bring into our lives whatever we focus on with repetition and emotion.

What if the affirmation your are affirming is not in your best interest? Perhaps there is something else that you should be affirming that will produce a more positive outcome for you.

With this in mind, I like to use the Affirmation Insurance Policy. When making an affirmation I like to add the following -

"I accept this or SOMETHING BETTER. Please make whatever takes place for the highest good of myself and everyone else involved."

This adds a little extra "insurance" that what you are affirming or SOMETHING BETTER will come into your life to fulfill your desires. Also, that what you are affirming is in your best interest and the best interest of everyone else involved. It can't hurt and it often will bring a pleasant outcome that you never considered.

SAMPLE AFFIRMATIONS

Right now I would like to share some affirmations with you that you may find beneficial. They are general affirmations that will allow you to get the feel of what we have been discussing.

I choose to forgive everyone.

I choose to be totally responsible for my life, and I no longer blame others.

I choose to love my body and treat it with total respect.

I choose to believe there is a Power working through me to manifest good in my life.

I choose to allow myself to make mistakes.

I choose to love myself unconditionally, no matter how many mistakes I make.

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I choose to believe I am not what I have, and I am not what I do.

I choose to separate myself from what I have and what I do.

I choose to understand and practice total responsibility.

I choose to believe everyone I talk to is a potential prospect for my produce or service.

I choose to take pride in myself and my company's image in my community.

I choose to bring out the best in my customers.

I choose to quickly and easily discover my customers' needs.

I choose to know that I am competent in my career.

I choose to enjoy my life, my profession and my relationship with people.

I choose to have a positive expectancy of a successful outcome, and I work through obstacles daily.

I choose to understand the difference between a setback and a defeat.

I choose to feel capable of expressing myself and know others see me that way too.

I choose to be a magnet for creative ideas. Creative ideas flow to me.

I choose to be alive 100% of the time and show it by acting with enthusiasm.

I choose to make it easy for me to be self-confident.

I choose to be open to insights from my Higher Self.

I choose to trust myself and know the perfect thing to say and do.

I choose to find new and positive ways to play the game of life.

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I choose to be in charge of my feelings.

I choose to believe that I create my own experience.

I choose to plan for tomorrow but live for today.

I no longer choose to carry the heavy burden of the past with me.

I choose to be courageous and risk being me.

I choose to be lovable and capable.

I choose to be more conscious about my life than ever before.

I choose to love my Source of power.

I choose to let go of old ideas and am open to new ways to do things.

I choose to let go of anything that does not support my goals.

I choose to release everyone, and everyone releases me.

I choose to be effective and efficient in stressful situations

I choose to easily anticipate events in my imagination and know how to handle them when they occur.

I choose to accept that pressure is exciting and stimulating to me. I am even more creative when under pressure.

I choose to have an exciting life and attract exciting people around me.

I choose to enjoy helping my family members in their personal growth.

I choose to have an excellent memory with clear and easy recall.

I choose to be well organized and always have a plan of action.

I choose to enjoy taking calculated risks to improve my life.

I choose to enjoy the results that come from reading this book.

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The first affirmation you want to imprint is this.

I choose to enjoy making my affirmations regularly.

This will set your mind to enjoy using affirmations on a regular basis. Essentially, you want to start out using imprinting to imprint the new habit of affirmations.

Before we leave the subject of affirmations, let me ask you a question. Does advertising work? Of course it does! Advertisers spend billions of dollars on advertisements designed to get our *attention* and have us *take action* (buy their products).

Advertisers know that if they repeat something over and over again with repetition and emotion they will get our attention. They will literally *condition us to demand a certain product or service*.

If they can spend billions of dollars to advertise and get your attention, couldn't you do the same thing for free? They only get your attention for a few moments at a time, but how many times can you do it in a day?

Why not "advertise" to yourself. Choose your own "ad". Adjust your own repetition and emotion. You can do the Imprinting yourself with great success. Only this time you get to choose the end result or what you want to "sell" yourself on!

Most people try to change a habit or an attitude or create a result without consciously using the Imprinting process, even though this process is what made each one of us what we are today. In the past we have tried to change our performance or our end result before changing our picture. Now through the technique of Imprinting, you can make the exact changes in your life that you desire in an easy, relaxed and controlled manner. Try it! I promise you that you will be delighted with the results.

Chapter 8

KNOW HOW TO BE RICH

It is my intention that by your reading and practicing the principles in this chapter, you will transform your experience of wealth from *wanting* to become rich to knowing *how* to be rich.

There is Plenty for Everyone

The first idea we want to explore is that, there is plenty for everyone. In fact, there is more than plenty. Nothing is lacking in us. Our basic nature is to expand, to increase and to create more. So we cannot *get* rich; we can only acknowledge what we already have. And out of our acknowledging what we already have, that which is already ours, our demonstration of wealth increases. The law of increase says, "Those who have, have more. And those who don't have lose that which they do have." And so the rich get richer and the poor get poorer. Now, on the surface, it doesn't seem fair. But the reason that the law works this way is those who have are constantly affirming the abundance they know is already theirs.

Our actions and behavior are always supporting greater wealth or greater lack and limitation. Everything that we have is a demonstration of our awareness, or consciousness of abundance. Those who do not believe that abundance is their basic nature have accepted an existence characterized by scarcity, from which they have built and nurtured a consciousness of lack and limitation. Their lives are reflections of their consciousness. People with this type of consciousness spend a lot of time trying to get what others have, or keeping others from getting what they have, so their lives are lived in fear. We are only able to acknowledge the abundance that is already ours. If we are not demonstrating wealth in our lives, it is because we have a blockage in our consciousness. It has nothing to do with recession, inflation, interest rates, or employment. It isn't that the Source of abundance is withholding. Rather, it's because our consciousness is closed off to the opportunities of wealth, which means that we've made an erroneous decision sometime in our life having to do with money.

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Remember, we create out of the model of Be, Do and Have. Look at the way you talk. Look at the way you feel. And look at the way you think. Look and see if you are affirming abundance or scarcity. Whichever we acknowledge or give energy to, we will have more of. Wherever the mind goes, the energy flows. When our consciousness is filled with beliefs, assumptions, thoughts, ideas, concepts and notions that directly encourage a belief in scarcity, lack or limitation, our consciousness is blocked or cluttered.

We Are the Cause Not the Effect

The truth of the matter is, we are the creators, or the cause of our financial condition. We are the cause of our own life and we are the ones responsible for either having or not having enough. Before a change can be made we must own that responsibility. Remember, we are the effect of that which we create. If we are feeling stuck it is because we are serving our negative thoughts. It is like creating a monster. If you create the monster, eventually the monster turns on you. If you create lack and limitation in your consciousness eventually it robs you of your ability to produce riches.

Our lives are made in our image and likeness. So essentially we are duplicators. One way to look at this is to think of the universe as one big copy machine that continually duplicates our thoughts. Our mistakes stem not from any inherent flaw in who we are, but from ignorance. Since ignorance is our problem, it stands to reason that our task is to conquer our ignorance and to replace it with the truth. We have to let go of the decisions, beliefs and blockages that are keeping us from the reaching our potential, in this case, experiencing wealth.

Clearing Our Beliefs about Wealth

There are three things that we must do to change our beliefs. The first thing is a clearing. We need to clear out our old ideas, beliefs and concepts that are holding us back from experiencing riches. That clearing could include eliminating our mistaken beliefs about wealth such as; there is not enough for everyone, money is tight and jobs are scarce, or that we do not deserve to be rich. All these beliefs have nothing to do with experiencing wealth. We must also not accept the negative beliefs that others have about wealth. We have to think for

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ourselves and know and affirm the truth about our own lives no matter what the appearances may be.

Affirming Our Relationship to Money

After we clear our thoughts, the second thing we must do is to affirm what we want to believe about our own relationship to money. We want to fill our consciousness with the truth about abundance instead of the lies that we have bought into. Essentially, we must affirm the truth about ourselves. We can do this by using affirmations such as:

I choose to know how to be rich.

I choose to deserve wealth.

I choose that income exceed my outflow.

I choose to give myself permission to enjoy money.

I choose to release my unwillingness to be wealthy.

I choose to accept that money is flowing into my life right now.

I choose to be rich in consciousness and rich in dollars.

Make up your own affirmations relating to money and apply them to the areas that you need to reinforce or change.

Create Wealth Out of Your Imagination

The third step is to create out of our imagination. You and I are always creating out of our imagination, but if we are unaware of this process, what we are really doing is creating out of our past. We are using the past to create the present and the future. Use your imagination and visualization to create your life the way that you want it to be. Don't dwell on the way that it was. If you do that, you'll be forming your future out of the limitations of your past. The key here is to trust that Life will support you in your beliefs. We don't trust Life, because we don't understand the workings of the laws of the Mind. We don't have a clear understanding that the universe and all the laws within it are totally dependable, including the law of Mind.

What we must never forget is that the law of Mind is totally trustworthy and will never let us down. The reason for this is that the law of Mind works with mathematical precision. Whatever we create in consciousness, we will experience in our life. I know you are getting

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tired of hearing me say this, but it is my intention that through repetition it will become part of your thinking, feeling, action and reaction. The laws of the universe work. We don't know how they do, just as we don't always know how the laws governing our physical existence work. We just know that they do. We don't know why blue and yellow make green, but we know that they do. And as we discover the laws, we may use them with confidence or we may ignore them. The universe is impersonal, so it is up to us how we use the law.

Giving Up the "Get" Consciousness

Only those who know that they already have can give. Those who don't know that they have - think they have to "get", so their lives reflect their thinking through poverty, lack, scarcity, limitation, suffering and power struggles. It's imperative that we understand that there is nothing to get. All we have to do is to Be. Being is creative. Getting comes from fear. It is important for us to change the "get" consciousness to the "I have" and the "I am" consciousness.

Always acknowledge what you have already. Always start from where you are. Appreciate what you have right now, no matter how little it seems in comparison to what others have. We know that comparison is the cause of all unhappiness. So, instead of complaining about what you have, because it's not enough, always appreciate what you have now. There's the old saying, "I felt bad because I didn't have a pair of shoes until I met a man who didn't have any feet."

Here is one of the most powerful secrets to adding riches to your life. Develop an "attitude of gratitude" toward whatever you have now and watch how it will begin to grow and increase.

Your Life is A Duplicate of Your Consciousness

We said earlier that we create out of our imagination. We create by saying what we want and knowing that is right for us to have what we want. And what we want does not take away from someone else. Conversely, what someone else has does not take away from us.

People who know that they are the creators of their life, including their finances do not live their lives in fear. They understand and cooperate

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with the laws of the universe. When they get off the track, they know how to get back on again, because they know how the laws work. They know that what we give out eventually comes back. Said another way, the energy we give out are the results we get back.

When you realize this you also realize that your life is an exact duplication of your thoughts. So when you look at your own life, you can always see right down to the exact detail of what your thoughts are, because your body and your relationships, your life in its every aspect is a feedback mechanism of your mind. It is sending back to you information about what is held in your thoughts. The good news is that you can change any thoughts that are not getting you what you want. You are never stuck. Freedom is just a thought away.

The More You Outflow - The More You Inflow

As we practice these principles, we not only help ourselves but we also empower others to live their lives by our example. Our contribution - the sharing of our time, our talent and our resources is essential in knowing how to be rich. *The more you outflow, the more you inflow; the more you give out, the more you take in.* If you have thoughts that are based on fear, you will be afraid to outflow. But, if you are afraid to outflow, you will not experience inflow. So we *must give the very thing that we want.* That's worth repeating. *We must give the very thing that we want.* If you want money, give money. If you want love, give love. If you want recognition, give recognition. Whatever you have not, that's what you must give and contribute. Also we must contribute what we have and share it with others. Every time we acknowledge the abundance that we know we already have, our awareness of our abundance increases. As our awareness of our abundance increases, we experience more abundance flowing into our lives.

The Concept of a Universal Bank

Acquire and hold the concept of a Universal Bank. Whenever you give and do not see a return at once, know that you've made a deposit in the Universal Bank and it will return to you with interest at just the perfect moment. Whatever you give out *must* come back to you. This is a law of life and cannot be changed. Do not make the mistake of trying to decide when and through what channels your good will come to you, but

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know that if you make a deposit in the Universal Bank, your good comes to you in countless ways. Sometimes your abundance will manifest rather quickly. In fact, you will think it is almost magic. There are times your good will come to you in unexpected ways. Just know that it is there and it is coming to you. Build a confidence as solid as your confidence in the orbiting of the planets.

The Law of Circulation

Let's elaborate on the Law of Circulation. Again, all we have to do is to look at nature. A good example is a pond. If water only comes into the pond, soon the pond will stagnate and will no longer support life. If water only goes out of the pond, the pond will soon dry up and no longer be able to support life. But if water both comes in and goes out of the pond, the pond will be sparkling pure and able to support life. We can take our cues from the examples of nature. It is the same in our financial lives. As we circulate our money freely, more money flows into our lives.

Another aspect of circulation is release. Start to release everything that is no longer a part of what you want to create in your life. Give material things away that you no longer use or want in order to make room for what you want or need right now. At least once a year it is a good idea to go through your home – especially your closets - and find those things you no longer use. If you haven't worn something or used something in the last twelve months, give it away. Give your items to friends or give them to people who need them. Give them to charity. And as you clean out, put what is left in order, because if you have clutter in your life, it is an indication of clutter within. As without, so within.

Emerson said, "Beware of holding too much good in you hands." How is that possible? How is it possible to have too much health, happiness, love or money? What Emerson was saying was that we block the flow of good into our lives by holding on too tightly to what we have. In order to increase what we have, we must be willing to let go of what we think we need to hold on to.

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Money is an Idea in Action

We live in an abundant universe filled with ideas flowing through time and space. It is up to us to take what we need out of this flow. There are an abundance of ideas that we can use to create more riches in our life. If you think about it, *money is an idea in action*. Life always says, "Yes". If we stand in the flow of Life and say, "There isn't enough", or "I can't have, or I'm not able to", then the flow passes right by us. The current of Life is always flowing, and it is flowing right now. People hoard money, hang on to it, try to hide it, even steal it, which comes out of a belief that if they do this, they will add more money to their life. What they don't understand is they are going *against* the flow of life. Even the word, "currency," is related to the word "current." But it also means "passing from hand to hand." Money must be circulated, not hidden, hoarded or stolen.

The Law of Circulation always prevails. When we block the circulation through fear (fear of letting go, fear of lack, fear of giving), we stop the flow. That blockage must be removed if we are to experience riches and abundance on a permanent basis. Life supports expansion, not limitation. Life also keeps its agreements with us. If we do not circulate our money and make choices about how and where we're going to circulate our abundance, Life will do it for us, because expansion must always take place. If you don't do the choosing, Life will choose for you, and it may not be the choice way you want. It will be re-circulated through unexpected expenses like auto repairs, dental bills, house repairs, and so on. In general, we are forced to circulate money whether we like it or not.

Take a look at your life and see what's preventing you from keeping your money. Perhaps it is sickness, auto repairs, home repairs or energy bills. Take a look at where you are forced to spend your money. Then take a look at where you are holding back. What are your beliefs about circulating money? Not only must we circulate and give out, but also we must learn to be a good receiver if we are going to experience wealth and permanent riches.

How to Be a Good Receiver

One important way to increase our money flow is to be a good receiver. Giving must be balanced with receiving. Many people neglect this area of their lives. But being a good receiver is not as easy as it seems. When we become the receiver, it makes us more vulnerable and we have less control. When you give, you are in control. Receiving, on the other hand, will sometimes make you feel out of control. For example, if someone gives you a compliment, how do you react? If they say to you, "I love the clothes you are wearing," how do you respond? Perhaps you say, "Oh, this old thing. I've had this for years." Or if they say, "That was a great meal you just cooked," you might say, "Oh, it's nothing much. I just threw some things together." It's important that we take a look at how we respond to compliments. The reason that it is important to accept compliments is that it allows the other person to give something to us.

If you look at the whole picture, we are both the giver and the receiver. Learning to accept compliments will help you to become an open channel for wealth.

Never refuse anything good that is offered to you. If someone offers you a gift, take the gift and just say, "Thank You." If you are in a restaurant and someone wants to pay the bill, don't argue. Just say, "Thank you" and allow them to give to you. Give up your beliefs about accepting gifts from others. Forget about feeling vulnerable or owing them something. If someone gives you something you don't like or you don't need, pass it on to someone else. As you do this, everyone gets to win. When you refuse a gift from anyone, you are not only blocking the flow of abundance in your life, but you are also blocking the flow of abundance in the giver's life.

If you wanted to give a gift, wouldn't you want someone to receive your gift? Remember, there can't be a giver without a receiver, and there can't be a receiver without a giver. Whenever you accept a gift, know that you are helping yourself and the giver to complete the cycle of giving and receiving.

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How Much Can You Accept?

Here is an important question: How much money can you accept? We all know people who have more money than they know what to do with, and we all know people who never have enough. Why the difference?

Many people think that if they could just get their hands on a large sum of money, they would be set for the rest of their lives. This is absolutely not true. Studies have shown that people who receive large sums of money without working for it - those who have won lotteries, or inherited wealth, for example - almost always find themselves back to their original financial level within two years of their windfall. They think that if they had money, they would pay their bills, get out of debt and start anew. But that very seldom happens. Over ninety percent of the people who win large sums of money eventually end up with no more money than they had before their winnings. Their standard of life does not increase and is in many cases lowered because of excessive spending.

If a person who has virtually nothing is given a large sum of money, within a very short time that person will have nothing again. If we divided all the money in the world equally, in a short time the rich would be rich again and the poor would be poor. The point here is that if you have a poverty consciousness or a consciousness of lack and limitation, you will literally spend yourself into poverty if you find yourself with too much money. You will spend whatever you have in order to get back to your comfort zone.

Take all the money away from a person who is a millionaire - one who has the consciousness of a millionaire today - and within a short time he or she will be a millionaire again. Riches start from the mind, not your pocketbook, bank account or investments. The pocketbook, bank account and investments are the effects, not the cause. The cause is always an idea or belief about money. *A person is not rich because they have money. They have money because they are ALREADY rich in consciousness.* Again, this is the reason that the rich will always get richer and the poor will always stay poor until they change their consciousness.

Seed Money Increases Riches

Another idea for increasing abundance is the concept of seed money. The process of seed money is based on the Law of Circulation. The seed money principle is a sure way to increase the flow of riches into your life. It's about planting seeds of wealth by giving money with the expectation of a tenfold return. This is the most effective use of money - giving, or seeding, with the expectation of a return.

A farmer can only plant what he has to plant. If he has one hundred seeds, that's all he can plant. To increase his crop he must plant those seeds and take the new seeds that are part of the new crop and then replant some of them to produce another new crop. The lesson here is that *increase comes out of what we already have*. Does that sound familiar? Well, you can't hear it enough. We must seed part of what we have to ensure a larger crop.

What would happen if a farmer took his seeds and put them in a jar and kept them there? They would eventually dry up and become useless. And they would never be able to reproduce again. You can see it is extremely important, what we do and where we plant our seeds, whether it's corn or money. Planting corn in rich soil with plenty of water and caring would be the best possible way for us to expect a return. When planting money seeds, our belief is the soil and our expectancy of return is the water that's necessary for growth.

Since our belief is so important, it would be wise to properly select a place that we feel that our seed money would do the most good so that it would multiply. The ideal place to seed our wealth is to give to an organization or activity that supports us in our personal growth. Perhaps an organization that's dedicated to helping people be all they can be, one that's working in its own way to improve the quality of life on this planet. There's no better place for us to put our money and watch it grow. And as we do this, we can think in terms of a tenfold return. Of course, we could think in terms of a hundredfold return, but it probably wouldn't be believable. Ten is much more believable than one hundred, so start with a tenfold return; your subconscious will not resist the idea of a tenfold return.

I'm sure you know by now that it's your belief that makes this work. It's not the number ten. Believability is the most important factor behind any

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creative action. Decide how much you want to use for seed money and do it on a regular basis. Expect it to grow. Make out a check in the amount of your seed money and pretend that the mailbox is the soil. Put your envelope in the mailbox and say this affirmation, *"I give freely and I choose to accept a tenfold return for this gift. There is no delay in mind and I accept that this is so."* Begin at a modest level because your belief is what will bring your desired result. There are many successful people who use the seed money principle. It's fun. It works, and it will increase your wealth in proportion to your belief.

How Much Money Do You Want?

Knowing how to be rich requires that you be specific in your claims upon your subconscious. Imagine going to a ticket counter at the airport and asking the clerk for a ticket. The clerk would obviously ask you where you wanted to go. The same principle applies when you make your claims for abundance and riches. Do you want money? Then say how much. Remember - your subconscious only understands specific commands. Also, make sure you are willing to accept what you ask for. You will never let yourself have more money than you think you deserve. If you want more money, start accepting the fact that you deserve wealth. You deserve to be rich. There are many priorities in life, and your right to be wealthy should be one of the highest on your list.

Don't aim too low out of fear that you do not deserve the best. You deserve the very finest that you are willing to accept. Poverty is a sickness. The cure is abundance. Your abundance will increase as you use the time-tested principles discussed in this chapter. But don't take my word for it. Use them yourself and discover how they can work for you.

Chapter 9

FIVE WORDS THAT CREATE RESULTS

There are five words that create results. I won't keep you in suspense, because I know you want to know what they are. These five words can change your life are; Relax, Recognize, Realize, Reason, Release.

The Five “R’s”

Let’s refer to these words as the five “R’s.” The five R’s are part of a five-step creative process that we shall call our *Consciousness Conditioning Exercise*. The five R’s – Relax, Recognize, Realize, Reason and Release – might be compared to a golf swing. To the amateur the swing appears to be one continuous movement, but it’s actually a combination of many perfectly coordinated steps. The golfer must set his feet at the exact positions, grasp the club and without taking his eyes off the ball, bring the club back slowly. On his downswing, he gradually accelerates his movement. After he has hit the ball, he still keeps his eye on the spot where the ball has been. Of course, there are many more components of a correct golf swing, but these are given as examples to illustrate a point.

When he is “off” his game, a golfer can ask an instructor to play a round with him and watch him. If his trouble is body sway, the professional will say, “I see where your trouble is. You are not keeping your body in line. You sway just a little as you make your stroke.” When the golfer corrects this one step, his shots improve again. Without breaking down the swing into its component parts, the instructor would have found difficulty in knowing just what the golfer was doing that was not correct. For the same purpose, we have broken down the *Consciousness Conditioning Exercise* into five steps, or the five R’s. These five R’s, when put together as a whole, will alter our consciousness, thereby altering the results that we produce in our life.

Relax

The first step is to relax. Before we can change our consciousness, we must come to a point of physical and emotional relaxation. A tense person simply cannot produce effective results. No matter how well you learn the techniques, the inner tension will nullify the words you speak, because there is a conflict between what you are saying and what you are *feeling*. All mental and emotional undercurrents enter into the *Consciousness Conditioning Exercise*.

It would be in your best interest to learn how to fully relax your mind and body for fifteen minutes each day. One easy and effortless way to do this is through a process of breathing and muscle flexing. Before you begin, stretch out your body and concentrate on making your muscles a

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loose as possible. Then, sitting upright in a chair with your eyes closed, start to inhale and exhale in a slow, comfortable rhythm. You should begin to feel yourself relax. Now, working through the arms, hand, shoulders, back and abdominal areas, and your thighs, calves and feet - flex your muscles by squeezing them and letting them go. A fuller discussion of relaxation exercises can be found in my book, *The Ultimate Secrets of Total Self-Confidence*.

Whatever method you choose, it is essential that you take a few moments each day to take a break from your problems, fears and anxieties to recharge and reprogram yourself with the five R's contained in this five-step process. So step one is to Relax.

Recognize

The second step is to recognize. We must recognize that we are surrounded by a Creative Mind, in which lies all the answers to all the problems of the world. This Universal or Creative Mind contains all Power, all Knowledge and all Wisdom. We know there is Wisdom and Creative Intelligence in this universe. This can be seen in the activity of the planets and the stars. We know the atom to be a miniature solar system, and we find a curious mathematical exactness in the structure of crystals in cells. We see the wisdom that knows how to build a human body, in approximately nine months, fully equipped to start its earthly life, even though the mother hasn't the slightest idea of how to build one cell in that child.

The same Wisdom lies deep within the mental makeup of every individual born into this world. It knows how to keep the heart beating with mathematical regularity. It heals a cut by a mysterious chemical process that man does not know how to duplicate. It heals broken bones by arranging for the outpouring of bone cement that welds bones together. The doctor merely sets the bones, and this Wisdom or Creative Intelligence welds it together. This total process speaks to us of an All-knowing Intelligence behind the universe, operating through the universe.

Observant men and women of all ages have acknowledged this power in different ways. But ultimately, no matter what you choose to call it, this Power does exist. There's not a problem to which this Power does

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not know the answer. This very same Power has brought into being every cell in the body. It has created every successful life.

People are beset by problems, but this Power only has answers. It knows nothing of problems. Its knowledge is far beyond anything that man has yet discovered. It knows nothing of incurable diseases, poverty, lack or limitation. As a civilization we are proud of our scientific, medical and technological discoveries. Yet this Power knew them before the foundation of the world. All future inventions and technological and medical advances are at this moment in this Universal Mind or Intelligence.

The Universal Mind might be compared to an ocean. The ocean currents flow freely through the brains of men and women whose habitual thought is directed by some particular concept or idea. And those men and women catch and register new ideas in line with their thinking. That way individuals on opposite sides of the earth, who have never known each other come up simultaneously with the same invention, the same discovery or the same story theme. Each one believes he or she originated the idea, but no human ever originates. He merely tunes in on ideas carried in the one great Universal Mind. So, in step two we want to recognize this Universal Mind exists.

Realize

In step three we want to realize that the principle of the Universal Mind to be the principle of our mind. Science has proven that everything animal, vegetable and mineral – reflects a pattern of energy. Everything is made up of this energy. And we know this energy expresses itself as intelligence or mind. We also know that mind is creative – it has the ability to create.

We are an extension of this Universal Mind or Intelligence. Since we *cannot be separate from it*, we must be *ONE with it* and share its qualities. This is highly important; since the Universal Mind is the Creator, you and I are the co-creators. This Universal Mind expresses itself through each individual, so essentially we're all using the one Universal Mind. Just like air. There isn't my air and your air; there's just air, and we are each individually using the air to breathe at the very same time. The same thing is true with the Universal Mind. There is only

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one Mind, one Intelligence and we are each using that Universal Mind. Whatever we need to know can be drawn from that one Universal Mind. All the wisdom and knowledge of the universe is within that one Universal Mind and is available to us. This Creative Intelligence or Universal Mind is the only agency in the Universe that can transform thoughts into things. In fact, it's doing that every moment of time. Because of its supportive nature, the one Universal Mind will transform our negative thoughts or positive thoughts into form or reality.

This Intelligence is absolutely trustworthy. It will never let us down. It is totally dependable because it works on our thoughts. Our mind is an inlet of this creative ocean of Universal Mind. The individual might liken it to an electric light bulb. The light manifests *through* it, but is not produced *by* it. The Intelligence or one Universal Mind manifests through us, but we do not produce it. So in step three we want to realize the principle of the one Universal Mind to be the principle of our mind. Most importantly, that we are ONE with it and not SEPARATE from it.

Limited as our mind is, it is still part of the one Universal Mind or Intelligence, and it is forever united with it. This Creative Intelligence carrying all the ideas is like an ocean flowing through the brains of men and women. An ocean has surface and it has depth, and no one can tell where the surface ends and the depth begins. The surface is our conscious mind, and the depth is our subconscious mind. The Universal Mind is expressed through our subconscious mind. What this means is that our subconscious is open at both ends. At one end it is open to the Universal Mind and Creative Intelligence where we can receive wisdom and guidance, and it is open at the other end for input and programming by us. The combination of the two can create anything that we are willing to accept.

Reason

Next we come to step number four, which is reason. We have to have a reason to create. We have to have goals and purposes to be creative individuals. In this step, you present your reason or creative purpose to your subconscious. As you have learned, there are two aspects of mind: conscious and subconscious. Like the ocean, the human mind is all one, yet carries within it two distinctively different activities.

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The conscious aspect of mind is the “thinker” and the subconscious is the “prover”. The prover proves and the thinker thinks. But the prover doesn’t *care* what the thinker thinks. Its only function is to prove that the thinker is right. If we do not listen to our intuition, which flows, from our subconscious, our input will be totally from our environment. The combination of listening to our intuition or inner guidance and then programming what we know to be true is what produces the best possible result in our life.

It is important to know that because your subconscious mind is creative. All ideas, impressions and habitual patterns of thought retained in your memory have a tendency to recreate or perpetuate themselves. This is a process of mechanical momentum, which manifests as resistance. Thoughts do not have power in themselves, which means that they cannot override your will, but new thoughts do offer resistance to change. For this reason, you may notice that resistance factor coming up when you decide to change your thought. The resistance factor is usually characterized by self-doubt. Self-doubt is the resistance factor beginning its struggle. The best way to handle this is to not fight it, but to just observe and then release it. Your thoughts of self-doubt and confusion have no power in themselves unless you give them power. If you don’t give them power by feeding into them, they will be totally harmless, and they will die because of lack of attention.

The subconscious mind is where all the action takes place, so whatever idea you put into the subconscious and hold to be true will manifest itself as an experience in your life. Now pay attention; your conscious mind, or conscious thought, is directive, but it is not creative. It has no power. It only expresses your desire. So the conscious mind can give only direction. Remember, it is the thinker. The subconscious mind has the power, the energy and the action to make things happen.

Understand that power cannot give direction to itself. It must have a purposeful disbursement. Otherwise, it is destructive in its action. The misuse and lack of understanding concerning the nature of the conscious and subconscious accounts for most, if not all, of the confusion and frustration and failure in life.

For example, if you are straining and you are tense and you are attempting to be forceful with your conscious will, you’re assuming that

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your will has power. That's a misunderstanding. *The will does not have power*, so nothing will happen except an overload on your nervous system. This is a typical misuse of conscious thought. The most common misuse of the subconscious is where the individual is unable to, refuses to or is afraid to make a decision, which is the responsibility of his or her conscious mind.

On the other hand, your subconscious cannot decide. It can only respond to decisiveness. It must be told what to do. It cannot and will not think for itself. So we, our conscious selves, must be responsible for making our choices. Often our choices are made so rapidly that we appear unconscious of the process of choice, but nevertheless, we are always making choices. This power of choice is one of the greatest gifts that we have. With it comes our ability to select the kinds of experiences that we want to have in our lives. I cannot over emphasize the importance of making choices. After you've made your choice and told your subconscious what to do, accept that your subconscious will do the accomplishing. Always tell your subconscious *what* to do, but never tell it *how* to do it. It knows better than you do, because it is connected to the Universal Mind where all the wisdom of the universe resides.

Your word has power, and if you will speak your word with conviction and authority, your subconscious will act upon it without hesitation. Realize that what you have declared to your subconscious is on the way. You are not speaking your word into a void, but you are impressing it upon the receptive Universal Mind of the universe, and the universe will flow into the form of any desire presented to it. This is our reason to create.

Release

The fifth and final step is release. To release means to let go. One of the main reasons that people have difficulty using their minds is because they don't trust that it works. If you don't trust that it is working, you will be unable to release your thoughts and you'll continue to worry about whether it's working or not. *Whatever we think about, we bring about*. So if you are worrying that something won't work, you will create the very result you fear. It's like planting a seed in the ground and going out to the garden every day and digging it up to see if the seed is

growing. At some point, *you must release the seed to the ground and let it go.*

Someone once asked me what is the hardest part about creating what you want? My reply was “Learning to stop figuring out how you will get what you want.” If you try to figure out how you will get what you want you will limit yourself to what your ego or conditioned mind can do. The key to creating what you want is to turn your desire or your goal over to your subconscious which is connected to the Universal Mind or Universal Subconscious and let it bring the goal to you and you to your goal.

The Creative Principle or Creative Impulse will draw everything that you need to make your desire a reality, but you have to release the desire and let it go. The more you are able to let it go the faster your desire will manifest. Don't get confused here. You are still going to use your goal setting, affirmations and visualizations to support your desire, but you are not going to worry about how it will come to you. Release means to know that once you speak your word the process of creation begins and whatever you desire is on the way to you. The goal setting, affirmations and visualizations are designed to keep you focused on the end result.

If you're clear on how the principle of creation works, you will naturally expect a result. There is no way that it cannot work. You are using the very same creative process out of which everything that has ever been created has come into existence. Remember, there is no delay in the Universal Mind. The only time factor that exists is between your speaking your word and the *acceptance* of your desire. Now that's worth repeating. The only time factor that exists is between your speaking your word and your *acceptance* of your desire.

If you experience delay, it means you still have apprehension. If this happens, affirm to yourself that the subconscious is acting creatively on your thoughts and that you expect to see results begin to appear. If results don't appear, and there will be times they won't, it simply means you've done one or more of the five steps incorrectly. It takes a little practice. Just repeat the process until you see results. Recognize that the negative conditions you are experiencing in your life are only distorted thoughts that have taken form. Thought is the cause, and the result or experience in your physical universe or in your life is the effect.

Consciousness Creates Results

The purpose of the Consciousness Conditioning Exercise is to replace a false belief system with the truth. Your subconscious mind must picture what has been given to it in some form. Thought not only influences form, but it also actually becomes form, or effect. The combination of your conscious and subconscious mind is called consciousness. Consciousness is always the cause of everything in your life. The effects or results that you produce in your life will always be equal to the cause. So before any effect can be changed, there must be a change in what caused it. Again, the cause is always consciousness.

Ultimately, there's nothing in life but cause and effect. Everything that we experience in life is the result of a cause that we've set into motion. There's always action and reaction, sowing and reaping. The Law of Mind works with mathematical precision. It's imperative that we understand the importance of consciousness. Techniques can always be learned, but consciousness must be developed through right thinking. Consciousness is the unfolding of the Real Self or Higher Self within.

An example of how consciousness works can be demonstrated by the thousands of salespeople who buy courses in salesmanship. Many of them wonder why their study of these courses does not lead them to produce a significantly greater volume of sales. The problem is that these courses teach the externals and, to a great extent, tend to be manipulative. They teach how to approach the prospect, how to arouse interest, how to guide the interview toward a decision and how to close the sale. But the most important consideration, which is consciousness, is omitted. One must build a consciousness model before one can be truly creative. In this case, the salesperson must build a consciousness model of what he's willing to give what he wants to receive through the sales process.

I once gave a course in salesmanship to a sales organization in a large city. At the beginning I explained I was not going to teach them the mechanics of selling. They had already completed several courses that had taught them that. I said I was going to teach them how to construct a *consciousness model* to develop an *inner attitude or a mental*

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blueprint that would enable them to sell without being manipulative and without effort.

Several weeks after the conclusion of the course, the organization I had worked with reported that their sales had increased over forty percent and that everyone who had attended the program had experienced a substantial increase in production. They also agreed that this type of training was the most beneficial because they had learned to deal with cause instead of effect. And consciousness is always the cause.

Power Flows to the Focus of Attention

At this point, I think we need to discuss the difficulty of constantly maintaining a positive attitude. As human beings subject to the limitations of our belief system, we find that in spite of our earnest desire to maintain the highest level of thinking, negative thoughts continue to creep up on us. It sometimes helps to understand this important statement: *Power flows to the focus of attention*. Let me repeat that: *Power flows to the focus of attention*.

An example of this would be if you stood in your front doorway and looked steadily at the number on your neighbor's house directly across the street. You would see that the number on the house is very distinctive because you're focusing your attention on it. But even as you look at it without moving your eyes, you would be conscious of other things on either side of the house. Those other things become increasingly vague as they stretch out more to the right or to the left of the house number that is the focal point of your attention. Let's examine how this relates to the thought process.

You have a *central* consciousness and a *marginal* consciousness, just as you have central vision and marginal vision. In your consciousness, there are those things of which you are vividly aware.

These are your dominant thoughts. In your marginal consciousness, there are those things of which you are vaguely aware. The marginal thoughts, even if they are negative, do not control your behavior. What controls your behavior and your life is your *central consciousness* or your *dominant thoughts*. Now pay attention to this. You will have a tendency to attract those things that you love, fear, or steadily expect,

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that is, those things that you are holding in your *central consciousness*. Please read it again!

The purpose of the five-step creative process is to change your central consciousness or your dominant thoughts. It's a statement of your beliefs and "knowing". You see, knowing is higher than believing. Knowing means that you know the truth. You know that when you speak your word something begins to happen in mind that was not happening before. Whenever you speak your word with conviction and authority, which is knowing the truth, there's a definite movement in mind, a direction to accomplish a definite end. The beginning of a real sense of authority is to know that the Law of Mind is obedient. It is as obedient as the law of electricity. It's worth repeating that *knowing is always higher than belief*, and the best possible results are produced when we know and declare the truth about ourselves and others.

So the five words that create results are Relax, Recognize, Realize, Reason and Release. Let's put them together in a Consciousness Conditioning Exercise that we can use as a model. Here then are the five steps combined into one process.

The first step is Relax. Choose a method that works best for you. Allow your mind and body to fully relax for fifteen minutes. The benefits of total relaxation are enormous. After you are relaxed, you may proceed to step two. The second step is to Recognize. You would say, "I recognize that there is only One Universal Creative Mind." The third step is you would Realize, and you would say, "I realize there can be no separation in Universal Mind. Therefore, my mind is part of the Universal Creative Mind, and when I speak my word, Universal mind acts upon my word without hesitation." In the fourth step you would Reason. So you would say, "I am convinced my word has power. I firmly believe this and I now speak my word "that..." And you would affirm your end goal or result that you desire. The fifth step is Release. You would say "I release and I let go and I allow the Creative Universal Mind to work through me. No past mistakes hinder or obstruct me. Procrastination and interference do not exist in my life, there is no delay in the Universal Mind, and I therefore know and expect results right now. I'm willing to give up anything that hinders my desire. I am impelled, and compelled, to act upon every increasing opportunity to bring forth this desire. And so it is." So let's put this all together and see what it sounds like:

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I recognize that there is only One Universal Creative Mind. I realize there can be no separation in the Universal Mind. Therefore, my mind is part of the Universal Creative Mind, and when I speak my word, Universal Mind acts upon my word without hesitation. I am convinced my word has power. I firmly believe this and I now speak my word “that...” I release, I let go and I allow the Creative Universal Mind to work through me. No past mistakes hinder or obstruct me. Procrastination and interference do not exist in my life, there is no delay in the Universal Mind, and I therefore know and expect results right now. I’m willing to give up anything that hinders my desire. I am impelled, and compelled, to act upon every increasing opportunity to bring forth this desire. And so it is.

This Consciousness Conditioning Exercise has been carefully constructed to produce the best possible results because it’s based on the Creative Principle of Mind. Take the time to use it and you will notice a significant increase in your ability to produce results. You will begin to realize more and more that your word has power. When you speak your word, something happens. You have been using this principle all your life whether you are aware of it or not. The difference is now you can channel or focus it to produce the results you desire. Again, do not be fooled by its simplicity. This would be a big mistake. You now have a very powerful tool that will enable you to create what you want easier and faster, because you will be consciously co-operating and flowing with the Creative Principle of Mind.

Chapter 10

WHO OR WHAT IS STOPPING YOU?

Have you ever wondered what people will think one hundred years from now? All the suffering that we are involved in that is so important that it gives us migraine headaches, stomachaches, backaches and all the other various aches that we have? Well, the truth is that one hundred years from now *no one will care!* All this means that we are suffering for nothing.

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Why Do We Suffer?

Suffering is the payoff that we get for being miserable in order to be happy. Make no mistake, there is a tremendous payoff in being miserable and having to suffer. Suffering is socially acceptable behavior. It's even encouraged! Perhaps your whole belief system is based on that. Have you ever noticed how miserable some of our love songs are, such as, "The Worst You Ever Gave Me Was the Best I Ever Had." The most popular greeting cards are the ones that have a lone tree or a lone bird on them, and the most popular love songs are the songs that talk about loneliness.

Many people go to sleep at night replaying role dialogues about the way a boss is going to fire them, or about the disease that they might get, or about the loved one who is going to leave them. The solution is to recognize that we have a choice about turning away from negative anticipation. I am not referring to ignoring problems, because it is important to face the challenges that we have today. But if we face them with clarity of mind that is free from negative anticipation, we have infinitely more wisdom and energy with which to handle these problems.

Breaking the Pattern of Worry

The most regrettable aspect of worry is that we've lived through the anticipated event before it ever happens. When the event finally does occur, it's rarely as we anticipated. We have therefore unnecessarily experienced it in the worst possible way hour by hour, and a by day. Even when things are good, we worry that they won't last. Or we create a beautiful relationship with another individual and through worry destroy it out of the fear of losing, or we have a marvelous job and we're very successful at it, but we worry until something goes wrong and we lose it.

When you are worried, ask yourself, "Am I worrying constructively? Is this telling me something that needs to be changed? Or is it out of fear? Fear of loss? Fear of abandonment: Fear of rejection: Fear of failure: or, fear of what may not be in the future?" Face your worry and see it as an illusion. It cannot exist unless you give it power and give it life.

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Worry really makes no sense at all. So why is it that we tend to believe in the worst? Why do we leap to illogical conclusions to the unlikely negative possibilities? Have you ever noticed that we often say that something is “too good” to be true, but never say that something is “too bad” to be true? This shows, at a deep inner level, that we usually expect the worse.

Worry is a habit that we’ve picked up through imitation. It seems that deep down inside we do not have a fundamental trust that Life supports us. Our bottom-line belief is that Life is out to get us, and if we don’t worry, we will be caught off guard.

Worry is a Choice

Put very simply, worry is a choice. You always have the choice to worry or not to worry. Worry comes from the belief that you are powerless. But the truth about you is you’re never powerless unless you think you’re powerless.

The problem with worry is that we attract the very thing we are trying to avoid. We live a self-fulfilling prophecy. Life keeps its agreement with us through our beliefs, because whatever we think about, we bring about. Life is like a mirror. It reflects back whatever image we present to it.

You Always Know What To Do

Perhaps you are worried because you don’t know what to do. Have no fear of not knowing what to do. When you stop resisting the unknown, you will begin to know what to do. Whenever you have a problem or a crisis, look for your own solution. Do not share it with others. You dilute the intensity of a problem by spreading it around, and you dilute your power and understanding necessary to remove it. Of course, this is exactly what everyone else does. But you no longer want to be confused by everyone else. There may be times when a problem in business, finances, health or relationships seems like a mountain in comparison to the particle of truth that you presently possess. Don’t believe it, for one second. Behind that particle of truth is the whole truth. It will reveal itself to you, if you will stay with it.

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The next time you find yourself in a perplexing situation, do something entirely different. Notice first of all how your mind seeks anxiously for an answer, or relief, and for reassurance. Now, break this pattern. Simply remain silent and say, "What if I do not need the kind of answer that I assume that I do?" And then stick to that. Do nothing else, and you will be amazed at the new solutions that will be revealed to you through your intuition. When you say, "I don't know what to do," it usually means you are afraid to make a choice. At a deeper level you do know what to do, but you are afraid of making mistakes or what others will think if you carry out your own solutions. This attempt to escape the problem is the problem. See the logic of this. When you see that you are the problem – that you are one with the problem and not separate from the problem, and that you should stop trying to escape the problem – it will be resolved.

Finding the Real Problem

Do not try to use your memory or past experiences to solve problems. Why? When you try to use what you already know to solve a problem you are using the same logic and reasoning to solve the problem that created the problem in the first place!

When a person says that he or she has a problem, there's usually a deeper problem beneath it. People seldom mention the deeper problem, partly because they are unaware of it and partly because they dislike admitting it. Always look to the deeper problem or to the causative factor. When insight into the self dissolves it, the other problem will cease to exist.

Never ask, "What can I do about my problem?" In all the history of mankind, no one has ever found the answer to that question, because none exists. Always ask, "What can I do with myself?" This is an honest question and will attract an honest answer. The mind becomes panicky when it meets a problem that it cannot solve. And in its anxiety to relieve the tension, it usually turns toward a false solution, which creates another problem. And so we keep going in circles.

Finding the Solution

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There's a way to end it. Do not force a solution. A lot of solutions will be revealed to you. The right one will be revealed to you if you are not in a panic to find a solution. By shaking a compass you can make its needle swing around to any number of wrong directions. When you stop agitating it the needle settles down to point to its true and natural direction. This is a good lesson in problem solving.

We can practice quiet refusal to accept agitation and confusion as normal and necessary. Suppose a patient consults a doctor about an illness, and the doctor says, "Very well, I'm going to prescribe some medicine for your *neighbor*." And the patient replies, "Thank you, I'll feel much better." This absurd logic is played a million times every day in the minds of unconscious people. But few see it. An unconscious person always thinks that he is going to feel better if someone else changes. But the conscious or wise person realizes that medicine can heal the patient only if taken by the patient.

People say that, "He made me unhappy," or "She tore me apart emotionally." But the only way to get rid of the self-punishing illusion is to ponder day and night upon this simple fact: *When you bump your knee against a chair, the pain occurs because of what happened in your knee, not what happened in the chair.*

Taking Responsibility for Change

It's true that there are a lot of events in our lives over which we have little control. However, we do have infinite control over how we react to these events, especially if they relate to the people in our lives. We can't change the way people are. And we shouldn't be able to because they have a right to be who they are. We can, though, *change the way in which we relate to them.*

Maybe your mother liked your sister better than you. Maybe your parents wanted a boy and you are a girl, so you disappointed two people when you arrived. Maybe your father was an alcoholic, or wanted to be. But that's over; that's behind you. You may say, "I agree, but it's different in my case. They are creating my misery. They did it to me. My mate is doing it to me. My boss is doing this to me. It's not my fault." Well, sadly enough, if you keep blaming others, you give up your power to change. And at the end of your life you can always say, "I gave

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them the best years of my life, and I got nothing back.” Then you can be self-righteous. Now, that’s marvelous if you think the world cares, but the fact is that it doesn’t. Being in charge of your life is being responsible for the quality of your life. It’s being responsible for everything that happens to you.

Now, responsibility is the opposite of dependency. When we are born, we are totally dependent upon another person for our survival. We are unlike the baby turtle that can take care of itself as soon as it’s hatched from the egg. It never sees its parents. As human beings we cannot do this. We are helpless. We have to learn the reality of taking care of ourselves. We have to be supported and learn independence. We accomplish this by building a foundation that is based on self-esteem and self-reliance.

Emotional Dependency or Self-Reliance?

Most of us learn emotional dependency instead of self-reliance. We figure it out early in life that, “If you approve of me, and if I can duplicate your beliefs and your values, then I will earn your approval. And if I earn your approval, then you will love me and take care of me.” So the decision that we make is, “You take care of me, you nurture me, and I’ll do what you want.” It’s a scary feeling to be in a position in which you realize that your life depends on the good nature of another human being. Many of us were raised in an environment of “shape up or ship out.” In other words, “Be what I want you to be or get out.”

What others think of you has no meaning whatsoever. It is all part of a stage performance. The frightened actors and actresses have mutual contracts for keeping the drama going. If you will leave the stage and just be yourself, you will lose your fear of not getting approval. Only an actor worries over a bad performance.

Emotional dependency comes out of our need to be right and our need to get approval. It comes out of our need to be emotionally dependent and wanting to ride piggyback on the world so that we can feel that we are being loved and being taken care of. This discovery is valuable, because it indicates an awareness that nothing outside of yourself can provide you with true self-worth.

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There is no one in charge of your life but you, unless you give your power away. And when you give your power away, people will try to control your life. They will convince you that they know more than you do, and that you should listen to them for advice and counsel. But have you every noticed how miserable your unpaid advisors are? They look like they have it together, but they only have a good act to cover up the fact that they don't know what to do either. As long as they are controlling you, they don't have to take a good look at their own life. The fact is that no one can tell you what to do, and no one can give you something that you don't already have.

No One Can Give You What You Want

Tension arises when we want something from someone else. Think of someone from whom you want nothing at all and notice your ease toward him or her. Tension appears when we want something from another person, such as love, security, approval, recognition or agreement. The belief is that this person can fulfill us, but he or she cannot. Self-fulfillment abolishes the need to seek security from others and makes us at ease with everyone. You don't have tension when you ask the baker for bread or the salesman for shoes. You pay your money and the transaction is complete. But ask for love, security and other psychological needs and notice the increased tension. This is because it is a wrong move. Our inner system is trying to tell us so. Now, why is it wrong? It is wrong for the tree to ask for the characteristics of a tree. Love, security and all else are not separate from our own true nature. This is an important truth to understand.

Getting to know oneself is the key to a successful life. When you learn to love yourself, you won't need to seek love from others. Instead of seeking love, you will be able to be more loving. A person who knows how to love cannot be controlled. If you do not want anything from anyone you cannot be exploited, because there is no place that anybody can get to you to control you. When you desire nothing from another, you can be a scary individual. Some people will have difficulty relating to you because they can't buy you. This is the true road to self-reliance.

Risking Rejection

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Sometimes we are frightened to be all that we can be because it upsets other people. We say, "Well, I don't want to hurt them." But understand this: People use the phrase, "Don't hurt me," as a way to get you to continue to do what *they* want you to do. They say things like "How can you leave me all alone" or "How could you do that?" or "How could you hurt me that way?" People try to manipulate you by saying, "I can't make it without you. You are the cause of my happiness," and so on. But the truth is you don't hold someone else's happiness in your hands, and no one holds your happiness in their hands. When you are being yourself, you run the risk of rejection, and the more you fear rejection, the more you will seek approval. Risk rejection at every opportunity and this will free you to be yourself. Learn from rejection, not from acceptance. Start in small ways to risk rejection. Risk rejection of your favorite ideas while watching quietly how it affects you. This type of observation breaks down the walls of limited thinking.

What Does It Mean To Be Conscious?

Observation is one of the most powerful tools for self-transformation. Observation helps us to be more conscious of our lives. What does it mean to be conscious? It means to see things as they really are, not according to personal preference, imagination or borrowed beliefs.

The chief barrier to consciousness is the delusion that we're already conscious. Admitting that we are not fully conscious is the first thing we need to do to get out of this trap. When we admit we may not know everything, we open the door to increased knowledge and solutions to our problems.

Adjust Your Mental Picture

There are numerous studies that show that no one is too old or too young to change their beliefs, concepts, values or pictures. Most of the suffering in life comes from trying to change outer circumstances before changing our inner beliefs. Actually, you can change anything about yourself quite quickly. All you have to do is give up the belief system that says that it takes a long time to change.

Most of us treat our TV sets better than we treat ourselves. When our TV needs adjusting, we make the necessary adjustments so that we

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have a clearer picture. Most of us need periodic readjusting and reshaping. This is what a creative person has to do from time to time. Remember you are the most important creative activity in your life, and no one can treat you better than you are willing to treat yourself.

You can tell a person a hundred times that he needs to change his beliefs, but nothing will happen until that person tells himself the very same thing. This point is reached when the suffering becomes unbearable. When he has run out of hiding places, he will gladly exchange false beliefs for reality. This point is frightening at first because he must give up his old beliefs and everything that is familiar and comfortable to journey toward the giant question mark. And sometimes this creates acceptable anxiety. Keep in mind that anxiety is part of you. It is not bigger than you are. It is only one of your feelings. You have many feelings and you are bigger than any of them. The first twinge of anxiety is a tip-off for us to pay attention. It's a signal. Don't run away from it. It's a feeling that we are most tempted to ignore or evade. After all, anxiety can be uncomfortable, so the temptation is to pretend that we are not feeling it. Besides, most of us have been told not to be scared. But you can never be more grown-up than when you look at your anxiety and take charge of it. When you stop running away from it and face it, it has a way of shrinking to manageable size. And that's the time to use your courage.

Courage is simply the willingness to be afraid and act anyway. You are much more likely to trip over your anxiety if you shovel it under the rug than when you put it out in front of you.

There's a fine line between anxiety and excitement. If you don't let anxiety stop you, you can nudge it over the line to excitement. And that very excitement will allow you to be more creative. But don't wait for anxiety to turn to panic. Be the rider, not the horse. If you have the courage to welcome your anxiety instead of retreating at the first twinge, you will be greatly rewarded. It will open new avenues and new possibilities for you to express your unlimited potential.

Be the Cause, Not the Effect

You do not have to be the effect of outer circumstances and conditions. The following illustration shows you that you can rise above limiting and

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destructive circumstances and conditions. An earthquake is a mechanical activity. So everything on its mechanical level vibrates to it, resulting in collapsed buildings and smashed automobiles. But an earthquake cannot harm the air because the air resides *above* the earthquake level. Now see the tremendous significance here. If you reside at the level of higher consciousness, or right thinking that is based on truth, you ultimately cannot be harmed by anything on a mechanical or a negative level. The proof of this is plain.

Most people feel they lack the intelligence to find the right way for them. But this is merely misunderstanding. Intelligence has nothing to do with college degrees or reading books. True intelligence is a willingness to exchange a fallacy for a fact. We dislike admitting our lack of knowledge, because we fear it would endanger our psychological security. But we fail to see that our reluctance to change does the very opposite. Instead of providing security it keeps us insecure.

Do Not Fear Uncertainty

Do not fear uncertainty. There is never anything to fear in uncertainty. It's quite possible to have a thousand uncertainties and not have a single fear. There are so many bewildered people who say they don't know what to believe. Not knowing what to believe is the key to freedom. Most belief systems are a combination of superstition, gullibility and mental laziness. Actually, you don't have to believe in anything but yourself because you are one with All-knowing Intelligence.

If you will give up your old beliefs, you will be open to new ideas that will greatly enhance your life. We simply need to find, to see and to know. A ship that's tied to a dock cannot explore the land. And a person tied to a belief cannot see anything beyond the belief. As the saying goes, "If you see, you will do, because there is no difference between the two."

Understand the Truth by Being One with It

A Scientist understands what it means to be a scientist, because he is one. Likewise, we understand the truth by being it. To know about the Truth is not the same as being ONE with the truth. To know *about* it is to have a mental knowledge only. To be ONE with it is to be the truth itself with no separation between the Knower and what is known.

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The fundamental principle for creation is oneness. Every great teacher since the beginning of time has shared this message. You cannot be separate from anything or anyone. There isn't anything in life that's separate from us. How is this possible? Because we are all ONE with Creative Intelligence.

We create according to our self-acceptance. Self-acceptance comes from knowing *who we are*. And when we know who we are, we can create anything we want. What we have right now is what we've been willing to accept for ourselves up to this point. Whatever we are willing to put up with is exactly what we will have. What we are open to is open to us. What we are closed to is closed to us. No one can keep our good from us. Others may stop us temporarily, but only we can do it permanently.

Watch Out for the NIOPs

As you become more aware of what you're capable of being, there will be those individuals who will feel threatened and try to stop you. People become upset at your aliveness, because it makes their deadness seem more real. It is very threatening to be around someone whose life is working if yours is not. The way that most people handle this is to try to bring others down to their level of negative thinking. These people are the NIOPs of the world. N-I-O-P means people who adhere to the Negative Influence of Other People. NIOPs are everywhere, and they're dying for a little corner of your mind. They love to plant their negative seeds in your mind and watch them grow, until eventually you become a NIOP too. Their self-destructive behavior spreads like a contagious disease.

NIOPs are not born they are made. And more are being made every day. It seems that every NIOP on the face of this earth feels a moral obligation to bear witness to negativity. And they'll work day and night to find some unsuspecting, unaware and unconscious person to infect. Be aware of them, and make a commitment to yourself to absolutely establish an NIOP-proof consciousness. Learn to look at the positive side of every situation. No matter what's going on in your life, there are positive things that you can focus on. Some people jump from bed in the morning and say, "Good morning, God," and some people say, "Good God, it's morning."

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What Are You Telling Yourself

Do you say, "It's a great day and I feel great?" Or are you one of those people who say, "It's a great day considering...?" Again, it all has to do with attitudes and beliefs. Our beliefs keep us from achieving what we would really like to achieve. For example, if my ultimate belief is that I'm fat, notice that I will continue to believe that way. And as long as I keep myself believing that way, I keep getting fatter. When I challenge my beliefs and accept that I'm a slender person, then my beliefs will be the very thing that will support me in losing weight.

People say, "I've tried. Heaven knows I've tried! But why is it that everything that I do fails?" Then they say, "I'm going to try one more time," and that doesn't work either. Why doesn't it work? It doesn't work because they haven't set up the proper condition of belief that will allow them to go where they want to go. They haven't looked to and believed in where they were going. They're not concentrating on where they want to go. Instead, they are focusing on where they don't want to go.

Most world leaders talk about what we should be doing or what we shouldn't be doing. But rarely does any of them step up and take a look at the overall goal to see where we are and where we want to arrive so that we will know the proper pieces to put in the puzzle.

Keep Your Focus on the Ultimate Goal

This brings us to an important question: What is your ultimate goal? In other words, what do you really want?

Now, please pause here for a minute. It may seem like a small thing, but if you don't know what you want, there's no way for you to begin your journey.

The solution is to acknowledge what you really want and go for it. Can you articulate what's important in your life? If you can answer this honestly, you are off to a good start. And as you do this please treat yourself with kindness and respect. Don't put yourself down if you haven't been living the life that you really want. What you have done in the past has nothing to do with what you would like to do in the present.

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Respect the life that you've been living even though you might want to change it. It's all part of loving yourself.

Only You Know What You Really Want

Suppose you want to know what Hawaii is like, so you ask several people who have been there. One person tells you about the beaches, another about the mountains. A third tells you about the people that live there. While this is helpful, you want to know more, so you take a trip to Hawaii, and you see Hawaii for yourself. What you see when you get there is not the same as what you have heard. This illustrates your own inner thinking process. Others can advise you, but only you know what to do. You must yearn to see for yourself, and what you see for yourself becomes yours. The way to do something is to simply start doing it. Remember what we discussed earlier - You don't need details about how to do it, just start.

Someone once asked me what I thought was one of the most destructive behavior patterns a person could have. There are many serious and self-destructive forms of behavior, but I would have to say that blind obedience tops the list. To me the most dangerous thing in the world is teaching people to do things without thinking for themselves. This mentality caused the death of millions of Jews in Nazi Germany. What the world needs more than anything else are people who question. Learn to challenge everything. Even question what I've just said.

Never doubt your wants. The only way that you are ever going to know if something is right for you is to experience it. If not, you will find out and make corrections. It is my opinion that at the moment of your death, you will not be as sorry for the things that you *have done*, as you will for the things that you *wanted to do but never did*.

No One Cares But You!

When you decide your destiny, oftentimes the tape in your head will play. And that tape will say, "What will they think? What will they say?" Well, guess what? It doesn't matter. As I said in the beginning of this chapter, in a hundred years no one will care. And the interesting thing is that the other people are not as interested in our lives as we would like

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to believe. While you are worried about what they're thinking, they're wondering what *you're* thinking about *them*. So it is a neurotic trip that we can bypass.

Life is a Drama

When you do not understand why people act as they do, try to see life as a drama in which the actors and actresses are following a written script with monotonous precision, never questioning their parts. If heartache is written into the scene, heartache will always be there as long as the players follow the script. But life is not a fixed drama. It only appears so because we don't question the roles that we are playing. The way to change the role is to change the script, and you can rewrite the script if you don't like the part.

Before we end this chapter, we want to remind ourselves that nothing or no one can stop us from creating the life that we want, that the who or what that stops us is ourselves and our own limited beliefs. Make a decision right now that you are open, responsive and receptive to new ideas and beliefs that will support you in getting to where you want to go and that you are willing to give up anything that limits you in any way.

Chapter 11

GIVE UP HOPE AND TAKE ACTION

It became obvious to me that for me to experience my own potential the first task I had to do was master my ability to produce results. When you begin to produce results and take action, you begin to experience your own power as a person.

What I have found out is that everyone is interested in producing results. Everyone wants something. If you don't have what you want in life, there is no way you can be truly happy. You can deny it. You can joke about. You can lie about it, and you can pretend that it's not important, but that doesn't change the fact that you still want what you want in life. The purpose of this book is to help you to understand the creative process so that you can use it on a systematic basis to get what you want.

You Will Never Reach Your Potential

We all have a desire to reach our potential. However, do you know anyone who has reached their own potential? Of course you haven't. So by definition, potential is unlimited. You will never reach your potential. No matter how successful you are, there is always going to be this little voice in your head that says, "You could have done better." No matter what you do, it will seem like you could have done better or you could have done more. Before I realized that I would never reach my potential, when this little voice spoke to me, I reacted with disappointment. No matter how much I accomplished, it seemed like it wasn't enough. I was always focusing on how much better it could have been. When I realized that there is always going to be something more or better, I learned to relax and just enjoy the trip, to be thrilled about the experience rather than being tied into getting there.

It helps to understand that you will always be able to do more and have more. The most important thing is the trip, not the destination. In life, if you achieve goals because goals are the most important thing to you, you've missed the point. A goal is only an excuse to play the game.

The Name of the Game Is Producing Results

You will not experience who you are by reading about others or watching others succeed at what they do. You experience who you are by producing your own results. The more results you produce, the more you find out who you are.

There's a perfect spiritual concept of which we are already exists in the universe as the truth, but we're subject to the law of our choice. What goes on in our lives is usually not in accord with this perfect model. What happens in our daily life is not based on the perfection of the universe, it's based on our choice. We choose our reality. So what are we going to choose? If, in the past, we have chosen sickness, lack, limitation or unworkable relationships, we don't have to settle for that today.

We can have it all, and it doesn't take a lot of effort and work. If we think it takes a lot of effort and work to get what we want, then that's what our

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life is going to be about. The idea that it takes effort and hard work to get what we want is just another false belief system.

All that is necessary is to apply the principles discussed in this book. While that may seem like a lot of work, the systematic application of the principles discussed in this book is actually *less* work than not applying them. It's more work to create poverty, disease and disharmony than it is to create health, harmony and abundance, because perfect health, harmony and abundance are the natural order of things.

Choose and Believe

Simplified, we can boil it down to this: Choose what you want and believe you're going to get it. Remember, your subconscious is hooked up to the main computer or the Universal Subconscious. So your mind is set up this way: Decide what you want and believe in your ability to get it, and your subconscious will take care of everything that needs to be done to get it. It's as easy as that. The problem is that we are fooled by the simplicity of it. We are conditioned that life is more complicated than that. Again, the idea that it is difficult or complicated to create what you want is just another false belief system.

You can't get started until you know what you want. So if you are not sure, once again I urge you to choose something, but just get started. If it's the wrong thing, you will find out and then you can make corrections. But you must be specific. Affirm the specific thing that you want to be, to do and to have, and when you start handling what needs to be handled, your subconscious will observe the shift from theory to practice and will support you in getting what you want.

If you don't know what you want, here's a little hint that may help you. You may be so completely out of the habit of thinking for yourself in an active way that when you asked the question, "What do I want?" you seem to draw a blank. If you put it to yourself the following way, it might come out differently. Ask yourself, "What would I like to see happen?" This might be easier for you. When you put it this way, your subconscious won't feel threatened by an impending change. Then it's not such a big step from what you would like to see happen to what you want. This in turn can prepare you for the big question, which is, "What can I do to make this happen?"

Take a Chance with a New Idea

Impulsive action does nothing to add to your strength. Strength comes from knowing what you want and making a decision. All it takes is learning to trust yourself. Once you learn to trust yourself you will begin to listen to yourself even if your first impressions seem to be crazy or odd. That's the way original thinking has to appear at first. So take a chance and turn a new idea over in your mind. Play with it and you will find it's fascinating. And out of a little idea can come the most meaningful and important thing in your life.

Many of us spend our whole lives waiting for our ship to come in. Then, if it does come in, we're too scared to unload it. The sensation that life is passing us by is a very real sensation for most of us. We have all at some time in our lives experienced the feeling that the world is moving forward without our involvement and that it will continue on after we're gone. In an effort to throw ourselves back into the mainstream of life we frequently establish hurried and ill-defined goals.

Most often these so-called goals are not written down, but just floating around in our heads as a vague idea. We haven't accepted at the subconscious level that we *already* have what we want. Jonathan Livingston Seagull said, "The way to get there is to know you've already arrived."

The paradox is that we must accept that we have something before we can have it. You see, in the one Universal Mind it is already a reality. Our acceptance takes it from the realm of the Universal Mind into our physical reality.

Allow a New Channel to Open Up

The important thing after you've accepted that whatever you want is yours, is to release it with no expectations. Expectations are the exact way you think your goal has to come to you. Just accept that what you want is yours. Remember, *whatever you want wants you*. But be careful with your expectations. Don't get locked up into one channel, whether it's a person, place or thing that you think will be the channel for your desire. Allow all the channels to be open. Never close off any one channel.

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When accepting what you choose to experience, the forces within your life and your desire become a reality. I realize that this may not be simple to understand, but it's the way the Universal Creative Mind works. Without an end picture you will walk around without purpose and direction, and you will get caught up in all the little things that happen in your life. Then, if someone slams the door in your face, it becomes a catastrophe. When you take a look at the completed picture, everything that happens in your life will serve you in getting to where you want to go.

Give up Beliefs About the Way Things Should Be

Once you've established where you want to go you have to give up everything you know about getting there. That doesn't mean you don't take action. Unfortunately, because of our past experience with problem solving, we tend to handle things in the same way we've been handling them for years. Creative Intelligence, however, always knows the perfect way to bring about our desires. It will guide us only if we are willing to give up our old beliefs about how things must work. This is the movement within the Higher Self. To put it another way, our satisfaction in life is really our ability to give up our ideas about the way things should be before we experience them. When we are able to give up our ideas and concepts about the way that things must happen in order for us to be happy, then we can participate in life without fear. We only become unhappy when our concepts or pictures of what life should be like don't match up with the way things are.

When we give up our beliefs about the way things should be, we are able to receive, through our intuition, ideas about what to do, where you go, who to meet and who to bring into our life. When we have made the decision where we want to be and where we want to arrive, whatever we do will support us in arriving there. Einstein's idea of relativity came to him while he was sick in bed. Your ideas can come to you at any time if you are open, responsive and ready for them. Keep in mind that your desire or goal is greater than any obstacle you may face at the moment. The trick is not to get caught up what is happening in the moment, because whatever happens to you will ultimately serve your purpose of getting to where you want to go.

The Right Course of Action Will Be Revealed to You

Be conscious of the fact that we will always be attracted to the situation or person that we need, in any given moment, in order to learn whatever lesson it is that we need to learn. The most important thing is to learn the lesson quickly, let go, and then move on.

There's nothing that is kept from you that you have not kept from yourself. The thing that you desire is already yours, but by now you should already know that. If there is any barrier between you and what you desire, that barrier will be revealed to you and you will be able to dissolve it. Whatever you need to know in order to get where you want to go will be revealed to you. You set the forces in motion within yourself once you've made the decision of what your ultimate goal will be. So allow whatever it is that you need to know to come up from your subconscious to your conscious mind. The right course of action is always revealed to you if you will trust your own judgement.

Studies in human behavior show that people tend to seek out surroundings they feel comfortable with. Once an individual's attitudes are developed, that individual will find an environment in which his attitudes and beliefs are accepted and his current belief system is reinforced. What this means is that if we don't make a conscious decision to change what is not working in our lives, we are going to stay in the same type of mental environment that we've been living in for years.

Overcoming the Fear of Change

If beliefs are causing us pain and suffering, then why don't we change them? Why haven't we done what needs to be done to have exactly the kind of life that we want? It is because we've been programmed to fear change. We are addicted to certainty. We would rather be certain we are miserable than to risk being happy and satisfied. We are programmed to always look for security and survival, and we are also programmed to fear the unknown.

Making a decision says something about you. It's also true that *not* making a decision says something about you. So don't get hung up on the end of the pendulum swinging back and forth between "yes" and

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“no.” Giving yourself such a conflict means you are avoiding change. And like any obsession, excessive conflict is a cover-up.

The “yes” and “no” of the conflict is a distraction to keep you preoccupied so that you do not pay attention to something else. The something else is usually “What will they say?” or “What if I make a mistake?” Change involves dealing with the unknown. It involves going from the familiar to the unfamiliar, and it involves risk. If you changed your job today, how would you feel? Supposing you’ve just taken a job that provided a higher salary, more chances for advancement and better working conditions. Wouldn’t there still be some doubt, fear, nervousness and insecurity regarding the change? Most likely there would. You see, even when change is positive, we have anxiety.

The Difference Between Successful and Unsuccessful People

The difference between successful people and unsuccessful people is how they handle change. Successful people have anxiety too, but they don’t get immobilized. Unsuccessful people let their anxiety immobilize them.

Successful people still have anxiety, but they re-channel it into creativity. Start to look at change as a friend instead of an enemy. Take it with you and allow it to work for you instead of against you. Each one of us is climbing the ladder of life. And each rung has new opportunities and new obstacles.

You may be familiar with the Peter Principle that states that eventually each one of us rises to our level of incompetence, and then we stay there because we do not have the ability to continue. I don’t believe that’s true. I think it’s because of our fear of change that we stay stuck, because we don’t reevaluate and reprogram ourselves to adjust to change. We just stay where we are, which is just a little bit over our heads. The Peter Principle infers that we have limited abilities. But the truth is we cease developing our abilities because of our fear of change.

There Is No Way to Know Ahead of Time

In the growth process you will make many mistakes. You’ve been programmed since childhood to look at your mistakes. What you’ve

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been taught to do is to concentrate on what isn't, what should be, and what could have been. We've been brought up with a belief system that says we should constantly judge ourselves, evaluate ourselves and see if we are doing it right. We end up judging ourselves so harshly that we quit producing results because we are afraid to make mistakes. You and I have been taught to fear the unknown, so we start worrying about what's going to happen two weeks from now, two months from now or two years from now instead of concentrating on what is. We are always looking for certainty, and if we can't be certain, we don't move. We allow ourselves to be immobilized. It is because we don't like the unknown. But the truth is that no matter what you do, there's always going to be the unknown. And there's no way to know before experiencing.

It's OK To Make Mistakes

There's no security between the cradle and the grave. The only security that you and I have is our ability to create and produce results. If we are not tied into to the belief that we should not make mistakes, uncertainty won't be a problem. I've made a lot of mistakes in my life. Some of them were very large. But that's part of the growth process. I plan to make more mistakes, and I'm sure that some of them will be even larger.

It helps to realize that an airplane spends ninety percent of its time in error. We need to take a look at that. If you could see that you can get an airplane from New York to London even while having been in error ninety percent of the time, maybe you could be less critical of yourself. Maybe you would allow yourself to be in error. A sailboat cannot get from where it is to where it wants to be by traveling in a straight line. It has to zigzag. So in terms of a true course, it's always in error. What is important about an airplane or a sailboat is that *the errors cancel out*.

Healthy Personalities Learn to Correct

Learn this great secret of life - that life is about making corrections. The problem is that most people are highly sensitive about being corrected. The way that we respond to correction is a reflection of our own self-esteem. If you will look at your life, you will see that whatever has happened to you, there was usually a warning sign, but you delayed until the last minute to make a correction. You were probably afraid of making a mistake, being wrong, losing someone's approval or looking

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like a fool. Failure for the most part is not the result of our lack of ability, but a product of our reluctance to correctly observe, evaluate and act on the danger signs of a given situation – before that situation gets out of control. We are fundamentally no different than an airplane. To be in error means to be off course. What's important is not that we are off course, but whether we make the correction that needs to be made.

Most of us don't make the corrections because we are too busy protecting our ego. Most people's failures in life are products of justifying themselves and protecting themselves when they should be correcting themselves. Our willingness not to be in error and not to correct is the source of most of our failures. Successful people are like an airplane. They are willing to live in error, and they are willing to correct. For the most part, the problems that we face are the result of waiting until the last minute to do what needs to be done. What you get out of failure is the experience that you are not okay. Well, it is not true that you are not okay.

You Can't Improve Your Self

You can't improve *who you are* – the Real You or your Higher Self that is spiritually perfect. You can, however, improve your performance. Through ignorance you will make mistakes. So what! All you have to do is make corrections. Remember you are not your results. Learn to detach yourself from what you have and what you do. Make sure you are clear on that, because if you are not, you will suffer for the rest of your life. Your responsibility is to just keep correcting when you get off course, because no matter how much you have it together, you'll be off course much of the time.

Successful people are people who are constantly busy doing things that they don't know how to do for sure. And that's the adventure of them. They don't know what the future will hold. All they know is that they are committed to a path, and they will do whatever has to be done to get to the next step that gets them to the next step that gets them to the next step, and so on. Unsuccessful people just live intimidated and immobilized by the fear of discovering that they are in error or are making a mistake.

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Make a decision once and for all not to be one of these people. Look at the failures you've had in your life and notice how you were more concerned with being right, looking good, protecting yourself and not making a mistake than you were with making a correction. Somehow we've gotten the notion that all we have to do is to get to the point where we will be smart enough so that we don't fail. What I want to tell you is that option is simply not available to you. It's like trying to eat one and for all. It can't be done.

The more successful you are, the more mistakes you will make, because you are participating in life. People that don't participate don't make mistakes. Rather than start and commit themselves to a course of action, they allow themselves to be immobilized. They think that as long as they don't do anything, they can't make a mistake. While that may be true, the price they pay in not realizing their dreams is far too high.

It's Time to Give up Hope!

It's at this point that we must give up hope. We say things like, "I hope this works," "I hope I have enough money," "I hope they will buy my products." "I hope things get better." We hope that someone will save us, take care of us, change our life, make us happy and bring us what we want. We hope and we wait, but they never show up. What we need to do is give up hope.

Hope is the subtle illusion of what might be someday. It's important to accept what you want and accept it in the present tense, that it's already yours right now. Do not use the words hope, maybe, tomorrow or soon. Use NOW. Hope, so highly praised by many, has neither value nor meaning to a conscious person. Examine this for yourself and see how hope is an illusion that produces the very feeling of desperation and aloneness that we seek to avoid. Also, see how it causes the fear of non-attainment.

We Are Prisoners of Hope

We become prisoners of our hope. Hope is what keeps all suffering in place. Hope is the expectation that something outside of ourselves, something or someone external, is going to come to our rescue, and we will live happily ever after. And it's that little rush of hope that keeps us

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going from one disappointment to another, because it keeps us from taking responsibility and taking action.

Letting go of hope can be a difficult experience at first, because if we believe that there is no hope, we think, “How am I going to survive?” The fact that nothing or no one outside of ourselves will save us is the truth. In the beginning, this truth is difficult to accept, but after we have accepted it, something interesting begins to happen. It becomes freeing. We can finally stop waiting for someone or something that was never going to show up anyway.

Once we give up hope and stop asking a source outside of ourselves to deliver something that they cannot deliver, there is a dynamic shift in our relationship to Life. We begin to choose advancement instead of avoidance, and we become responsible for the quality of our own life. As long as we believe in hope, we are a prisoner of our own hope. It's only when we become hopeless that we will take responsibility for our lives.

Give Up Hope for Action

We want to train ourselves to give up hope and take action. There's only one way that you are going to find out for sure what's right for you and that's by taking action. You can think about what you want, you can speculate about it, you can gather all the facts and you can ponder the possibilities for the rest of your life, but you will never know for sure until you do it, until you take action.

Getting started is difficult sometimes. It's the Law of Inertia. Any object at rest takes as much greater amount of energy to move than when it is already in motion. The best advice I can share with you is to *do something*. Make a decision, even if it's the wrong decision. Whatever you do, it will be better than sitting and hoping things will improve.

Once you've told your subconscious that you have done everything that you can do, it will take care of the rest. It knows what to do because it is connected to the Universal Subconscious. Begin by knowing that you have already arrived, that at the Being level you already have everything that you need. You are already a success. You are already healthy. You

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are already rich. Live your vision, experience unconditional love, and enjoy the magnificence of your own being.

How many times have you been told that you can do it or that you can have it all? And yet, as you read the words, there's another little voice in your head that says, "In my case it's different. I can't. I'm not able to. It's too difficult. I'm afraid. What will they say? What if it doesn't work? What if I make a mistake?" This is the same little voice that has robbed you of achieving your innermost desires. You don't have to listen to that little voice. That's not the Real You. That's not your Real Self. That's all your past conditioning. It's your old tapes playing. Make a conscious decision not to resist those thoughts but to program new thoughts, new ideas and beliefs. You are in control. You are the one who can choose what you want to think and what you want to believe.

Everything Works on Acceptance

I used to manage a sales office, and one of the salesmen that worked for me would go down to the vending machine and check for change in the coin return. If he found anything in there, he would say, "There is my lucky day," and he would have a great day for sales! I got wise to this, and I used to put change in the coin return once in a while. You see it was his belief that the money in the coin return gave him a lucky day. Belief creates everything. When you have belief, you have faith. Faith is the absolute knowing that your thoughts become your reality. That the energy you send out is the results you get back. Faith is the knowledge that whatever you do will work if you totally believe it will work. Everything works on our acceptance.

There are No Limitations

If you practice the principles in this book on a daily basis, they will allow you to be bigger than your belief system. Then you will produce results that will give you a new belief system that will allow you to grow even more! There are no limitations. The only limitation is the limitation in our mind.

Have you ever driven your car with the emergency brake on? The emergency brake represents fear, anxiety, procrastination and poor self-esteem. The fact is that you can still get where you want to go with all

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these unworkable beliefs, just as you can get where you want to go with the emergency brake on. But it's a lot easier to just let go and release the brake. It's a lot easier to get where you want to go if you'll let go of anything that does not support you in getting what you want.

You're already awake sixteen to eighteen hours a day. You're already working eight to twelve hours a day, and you're already self-disciplined. Why not take a few more minutes each day and work on your game plan for the money you want, the relationships you want, the health you want, the career you want and the business you want. Just a few more minutes a day, spent applying the principles shared in this book will totally transform the quality of your life.

Aren't you tired of allowing circumstances to tell you who you are? Aren't you tired of having people tell you what you can do and you can't do, or what you should do or must do?

Perhaps you were brought up in an environment that taught you limitation, that accentuated your errors and made fun of you when you made a mistake. Yet I know that within you something has told you that you can create the life you desire. You can have it all. Through these pages, you've been reminded once again of your potential for success; that's your destiny. Remember, you can have anything you want if you will give up the belief that you can't have it.

It's time to be sick and tired of being sick and tired. Allow yourself to go beyond positive thinking. Make it okay to take risks and make mistakes. Program your dreams into your subconscious then say "Yes" to Life and you will find that Life will say "Yes" to you.

You have been programmed that seeing is believing, but you now know that *believing is seeing*. If you believe in something with absolute faith, you will see it manifested in your life. If you are waiting to become something or are waiting for something to happen before you can start living – such as reaching a certain age, retirement, a certain amount of money in the bank, achieving a goal, meeting the right person – you are existing in a state of perpetual expectation, never arriving and so never really living. The truth that is often missed is that you've already arrived. The more conscious we are of this fact, the more fully we can experience life.

What perhaps most frightens terminally ill patients is the realization that they have never lived the life they wished and there is no more time. The only time that we have is now, and the clock is running out for all of us. The question is, "What are we going to do with the time we have left?" This is the most important time of your life, and it can also be the best time of your life.

Chapter 12

THE GREATEST OBSTACLE TO HAPPINESS AND HOW TO OVERCOME IT

Our life is about a string of moments in time. So often we stand in our unhappiness trying to improve a future moment. The problem is that this moment is where we are creating what we call our "future".

Most people are looking toward a future time for pleasure and a feeling of satisfaction, but very few experience it in the NOW. Yet NOW is the only time that exists. What you are being, living, thinking and feeling *in the present moment* will determine your happiness. It also determines how much time you spend on worrying about the future.

Your Point of Power

Think of your present moment as your Point of Power, because it is the only point where you can exercise your full power. For most of us the present moment exists only as mental concept. If there is such a place where all the creative forces of the universe come together, how do we know it is the *present moment*? What evidence is there that this is true?

Consider this; all your hopes for the future and even your memories of the past can happen only in the *present moment*. The present moment is that one point where everything comes together.

When does life start? When does it end? When do cause and effect take place? When is it that we meet every challenge? When are problems born and when are they resolved? When do we feel pain? When are we healed? This all happens in the present moment.

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We have been taught that those moments are separate from each other, but in truth, they all take place in the *now*. No matter what happens in life, it is always *now*, then *now*, then *now* - always in the present moment.

Nothing exist outside of the NOW

Nothing ever happened in the past. – It happened in the Now.

Nothing will ever happen in the future – It will happen in the Now.

When you think of the past it is stored in the mind as a former *now*. And, when you think about the past, when do you do it? – You do it *now*!

When the futures comes – it comes in the *now*. And, when you *think* about the future, when do you do it? – You do it *now*!

The past and the future have no realities of their own. Their realities are “borrowed” from the *now*.

The insanity of future time

Ideologies such as communism, socialism or any other type of “ism”, as well as rigid religious beliefs systems operate from the assumption that the highest good for all lies in the future and therefore the end justifies the means. The end is an idea or a point in the mind projected into the future when solutions - whatever form they take – happiness, fulfillment, equality, liberation, etc. will be attained. Not infrequently the means of getting there are enslavement, torture and murder of the people in the present.

For example, 50 million people were murdered to the future cause of communism to bring about a “better world” in Russia and China. This is a chilling example of how a belief in the future can create a present hell.

How does this pattern operate in your life? Are you always trying to get somewhere other than where you are? Are you focused on achieving or attaining or chasing some thrill, pleasure or excitement?

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All unhappiness is caused by denial of the present. We think problems are caused by our situations in life, but attachment to the past and future and denial of the now is the real problem. Ultimately then, there is only one problem in life – not living in the now.

You cannot be unhappy *and* fully present *now*. It is impossible to have a problem when your attention is in the *now*. When you live in the *now*, a situation is either dealt with or accepted *now*. A problem means you are dwelling on a situation mentally without having a true intention or possibility of taking action *now*.

Answers come in the NOW

Perhaps you are seeking answers to your questions or problems. Notice that sometimes you receive your answer, but most of the time you don't. Why? Because you are not in the present moment when the answer arrives! *Anytime your mind is out of the present moment you cannot receive the answer you need from Higher Intelligence.*

The answer can come in many ways and at any time, but it will always come in the present moment. If we spend most of our time regretting and living in the past or worrying about the future we place ourselves *out* of the present moment where all creativity and answers take place. Does it make any sense at all to desire, request, yearn and pray for that which is closest to your heart and necessary to your life and then not be paying attention when the answer arrives?

Our Point of Power can only exist in the present moment. We create from this moment whether the materialization appears instantly or later as a complex event. However, all creation takes place in the *now*. If we really understand this truth, we will have an inexhaustible supply of usable energy at our command.

It is only our thoughts, attitudes and emotions in the moment that have power. It is not what occurred to us in the past that will force us on a path that we would rather not be on. It is how tightly we hold on to that past by reliving its trauma and drama in our present moment. When we constantly worry and re-examine the past in order to discover what's wrong with the present, we reinforce the building materials that will create exactly that which we are trying to escape.

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Vibrational Energy of the NOW

Understand that in every moment you are sending out a vibrational energy through your thoughts. This vibrational energy is magnetizing and attracting everything to you. If you send out a vibrational energy that you don't have what you want, you will end up with more of the same - having what you don't want.

If this is true, (and it is) then what could be more advantageous than using this moment to send out a vibrational energy or thought that is in alignment with what you want in your life? The answer is nothing is more important!

I am talking about the power of FOCUS. Ask yourself, "Am I activating what I want in this moment or am I focusing on something that doesn't allow me to have what I want?"

Energy is tied into DESIRE. Anything that feels opposite to that energy or desire creates a situation that prevents us from having what we desire.

Why we have trouble living in the NOW

Why does the mind habitually resist the now? It is because the mind cannot function and remain in control in the present moment. It only knows about your past personal history and the cumulative mind-set you inherited. In order for the mind to remain in control, it must continuously seek to cover up the present moment with the only thing it knows – the past.

Let me ask you a question – can you be free of your mind whenever you want to? Have you found the “off” button? If you are constantly focusing on the past or future, you are not using your mind; your mind is using you. You don't even know that you are its slave. It is almost like being possessed without knowing it.

Watching the thinker

If you find it difficult to live in the NOW, try this: Stand back and just *observe* the habitual tendency of your mind wanting to escape the now.

You will observe that the future is usually better or worse than the present. If the imagined future is better, it gives you hope, pleasure and anticipation. If it is worse, it creates anxiety. Both are illusions.

Don't judge or analyze what you observe. Watch the thought – feel the emotion, observe the reaction – become the silent watcher. This will help you to focus on the moment, because the moment you realize you are not present, you ARE present.

The Origin of fear

The reason you don't put your hand in a fire is not because of fear. It is because you KNOW you will get burned. *The psychological condition of fear is divorced from any true and immediate danger.* It comes in many forms – unease, worry, anxiety, nervousness, dread, phobia, fear of loss, fear of failure, fear of being hurt, and so on. This kind of psychological fear is always of something that MIGHT happen, not something that is happening *now*.

Freedom from unhappiness

Problems of the mind cannot be solved with the mind. Studying the mind might make you a good psychologist, but doing so won't take you beyond the mind just as studying madness isn't enough to create madness.

When you create problems you create pain. All it takes is a single choice – a simple decision that no matter what happens you will not longer create pain by trying to live in the future or the past.

Are you worried? Do you have many "what if" thoughts? Ask yourself what "problem" you have right *now*, not tomorrow, not five minutes from now. What's wrong with this moment?

Is your goal taking up so much time and attention that you reduce the present moment as a means to an end?

Are you waiting to start living? If you develop such a mind-pattern no matter what you achieve or get the present will never be good enough.

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The future will always seem better. This is a recipe for permanent dissatisfaction and non-fulfillment – don't you agree?

Are you a habitual “waiter”? How much of your life do you spend waiting for the next holiday, better job, your child to grow up, success, make money, be important, and become enlightened?

Waiting is a state of mind. Basically it means you want the future. You don't want the present. There is an inner conflict between your here and now, when you don't want to be here and a projected future is where you want to be.

The key is to break the old patterns of present moment denial and present moment resistance. We must learn to withdraw our attention from the past and future whenever they are not needed.

Should a situation arise that you need to deal with *now*, your actions will be clear and decisive if they arise out of present moment awareness. Your response will not be a reaction coming from the past conditioning of your mind, but from an intuitive present moment awareness of the situation.

Goal Setting in the NOW

Throughout this book we have talked about goal setting. It is important to understand that there is nothing wrong with striving to improve your life *situation*, but you cannot improve your *life*.

Your life situation consists of your experiences and the circumstances. As we have learned, goals are important. The mistake is using them as a substitute for living in the NOW.

You are on a journey. It is helpful to know where you are going – but don't forget the only thing that is ultimately real about your journey is the steps you are taking in the present moment.

Your Inner and Outer purpose

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Your journey has an *outer purpose* and an *inner purpose*. The outer purpose is to arrive at your goal destination – to accomplish what you desire, to achieve what you want, which of course, implies the future.

But if your destination or the steps you are going to take in the future take up so much of your attention that they become more important than the steps you are taking now, then you completely miss the inner journey's purpose. Your inner journey's purpose has nothing to do with WHERE you are going or WHAT you are doing, but everything to do with the *now*. It has nothing to do with the future.

If you don't understand your inner purpose you will fail at your outer purpose. Keep in mind that the outer purpose is just a game that you may continue to play because you enjoy it. And often you may fail, but so what.

Ultimately EVERY outer purpose is doomed to "fail" sooner or later because it is subject to the law of impermanence of all things.

The sooner you realize your outer purpose cannot give you lasting fulfillment the better. When you have seen the limitations of your outer purpose you can give up the unrealistic expectation that it can make you happy. More importantly, you make it subservient to your inner purpose.

Have your dwelling place in the NOW and pay brief visits to your past and future when required. Always say "yes" to the present moment. Surrender to what is and see how life suddenly starts working for you instead against you.

The key is to LIVE in the present moment, but know that you are creating your future in this moment. What you are looking for is balance in your thinking. In other words, living in the present moment while giving thought to something you desire and expecting it.

The true source of joy

While living in the present moment, the true source of experiencing enormous joy lies in one act: **discovering and following what excites us the most in any given moment each day, all day**. Doing the things

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that excite us is the only way that we will ever experience ourselves overflowing with joy and love.

Each one of us needs to find our joy. Something that we can't wait to get up in the morning to do something we can't get enough of, something that makes our heart sing. It could be anything. It could be more than one thing. Something that makes us feel good, allows us to be ourselves, gives us freedom to grow and expand, something that leads us down the path to more joyful things and exciting challenges.

The way to be your most creative is following your joy. If you follow your joy and excitement and do what comes *natural* to you, not necessarily *easy*, but joyfully, you will be the most beneficial to yourself, others around you and to the world at large.

Dare to be different

We discussed throughout this book the idea of choosing what we desire and following our dreams. What stops many people from following their joy is that they are afraid that their way of doing something it will not be good enough or accepted. They compare what comes from them naturally with what is considered the norm. That whole process of conformity starts in school. They ask you to write a poem and then it is compared to another poem and if it is in the same form then it gets an "A". If it is different and has a form of its own then it gets a "D." When I was in first grade the teacher asked us to draw a picture of a cat. When I was finished my picture was considered so poor that I was told I have no talent as far as art is concerned. I never drew or participated in any art form after that.

Perhaps you decided that you couldn't paint because you are comparing your form to another form. But the truth is you could no more paint like Van Gogh then Van Gogh could paint like you. The difference is that Van Gogh believed in himself and in his style of painting. That's the magic.

No one can do what you do exactly the way you do it. This includes business, the arts or any area of life. A person's self expression cannot be judged other then by a total fool. What you do, whatever makes you feel alive and joyful, is your unique expression. And it is probably the only thing that will bring you true joy and excitement.

The unhappy majority

Unfortunately, for many of us, we spend much of our days following and doing what we have come to believe we need to do, rather than what truly excites us and what would, for that very reason, end up bringing us the joy we seek.

Can we truly expect to experience enormous joy and happiness in our lives if the first concern we have in the morning upon waking is to be on time to a job that does not bring us joy and excitement?

If seventy percent of our days are filled with activities that do not bring us joy, excitement and love, then the remaining thirty- percent cannot compensate for that. All the seminars, books, meditation, and affirmations are not going to help.

Yet the more time we spend doing things that do not truly bring us joy and excitement, the more money we spend on other things trying to compensate for our growing unhappiness, and this ends up bringing us more debt. So the end result is that we are tied even more into working at what we dislike. It is a self-defeating circle.

Have you ever been in a room with many unhappy people? How did it feel in there? Now imagine what billions of unhappy people are doing to the world. Unfortunately we have become so accustomed to this energy that we don't even notice it anymore. It's as thick as molasses everywhere with the exception of a few pockets of joy now and then.

What we fail to understand is when we have billions of people doing things that they do not want to do, it creates unhappiness, That unhappiness creates a collective energy that goes into the environment and causes more damage to the environment than everything else combined. It is like anger causing an ulcer. The anger created the ulcer and people's sadness creates the negative result in the environment.

There are many people concerned about the environment of the planet. They want to save the rivers, oceans and the forest. While that may be commendable, I can tell you that the energy from so many unhappy people on this planet is what is poisoning the environment *more than everything else combined.*

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We will not solve our environmental problems until we solve the *sad energy problem*. What we don't realize is that our physical environmental problems are created from the negative energy that comes from billions of unhappy people. Instead of trying to clean up the environment, we need to clean up the thinking and unhappiness of the people who are cause of our environmental problems.

Others may not like it

You have read over and over throughout this book that *all change comes from the inside*. Trying to change things using the outside-in approach is always doomed to failure. On the surface this looks selfish, but you know by now that *we can only change the planet one person at a time*.

As you begin to search for and follow your joy and excitement you may feel this process appears a bit selfish. There may be other people around you that feel you are being selfish, but that is only because they cannot understand that by allowing you the freedom to find your joy and excitement that this will in turn make it easier for them to find and follow their joy also.

In the beginning having family around you and also having children can at times make following your joy and excitement more challenging. Sometimes following your joy may feel like you are not being practical or looking after your responsibilities. You could subconsciously be afraid that you will end up playing away your time, or indulging yourself, rather than looking after your family. In the beginning it can be a delicate balance, but as time goes on you will be much happier and the quality of time you spend together will improve considerably. Also, other things that need to be done will seem more enjoyable when you allow yourself to do them when it feels right rather than when you thought you should be doing them.

As you follow your joy and excitement people will automatically see how much happier you are and how much more you are enjoying life. This gets their attention and will slowly rub off on others around you. So in the beginning you could possibly receive some resistance from those close to you, even some resistance and fear from yourself. This will pass as you become happier and more excited to live each day. Joy is very addictive and draws people towards you. As people see that it is

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okay to follow your joy and excitement and that it is creative rather than destructive, they will very quickly attempt to bring this process into their own lives.

Finding what brings you joy

If you are not sure what your true joy might be, ask yourself these questions and record your answers.

What subjects do you most enjoy reading about?

What television or radio programs do you most enjoy?

What are your favorite types of movies?

What are your favorite hobbies or pastimes?

What type of volunteer activities do you prefer?

What subjects do you enjoy discussing with friends?

What subjects come to mind when you daydream?

What have been your favorite jobs?

What were your favorite school subjects?

What are your pet peeves?

If you doodle, what do you often draw?

If you ran the world, what changes would you make?

If you won a million bucks, what would you do with it?

What are your favorite kinds of people?

How would you like to be remembered after your death?

What are your favorite toys?

How would you describe your political beliefs?

Who do you most admire in life and why?

What tasks have brought you the most success?

What tasks do you think you could do well that you haven't yet done?

Examine your answers. Do you see a certain behavior or belief in more than one aspect of your life? What information do you see repeated that seems to reveal a behavior pattern? What are your long-lasting interests?

Using this information, paint a self-portrait by completing the following statements:

I am mainly interested in...

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I believe most in...

I most value...

I can do the following well...

For a good life, I feel I need...

Now ask yourself if your current job or career helps you achieve these five statements. If it does, you're probably on the right path. Chances are; however, that the nagging voice means you are not satisfying your core desires. If this is the case, then it's time to find a better fit.

As you can see, finding what brings you joy and excitement isn't that difficult. Essentially all it takes is to think about the things that you dream about, the things you think about that you feel would bring you pleasure. After you have your list, the next step is to *remove the things from this list that are an escape from what you are doing*. There are a lot of things that we do to escape some of the unhappy situations in our lives, *these are not the things that will truly bring us the joy and excitement we seek*.

Sometimes we do things that have ulterior motives attached to them and we think we do it because it brings us joy, but if it's really the ulterior motive that we are after then it is not really following our joy.

That's sort of like working at a job that you hate to get something that you want. Although it can work to some extent, in the end those eight hours of unhappiness are going to be very hard to compensate for. Remember that if you are working at something that does not bring you joy, you will spend twice as much money trying to buy some happiness and in so doing you will need to work even more at what you don't like.

A step at a time

Following our joy is not one large step, like quitting our job and spending our days sitting under a tree. That is not following our joy - that is escaping. There is a big difference between following the things that truly excite us and doing things to escape from a life that does not bring us joy.

The trick is to find, *in the present moment*, the things that would bring us the most excitement, and then do whatever we can to follow that

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excitement, even in the smallest way. This causes a chain reaction that brings us more opportunities to do what we love to do.

I think that the hardest time people have with following their joy is trying to make a living and at the same time trying to follow their joy. I have noticed that one of the very first things we fear is our financial concerns. That's why we start off slowly following the path little by little and letting things build upon themselves slowly.

However, I will tell you this, whenever I followed my joy it always turned out to be the most financial rewarding thing at the end. When you follow your true joy, wherever that leads you, and even if it changes from time to time, then the details will work themselves out on their own. If you try to work out all the details and debate them to death, you will go insane before you find the right answer. But if you just follow your joy and what brings you excitement then you will end up doing what is best for you and everyone.

Whatever we desire is waiting for us to claim it. You have already learned you do not have to know the details or how to do anything. All you have to do is focus on what you want. I can't take away your fears and doubts no matter how many pages I write. You will just need to trust yourself and the Power within you that you can truly follow your joy and do things in a way that bring you joy and have it all work out.

The greatest obstacle to happiness is not living in the present moment and not following your joy. The solution is to do just the opposite. If you find yourself focusing on the past or the future, remind yourself that the present moment is all there is, and then surrender to what is and see how life suddenly starts working for you.

If you put the same amount of effort into finding what gives you joy as you put into going to work at a job you dislike, you will end up with results that will make you think, "Why did I wait so long to do this?"

Final thought

I have come to understand that when we enter this world we all do so with two wings. One is the Wing of Infinite Power. This is your connection with the Universe. And whether you know it or not, that wing

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is flapping by your side supporting you twenty-four hours a day 365 days a year from now to eternity. The other wing is that which you have consciously activated. This is the Wing of Self-Effort. This wing has to fly equally as hard as the Wing of Infinite Power. When it does you will have flight into the world of unlimited possibilities where anything and everything is possible for you. Then and only then will you understand how truly powerful you are and that you have all it takes within you to create what you desire.

So follow your joy whatever it may be; in whatever form it may come; let it come forth as it may; to be as it may. Let your joy, excitement and uncensored creativity carve you into the image of the Creator. For the crevasses and lines on our faces show not our age but how much we have dared to be true to ourselves.

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