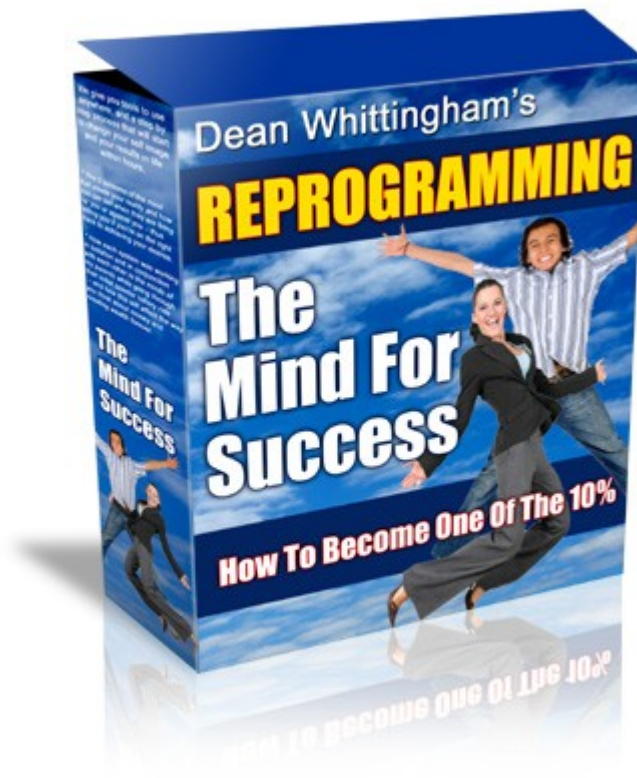


# Reprogramming the Mind for Success



Become One of the Successful  
10% by Reprogramming Your  
Mind for Success

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Reprogramming the Mind for Success: Become One of the Successful 10% by  
Reprogramming Your Mind for Success  
By Dean Whittingham

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## **Introduction**

A decade ago, my parents won a lot of money playing lotto. Based on their income levels at the time, it was enough money to see them right for the next 10 years, and this was not including any interest they would have earned. However, in four short years after winning the money, they were dead broke. They had gone from living in their own home with a mortgage, a job each and a little left over money at the end of each month, to bankruptcy and having to live in government housing. The whole ordeal split them apart. It took six more long years before they were able to reunite.

Many responses (especially from close family) to this event were actually quite similar. Although the initial shock was unsurprising, and the inevitable question of ‘how could you waste away half a million dollars, *and* get into so much debt?’ was asked repeatedly, the most disturbing response was ‘If I had won that money, there’s no way I would have lost it all.’

I found that statement disturbing, but at the time, it was more because it felt like our family and friends were quietly glad that everyone was back on a level playing field, and none of our family members was financially well off. Later, it became more disturbing because it became apparent to me that they were all wrong. Not one of them, had they won that money instead, would have done things differently. They all would have ended up the exact same way.

I found this out when reading an article written by a millionaire, that almost 90% of lotto winners end up worse off than they were before they won the money, and they usually do it in less than 5 years. Wow! Talk about a bolt of lightning. Why? Why is this statistic true?

That is the question I sought to answer in this report. Why do the suddenly rich invariably seem to end up right back where they started?

## Your Self-Image: Your Comfort Zone

There is a famous story of a stock trader (I use this story because stock trading is marketed and perceived as one of the easiest pursuits – when in fact it is just like everything else) who, year in and year out, starts with about \$10,000 and usually by the end of the year has turned that \$10,000 into a quarter of a million. However as soon as he reaches this milestone, he immediately loses it back to the markets, and usually ends up back where he started with \$10,000. This is quite a disturbing occurrence, and we must wonder what is going through this trader's mind.

This is the same thing that was going through my parents' minds even today, as they are not much better off financially than 6 years ago.

In fact, they have gone full circle, to where they were a few years before winning the money. It is the same thing going through the mind of someone who wants to lose weight,

but no matter what they try, they keep failing. It is the same thing going through the mind of the person who just cannot seem to make a relationship work. This is all to do with our self-image and the control centre, which functions within the subconscious.



As part of the subconscious, there are four systems in our brain that co-exist together and affect our results in life; they are:

- associations and neural pathways
- the reticular formation
- the psycho-cybernetic mechanism
- and the amygdala.

I will explain the processes and functions of each system soon, however first I will give you a general idea of what goes on in our decision making process.

Every person has a self-image of themselves embedded in their subconscious. This self-image determines what decisions and actions they feel compelled to take. A person's self-image is in fact their comfort zone and belief system.

When we receive input through our five physical senses, at a rate of about 10-11 million bits per second, our brain mechanisms assess the information to find a match to our self-image and beliefs. If any of the information is not in line with our beliefs and self-image, it is generally ignored. In fact, we do not even know we have processed it. We are only aware of the bits of information that match our beliefs.

However, every now and then, we are forced to digest information that is not in line with our beliefs or self-image, such as that of wanting to become a millionaire when the most we have ever earned in a year is \$50,000. Initially, when forced to digest this possibility, the first process in our brain alerts us to the fact that it has received information not in line with our beliefs. It proceeds to trigger feelings that we do not like, such as fear and anxiety.

Briefly, when faced with something that we have never achieved or experienced before, our brain goes into a slight shock therapy state, which tells us we are out of our comfort zone, and it is time to get back in. The decision making process that follows will always attempt to pull us back into this zone.



If we think of the trader mentioned earlier, in his first year, he would not have had a self-image of someone who was worth \$250,000. His self-image was of someone only worth \$10,000. Subsequently, after making his first \$250,000, he immediately felt uncomfortable and made decisions that pulled him back into his comfort zone.

However, his self-image as a trader is more like someone who is confident with his ability to trade. To turn \$10,000 into \$250,000 in 12 months is a great feat, so this was not a matter of being a bad trader.

After a few years, the trader creates another self-image or belief, one of someone capable of turning \$10,000 into \$250,000 in less than 12 months, but unable to keep it. His actions, like self-sabotage, are reinforcing his belief that he is only worth \$10,000. He is also creating another belief – that he cannot hold on to \$250,000. Either way, they are both undesirable.

If his self-image is one of someone worth only \$10,000, then its job is to ensure that this remains the case in his physical world. The act of trading and turning his \$10,000 into \$250,000 will get harder as time progresses, to the point where his beliefs finally get the better of him.

## The Subconscious and Association

Our mind is made of millions and millions of highways called Neural Pathways. These neural pathways join parts of the brain that associate certain memories to stimulus to form a picture or idea.

When you look at a basketball, there is an area of your brain that associates the image with 'round', an area that associates it with 'ball', an area that associates it with 'orange' and so on. When you first learn that it is a 'basketball,' you create another association with the word 'basketball'. Neural pathways are created and strengthened by being used, others weakened by not being used (except those that are genetically hard-wired through evolution). So, the more you see these associations together (round orange ball), the more these neural pathways are used and strengthen and the easier it is for your mind to recognize the basketball.



Another way of explaining this phenomenon is to think of a child. The child will probably learn to associate with 'orange' on its own, before it knows what a basketball is, and the same would be true for 'ball' and 'round'. Over time, as these associations are triggered more and more, the neural pathways that join these associations strengthen and so does the child's understanding of a basketball.

Think of a piece of electrical wire. What would happen to a piece of electrical wire if you kept wrapping it with electrical sticky tape? It would get thicker and stronger the more you wrapped it. Your neural pathways do the same. The more they are fired to send messages between associations, the stronger they become.

Over time, the more you act, think, and speak in a certain way, the more you strengthen the very neural pathways that fire this behaviour, to the point where you can do it

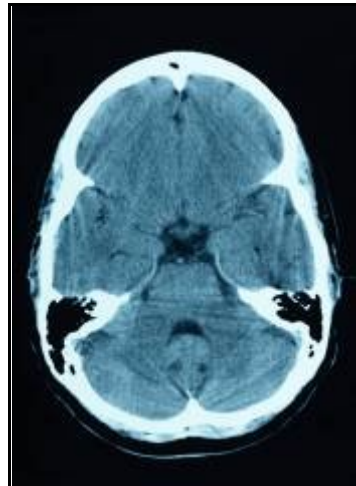


unconsciously. This is the same as forming a habit. Habits are automatic behaviours that occur due to very strong neural pathways.

Every second of our existence, our subconscious processes, facilitates and creates between 10 billion-400 billion actions (neural transmissions). It also controls between 96-98% of our perception and behaviour. What was once thought a waste of space (i.e. the myth that we only use a small amount of our brain) is in fact our control center and is the most important part of us.

However, the subconscious has two flaws (depending on which way you look at it); it cannot tell the difference between what is true and what is not, and its job in relation to our conscious is to do exactly what it is told. Now I say that it depends on which way you look at it because you do have a choice as to how to use it. This is where your conscious comes in.

**Put simply: your conscious mind has a job. Its job is to tell the subconscious mind what to do. Your subconscious mind also has a job, and its job is to do what the conscious mind instructs it to do, regardless of whether the instruction comes from conscious responses to external stimulus, or to thoughts processed by the imagination.**



Your subconscious stores all of your associations such as memories, beliefs and habits (which are 10,000 times more powerful than desires). It uses these to match information from the outside world. It ignores any information that does not match. Let us see how this is done.

## The Reticular Formation

“The human mind has an ‘inhibitory system’ which routinely and automatically removes from perception, reason, and judgment over 99% of available fact.” – Jerome S. Bruner

Inside our brain stem lies a formation about the size of our pinky finger, called the reticular formation. This connects to other parts of the brain and our body via millions of communication pathways. This whole system was named ‘The Reticular Activation System (RAS)’ by physiologist H. W. Magoun, who discovered that by stimulating it, you could wake someone from their sleep.

The RAS is the connection between anything and everything of our being. It receives and sends all of the information within our body. Each of the 10-11 million external bits of information we process every second goes through the RAS. The messages required for our bodily functions and organs are fired from this system as well. It is the main control center of our being.

Because our conscious mind cannot cope with so much information, our RAS serves as a filter by eliminating what is not on our ‘priority list’. In fact, the reticular formation is the only segment of the brain which has access to all incoming information, is known to immediately scan and prioritize that information, select “appropriate” responses, and has two-way communications with all of the subsystems.

For example, most mothers are able to hear the sound of their baby crying while they are sleeping, even from the other end of the house. Yet a siren going past at 5am, obviously making a far louder noise, may not wake her. I actually witnessed this one morning and could not believe the siren did not wake my wife. However, 20 minutes later, she awoke to my daughter’s cry, even though there was a *significant* difference in volume between the two.



This does not just work with instincts; it also works with beliefs, habits and your self-image. The Neural pathways that we create on a day-by-day basis actually create the ‘menu’ of priorities for the RAS to base it’s filtering on. It determines what our priorities are based on our own beliefs, self-image and habits. So, for every chunk of information our senses receive, only the information that lines up with our beliefs makes its way to the conscious mind and our awareness without resistance (resistance will be explained soon).

The point here is this. You have control over what you think. No one tells you to think a certain way other than yourself (if you do not believe that, ask Nelson Mandela). If you believe that making money is hard; if you believe becoming slim is hard; if you believe finding the right partner is hard; if you believe investing is hard; guess what, it’s going to be hard.

Your neural pathways are only doing their job. They are taking the desire you are associating with, such as being slim, and finding the association with ‘this is hard’ and joining them together. The more you say it, think it, feel it, apply emotions to it, etc., the stronger the neural pathways between these two associations become. Your RAS then picks this up and finds it a priority to use in the filtering process.

Many women have an issue with their looks. Much of this comes down to comparing themselves to others, especially to younger women. However, the real problem is not the younger women looking younger, it’s the self-image associated with looking older.



You look in the mirror in the morning and the first thing you see are your wrinkles. You then associate a feeling of dislike to it, which initiates an entire chain of events in your subconscious systems. They are going to do everything in their power to make sure that all of the evidence presented to you throughout the day will point to your beliefs. Any information to the contrary (sometimes even your husband telling you that you look beautiful) is filtered out and dismissed.

This is the job of the Reticular Activation System, and so it is very important you understand its functions and how it works. Of course, the next question we must ask is, 'What happens when we contest a belief, raise our own self-image or try and break a habit? Why is that so hard to do?'

## The Psycho-Cybernetic Mechanism and the Amygdala

The Psycho-Cybernetic Mechanism (PCM) is our brain's version of a thermostat. Thermostats, whether mechanical or existing naturally in animals, are called cybernetic mechanisms. Their job is to keep the surrounding area or body at a constant temperature.

In the air-conditioner or heater thermostat, as the temperature changes due to an external event, the sensor triggers a message to the main circuit, telling it to increase or decrease its function. This brings the temperature back to the original settings.



Our brain's PCM acts like a thermostat. However, it is not merely set to adjust our temperature; it is for our comfort and survival, including our comfort zone! In other words, it senses when we are out of our comfort zone and pulls us back. To do this, it employs the help of the Amygdala.

The Amygdala is an almond shaped set of nuclei in the brain. It is most commonly associated with emotions such as fear, anxiety, doubt and depression. This Amygdala is actually the circuit that is triggered by the PMC when it senses you are out of your comfort zone. It releases chemicals that cause you to feel doubt, fear and anxiety.

As we have free will, we can create any thought we want at will. It is because of this that, even though the RAS will filter out all except our priorities, it cannot stop you imagining anything you want. However, just as the RAS has a filter in place, the PCM has guidance boundaries in place, much like a heat-seeking missile. It acts like a behaviour barrier signaling an instant need for adjustment if it feels you have gone off course.

An example is a fear of making cold calls. This fear may have begun with a bad experience. Alternatively, you may think you are less of a person than the person you are trying to cold call. It could also be simply a part of your self-image; you do not believe you are smart enough or good enough in cold calling to make the sale. Either way, you

have instilled beliefs within your subconscious that prevent you from being in a position to make cold calls (this is the survival part –when looking for a job in a newspaper, your subconscious will purposely try and avoid jobs that involve cold calling).

However, let us say you meet with someone who is offering to show you a business idea he has. During the presentation, you find you like the concept and want to look further. However, at this point your friend tells you that you are going to need to learn to make cold calls!



A series of events occurs. First, your psycho-cybernetic mechanism recognizes that you have created a thought process that is in direct conflict with your beliefs. In other words, you have briefly imagined yourself being on the phone making cold calls, even though you have a fear of doing so. Your

PCM sees this as a diversion from your usual course and sends a message to your Amygdala. In turn, it releases chemicals into your body, creating feelings of fear, doubt and anxiety. The purpose of this is to get you back on course and back in to your comfort zone.

As soon as you feel these emotions of doubt, fear and anxiety, you will begin rationalizing. You will think of why you should not be out of your comfort zone. You will immediately stop accommodating the thought that triggered the whole process. You will say to your friend, ‘I can’t make cold calls, I am not good enough,’ or you will say, ‘I’m happy with my current level of income,’ which is not true, but is comfortable.

You may be wondering why our brain has such systems and functions, as they seem designed to keep us in a mediocre state of being. In fact, they are there for survival. However, as man has evolved, he has developed free will, choice, and the ability to love and create beliefs. The problems people find themselves struggling with day in and day

out stem from conditioning, in that many of our own beliefs are not really our own beliefs at all.

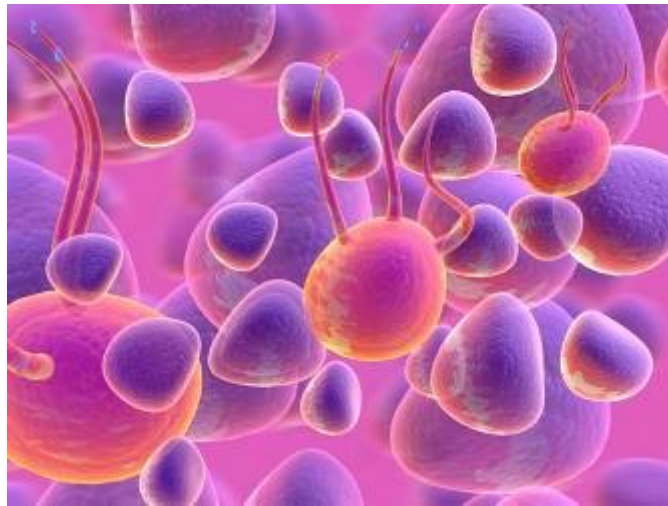
Do you remember that you have a choice as to how you look at your subconscious? Those that are happy, healthy, successful, fulfilled and balanced in life have that as their self-image. Those that are unhappy, broke, unfulfilled and live unbalanced lives have this as their self-image. **Your self-image - the picture of you in your mind - is being created from day one. It is important for you to recognize how you see yourself within, which means being very honest with yourself!**

So far we have looked at the subconscious and its systems, as well as how and why they operate. We have moved through the associations in your mind and the neural pathways that join them to create beliefs. We examined the reticular formation and the way it filters out the many millions of bits of unnecessary information. We explored the psycho-cybernetic mechanism, which senses when you are out of your comfort zone; and the Amygdala, which releases the chemicals that make you feel doubt, worry and stress.

Now, what is actually going on in our body and mind when we are comfortable?

## Our Comfort Zone

What most people do not realize is that when we become addicted to a drug - be it nicotine, caffeine, or heroin - it is our cells that become addicted. Each of the cells within our body is a recipient of any chemical our minds make or that we ingest. Your cells are made up of small receiver pods, which act like a receiving depot in a warehouse. A person who drinks a cup of coffee is receiving caffeine into their system, which is then shared amongst every single living cell in their body.



Take away the addictive drug and it is your cells that scream for more. They send messages back to your brain, wanting to know why they are not receiving the chemical they need.

These reactions are so powerful that they will cause a heroin addict to perform actions that can be quite mind blowing and misaligned with what is acceptable by society's standards. Could you force yourself to make \$500-700 a day while fighting the elements of weather, street crime and the law, and do it day in day out? Heroin addicts seem to find a way.



Our brain releases a chemical called 'Dopamine' as a reward for doing something pleasurable, be it sex, eating, etc. When you do something that makes you feel good within yourself, your body is experiencing a rush of dopamine.

Dopamine is no different from any other chemical or drug. A person living within their means, within their comfort zone, is doing it because it makes them feel good. This is obvious, because to move out of your comfort zone means you stop feeling good.

The power of the comfort zone is so great that you could feel miserable about how you look when looking in the mirror, but when it comes having to do something about it, i.e. exercise and changing your eating habits, your dopamine-addicted cells try to stop you in your tracks. If you attempt to change your eating habits, for example, you are not going to receive your dopamine rush because the foods you were eating before made you feel good where the new foods do not.

Overcoming a habit be it chemical (cells) or behavioural (neural pathways), requires an understanding of what is going on in your mind and body. The process that is going on was created to keep you alive and comfortable. As soon as you stray from it, you know it. The good news is that those willing to accept this and work with it - and not against it - will see massive changes in their lives.

## Case Study: The Lotto Winners

It is important that we return to our lotto winners to help us understand how this process applies to them., and to also find out why they did what they did and how you can learn from it.

Before they won the money, they were earning around \$50,000 per year. They were paying off a mortgage, saving a small amount, going out for a meal about once a week, and spending the rest of their time watching TV, doing small hobbies and surfing the internet.

However, this was no accident; nothing ever is. This lifestyle was where they saw themselves. This was their self-image, their belief of what they were capable and their comfort zone.



Do not assume they did not complain, as they did... we all do, at varying levels. However, complaining and being comfortable are two different things. Being comfortable is your *acceptance* of your self-image (you may not like it, but you accept it), while complaining is the act of blaming an external force or circumstance for your self-image. You are getting yourself off the hook, so to speak, by blaming external forces for your circumstances so you are not responsible for your current environment.

The problem is that your environment is the direct result of your self-image and the subsequent acceptance of it. Think about it; if you could not accept the fact that you were only worth \$50,000 a year, wouldn't you do something about it? If you do not do anything to change your income level, you must then accept it. You cannot have it both ways.

The bottom line here is that you either accept who you are and your associated self-image... or you do not. Complaining does not change anything, unless that complaint

leads to an action. If you turn your complaint into an action, then doesn't that mean you refuse to accept your own self-image? Therefore, it takes action to change your self-image and while complaining is not an action, a refusal to accept it can generate an action.

It is important to be clear here: although one may be unhappy with their current circumstances, they are still comfortable, as were our lotto winners.

Because they had created this self-image, their brains were wired to be comfortable with their situation.

Their neural pathways had hardwired all their associations:

- 'self worth' became linked to 'we are only capable of making \$50,000 a year';
- 'self worth' to 'we need to pay off a mortgage';
- 'self worth' to 'we can only save a small amount each month';
- 'self worth' to 'we can only afford to go out once a week' and so on.



Their daily actions also supported this. Because they were comfortable with who they were, their non-working hours were spent doing things that were in line with this image, such as watching TV all night and only going out once a week for a meal.

If they refused to accept their income level, they may have been using more of their non-working hours building a business, or educating themselves in a career that demanded higher wages. However, they did not see that they were worth any more than \$50,000 a year, so even if an opportunity arose that would enable them to embark on something that could increase their income, they would not see it.

Because their neural pathways were wired this way, and the actions they were taking during non-working hours were feeding their bodies cells with dopamine, they had created the 'menu' for the reticular formation to use as its filter. Any information received that was outside their reality was dismissed.

Winning a large amount of money is not something everyone will experience; therefore, it is hard to explain and even harder for people to relate to. I did not win it, but felt their elation and joined them in their celebrations. It was indeed a time of new beginnings, or so we all thought.

However, even in times of euphoria, excitement and the consideration of new possibilities, there was an instant war erupting inside the minds of our lotto winners; a war they were not aware of until it was far too late.

Their self-image was of a couple who were worth only \$50,000 a year. They were able to save only small amounts, and for good reason: they had never made any more than that. Suddenly, they had a bank account worth ten times this. At that time, their psycho-cybernetic mechanism would have been going off the map! 'You're not worth this; you're only worth what you save each month.'

However, even though the Amygdala was pumping out chemicals meant to cause doubt, fear and anxiety, all of the other feelings they were experiencing overshadowed their negative feelings. They were able to ignore the fear and anxiety because they now had proof in their bank account that they were indeed sitting on half a million dollars. There was no reason to rationalize being worth any less.

[It's important to note that right from day one, they were taking actions based on their self-image and not those of someone who had maybe earned or saved half a million dollars. Therefore, even though the Amygdala's chemical releases may have been temporarily over-shadowed; they would ultimately affect the actions taken. It is also worth pointing out that the actions didn't differ, only the size of money involved, and as

the bank account got smaller and smaller, so did the amounts of money involved in each action.]

In their bodies, a chemical war took place. They had the excitement and euphoria, all of which made no sense to the cells, and they had the doubt, fear and anxiety (temporarily disguised), but the cells were not getting their dopamine.



At this point, a sense of guilt met each of their actions. They felt that they did not really deserve to have all of this money, so they felt guilty if they went out and enjoyed it. They thought they would feel a lot better if they just sat at home and enjoyed their nice new TV.

Although they did enjoy some of their money, they actually spent more of it on material possessions - most of which were never used! They never even went on a decent holiday. This was due to their already created self-image, which was only used to spending money on material possessions. Anything spent on enjoyment was kept to a minimum.

The initial 'high' did not last for long; even after a few short months, their minds started to play tricks on them. They had concluded that what initially seemed like a lot of money, did not seem so large once they started spending it without replenishing it. This created a fear, which reinforced their rational thoughts to just stay at home and not waste the money on enjoyment. Now the real emotions of doubt, fear and anxiety, which had been suppressed, came to the fore.

I clearly remember the initial month or two after they won the money and the consensus that they could now leave work. There was certainly no argument there from anyone. However, this posed a second problem. They did not see a need to work, nor did they want to, and because half a million dollars was not going to last forever, they were going to need to find an income.

However, if they had never made money from any other source than a job, how on earth were they to create an income now? Starting a business was one way, but they did not have the self-image of business people; if they did, their original \$50,000 a year would have come from a business, not from working a job. Any attempts to start a business were met with resistance from the psycho-cybernetic mechanism. As a result, all such efforts failed and afterwards they always rationalized why they could not make them work (we are not smart enough to run our own business).

They could have chosen to find a financial advisor or a good way to invest some of the money, but once again, as they had never ventured down this path before, their mind was shut to these possibilities. In fact, the only advice they sought was from a bank manager, which is not surprising considering that we learn in school that bank managers are good with money!

[The advice they received was actually good advice, but the timing was awful. Responsibility still rests on the shoulders of those who ultimately make the decisions; as such, the Bank manager is not to blame for their lackluster results].

They did invest, but their investments were poor for the short term and did not provide the income they needed. Not only that, they were purchased at a poor time and were declining in value along with their bank account.

So for four years, they lived off their bank account, had no regular income, didn't enjoy any of the money, and basically lived the same way they had before but with the occasional splash out (the regularity of splashing out became less frequent as time went on). They became more fearful of losing what they had left. Eventually, everything they bought, from the investments to the material possessions, was sold to provide money to live.

By year four, the crunch came. They made one last attempt with the little they had left and tried running a small coffee shop in a small country town, but the game was already up. The business was not making enough money, they were blaming each other for losing all that money, they didn't really like the town they were living in and along with the debt, they had amassed, it all finally took its toll on them.



If we look at the different key areas of their lives before and after, it paints a very informative lesson.

### ***Their self worth in terms of wealth***

Before: Only had a small amount in the bank.

After: Had half a million dollars in the bank.

Problem: Their self-image was not of wealthy people. When they started thinking they were wealthy people, their psycho-cybernetic mechanism sensed that their direction was way off. Its response was to alert the Amygdala to send out feelings of guilt, fear and doubt in an attempt to get them to make decisions and take actions that would support their image of not being wealthy, i.e. get back in your comfort zone. No money was generated; it was only spent.

**Their self worth in terms of ability to create income**

Before: Only able to create \$50,000 a year working a job

After: Didn't want to work anymore, so would start a business when the need arises

Problem: Their self-image was not that of business people, or of investment savvy people. Apart from the psycho-cybernetic mechanism going nuts every time they tried to start or build a business, their reticular activation system was also preventing them from spotting any information that could help them with investing. Their Amygdala made them feel anxious and fearful every time they attempted to begin a business and their minds shut off to any people, events or ideas that could have given them something good in which to invest. No money was created, it was only spent.

**Their self worth in terms of enjoying life**

Before: Only went out for a meal once a week. Although they saved a small amount, any other money left over was used to purchase material items.

After: Were more elated about not having to work anymore than actually enjoying some of the money by way of holidays or travel.

Problem: Their self-image was not of people who went on holidays, traveled or did anything more exciting than a trip to the pub for a counter meal or to watch TV. In fact, after winning the money, the only travel they did was to visit family members to share what had happened. Their perception of life in their neural network had formed into 'life is pretty boring really' and the reticular activation system prevented them from being able to see that there is much to do in life. This is a fear-driven characteristic, as most people do not go out and enjoy life because they cannot afford it. Even half a million dollars could not change this fear. No money was created to overcome this fear, it was only spent.



As you can see, their subconscious was only doing its job. As sad as it sounds (and it was a pretty tough time 6 years ago), the mighty powers of their subconscious did exactly as they were told to do.

It did not have to be this way, but in reality, it was over before it started. The only way they could have prevented it from happening was to be aware of the inner workings of their mind before they won the money, or to have learned soon after. However, this whole episode is a huge lesson for anyone; a lesson that, once learned, can help create the foundation for success in every endeavour of life.

## Review: The Trader

I hope you can now see what would have been going on the mind of the trader. The following test is designed to ensure that you understand all of the functions of your mind and body. If you pass this test, move on to ensuring that your mind and self-image is programmed correctly to ensure you succeed in your pursuits.

1. Which is most likely to be the trader's self-image at a subconscious level after several years?

1. I am a great trader and I can make any amount of money I wish.
2. I am a great trader and I can turn \$10,000 into \$250,000 in a year.
3. I am a lucky trader and I somehow manage to make a quarter of a million a year.
4. I am a terrible trader and nothing goes right for me in the markets.

2. How much does the trader think he is worth at a subconscious level?

1. Nothing
2. \$10,000
3. \$250,000
4. 1 million

3. Which associations in the traders mind are most likely wired together continuously?

I can

Trade well

Make millions

I cannot

Make \$250,000

Hold on to \$250,000

Turn \$10,000 into \$250,000

4. The trader gets to \$250,000 and then loses most of it back to the markets: is it his conscious or subconscious mind at work?

5. Which system is preventing the trader from seeing any opportunities around him that may offer a solution to his problem?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amagdyla
5. The psycho-cybernetic mechanism

6. Which system senses that the trader is trying to accommodate a thought that is not in line with his self-image when he reaches the \$250,000 level?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amygdala
5. The psycho-cybernetic mechanism

7. Which naturally occurring chemical goes to the body's cells when we are in our comfort zone?

1. Nicotine
2. Caffeine
3. Dopamine

8. Which system overrides the body cells normal intake of 'comfort zone' chemicals when the trader becomes uncomfortable with having so much money in his account?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amygdala
5. The psycho-cybernetic mechanism

9. Which system creates the priority menu for the reticular formation to base its filtering on?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amygdala
5. The psycho-cybernetic mechanism

10. What does the trader need to do to overcome the losses suffered at the end of the year and go on to make a million dollars?

1. Nothing, trading is pure luck
2. Ask for help
3. Re-program his neural pathways so that his self-image changes

Answers

1. - 2
2. - 2
3. - I can ----- Trade well  
I can ----- Make \$250,000  
I can ----- Turn \$10,000 into \$250,000  
  
I cannot ----- Make millions  
I can not ----- Hold on to \$250,000
4. - Subconscious
5. - 2
6. - 5
7. - 3
8. - 4
9. - 1
10. - 3

## Re-Programming our Self-Image

In order for you to achieve a goal, that goal must become a belief. The fundamental issue is that we cannot think along the lines of, 'I'll believe it when I see it', because this just does not work.

Saying, "I'll believe it when I see it," is the same as saying, "I am only worth what I am worth until I see otherwise." Yet how can you improve your wealth while your subconscious mind is doing its job? Of course, you can't change the hardware of your subconscious, but you can change the software, the program from which your subconscious takes its instructions.

If we look at each system individually again, we see that the neural pathways seem to be at the core of everything. They set the menu for the reticular formation; they create the self-image from which the psycho-cybernetic mechanism bases its behavioural boundaries; and they also create the comfort zone necessary for the body cells to receive



their dopamine.

It stands to reason then that to change our environment, our results, *our self-image*; one must re-program their neural pathways. How do we accomplish this?

Remember that our existing neural pathways exist because of repetitive behaviours (including thoughts, feelings, and habits and so on). This is a naturally occurring process and so in order to rewire them, we need to stop the existing behaviours and create new ones.

However, this does not necessarily have to be a two-part process, i.e. remove an existing neural-transmitter, and then putting in a new one. If you can add a new belief and do it convincingly, you will automatically replace the old belief.

For example; if I have a self belief that I am only able to make \$5,000 a month and I decide that I want to be making \$50,000 a month, my new belief has to be, 'I can make \$50,000 a month'; The problem is that I am now trying to accommodate two conflicting beliefs. One has to go!

The old belief is deeply entrenched and does not want to go. The new belief has to find a way to remove it and cement its place in your subconscious. The best way to do this is to repetitively fire the neural pathways associated with the new belief enough times to create more strength in the new belief, which in turn weakens the old one. We do this by bombarding our subconscious.

There are many ways we can bombard our subconscious; the level of effectiveness is determined by how many methods you employ and how often, but also by how well you prepare yourself for the process.

## **Bombarding the Subconscious**

Here are three methods:

- visualization
- affirmations
- meditation

Think of a hypnotist. A hypnotist works their magic by removing limiting beliefs; this is why you can see people do extraordinary things. Earlier, I said the subconscious does not know the difference between what is real and what is not, so although some of the methods above may seem 'out there', they are very effective and cannot be dismissed.

### **Visualization**

Visualization is a method of using your sight as the tool to receive the new beliefs. Put simply, what you want to achieve, you want to see *now*. Feed your subconscious with images of what you want. Do it enough times and you speed up the process.



One method of visualization is putting up pictures in as many places as possible of things you want to achieve. This can be at home, in your office, on your desk, on your computer desktop, your screensaver and so on. You cannot overdo this.



Visualization also includes imagining the things you want. Spend fifteen minutes a day with your eyes closed, imagining what it would be like to have what it is you want. For example, if you want to go from making \$5,000 a month to \$50,000 a month, then visualize this happening.

How do you bank? Do you bank online? Then visualize yourself logging into to your bank account at the end of the month and seeing \$50,000 in there and then visualize what you will do with it. Take a screen shot of your online statement, or get a paper statement and change the amount to read \$50,000. Put the picture somewhere you can see it often.

Another process you can use is to write out a short story of you performing a particular action that is in line with your new desire. This can be in the form of a conversation you are having with your banker in which you clearly asking them to move a certain amount of money into a high yielding account etc.

You can also use a process of guided visualizations, which is simply the act of listening to someone else's voice guiding you through the process of visualizing your desires. They will normally get you into a relaxed state first by instructing you to slow your breathing down, and then guide you into living your desires in the present. It is a very effective method.

Visualization can also be done using photos and videos. If you have a particular desire to own something, like a car, take pictures or video recordings of you test driving the car. This is a great method. You just then need to post the photos somewhere you will see them all the time and watch your video at least once a day.

### **Affirmations**

Affirmations do the same thing as visuals. They are a statement of belief that, when affirmed enough times, become entrenched in your subconscious.

Affirmations are best set up by first looking at what you want, then affirming you have it *now – in the present*. For example, if you want to take a holiday once a month, then your affirmation should read ‘I take a holiday every month.’ Sounds simple, doesn’t it?

If you want to make \$50,000 a month, your affirmation should read, ‘I make \$50,000 every month.’ It is important to affirm in the ‘now’. If you want to make \$50,000 a month and not be struggling at the same time (i.e. working like a slave), then say ‘I make \$50,000 a month easily.’

Another way to work out an affirmation is to find a belief you have but that you do not like and affirm the opposite. For example, if a belief of yours is that making money is hard, or investing is difficult, then your new affirmations need to be, ‘making money is easy for me’, and ‘I find investing in opportunities easy.’

One way to know what you believe is to listen to yourself when you react to something that you do not like. Your first reaction by way of thought or spoken words is usually the best indication of a deep-seated belief. One of the most common beliefs I hear is the saying, ‘That would be right,’ or, ‘Typical, that always happens to me,’ which is the reaction to something undesirable happening. This is a confession that you believe you attract bad luck. If this is the case, then change it! Affirm the opposite now!

Get yourself a good list of strong and powerful affirmations, especially ones that focus on the changes you want to see in the near future, and write them all down. Now we can find some practical ways to bombard your subconscious.



First, write the main ones down daily. I use a lined pad of paper and write them down many times a day. Remember that the number of times you write them down is

going to reflect how quickly they create change. You may or may not have heard the question, ‘What is the difference between a millionaire and a billionaire? – A billionaire reviews his goals more than once a day.’ This demonstrates that the more you affirm something, the easier it becomes to achieve.

Writing them down also gives you a sense of commitment, so not only do you want to write them down often, you also want to take the main ones and write them on a small card which you can carry around with you at all times. Whenever you get the chance, simply pull your card out and read your affirmations.

Second, find some nice music or sounds you like. It could be some soothing music, sounds of nature; whatever makes you feel relaxed. Add your affirmations over the top by recording them into a microphone. What you end up with is an audio track with you speaking your affirmations mixed with the relaxing sounds.

You may want to record two styles: one with your affirmations prominent and one with them only just audible. You can use them according to what you are doing. For example, while doing exercise, you could use the first audio. Whilst working, you may not like hearing your own voice repeatedly. Having a second audio where your voice is beyond your actual hearing will still work. Although you cannot consciously hear your affirmations, your subconscious can.

The third option is to use subliminal software. Subliminal messages are very powerful; so powerful, in fact, that they were banned in the US a few decades ago from being used by advertising companies. They are said to give the companies using them an unfair advantage.

Subliminal desktop messages are affirmations that flash across your computer screen without you noticing them. They flash so quick that your eyes and conscious mind do not see them, but your subconscious does. This is due to the speed at which your

subconscious processes information, which is almost 1000 times faster compared to your conscious.

Simply set up your software, program in the affirmations you want to use and let them flash all day long. Your subconscious will have no choice but to attempt to rewire your mind, as the messages are instructions and they are coming at you all the time.

Using these three methods every day reinforces any new beliefs you want to have and removes the old ones.

### **Meditation**

Meditation is so overlooked as a tool, it is unbelievable; however, it does not surprise me as we are just not taught these things in everyday life.

Our brains work at four main frequencies, however the least effective frequency for learning is the most often employed. The four frequencies are Beta, Alpha, Theta and Delta, Beta being the highest and most used frequency, and Delta being the lowest frequency, that of dreamless sleep.



While we move through our busy day-to-day lives, we are in a Beta state, a state of high brain wave activity. This is the state where a lot of 'chatter' takes place in our minds. To give you an example of how much chatter is taking place, I want you to try to hold a thought for 17 seconds and see what happens.

What you may find is that your mind wanders very quickly. When I first tried this experiment, I was imagining a thought and counting to 17 whilst doing it; the closer I got to 17 the harder it was to keep focused, to the point where I was laughing at myself at how ridiculously hard it was.

Researchers have found that we will change focus or our train of thought at least six times every minute. This is incredible and is obviously not an ideal environment for learning. However, when we can relax ourselves, we are able to slow down the chatter by allowing our brain to slow down its own frequency.

Meditation is actually an exercise in a sense. It trains you to slow down your minds frequency and the more you practice it, the better you get at it. When you can teach your mind to operate at a lower frequency, more often than not, you will become healthier and less stressed. You will even find you need less sleep, but most of all, you become far more productive.

Without going into too much detail, meditation is also the door to the quantum world. Explaining the quantum world is for another day, but for now, it is best explained this way: when we seek an answer to a problem, the slower your minds frequency, the easier it is to address a problem and find an answer. It is also a better state to seek opportunities.

I used to think that I was unique in that many of my great ideas come to me when I am in the shower, yet I have since found out that this happens to many people. This leads me to the assumption that taking a shower relaxes your body and mind.

We must learn to meditate and the best way to do it is to set aside 5 minutes a day, preferably in the early morning. If this is not possible, do it at a time when there are no distractions, close your eyes and focus on one thing.

The best thing to focus on first is your breathing. I like to close my eyes and imagine I am seeing my hand come towards my face as I am breathing in to the point where it touches my nose and I can see my fingers. Then, as I breathe out, my hand falls away into the distance. You can use the hand physically if you wish, it does not matter.

What does matter, however, is that you remain focused on one thing - your breathing. When you first start meditating, you will find that your mind wanders, and this is natural. When it does, simply come back to the process of focusing on the breathing. Over time, you will find that you wander less and focus more, as long as you keep practicing, and do not just try it once.

## **Emotions**

Emotions are a powerful factor in everything we do. When a neural pathway is created, its powers increase exponentially when more emotions are attached to it.

For example, if you lift up a rock and see a big spider underneath, your initial reaction will be one of fright. What that emotion of fright does is it attaches itself to the neural pathway created when you made the association. Because fright is a powerful emotion, your mind will remember this memory for a long time; even twenty years later, you will still lift up rocks with more caution as your mind prepares for the possibility that history will repeat itself. However, someone who has never had that experience may look at you somewhat bemused!

As a result, we look to use our emotions to help us with our re-programming.

One of the best ways to use our emotions to our benefit is to go back in time and remember times of great happiness, achievement and wellbeing. Any time that you felt good or achieved some greatness or were just beside yourself with elation holds a strong emotional connection.

The idea is to take these moments in time and bottle them up (and I do not mean to suppress them) for use with your visualizations and affirmations. If you apply these emotions to an affirmation, it strengthens the affirmation within your subconscious by exponentially strengthening the new neural pathway you are creating. This is why I think that guided visualizations are excellent, because they will ask you to feel an emotion when imagining an outcome.

An example may be some achievement you had in school. For example, I was always great at math and even entered in national competitions. Year in and year out, I won a certificate of distinction, which was a great source of personal pride. I was also a great runner, both short and long distance, and was rarely beaten. These experiences carried emotions of winning and great satisfaction.

More recently, I owned a franchised courier business serving a country town about 50km from the city. I would service this town twice a day, taking parcels to and from the city. However, I had stiff competition from a local in the town who, because he was local, got far more business than me.

I approached the director of our company and suggested to him that if we could service this town three times a day, we would knock the competition out (servicing three times a day meant someone could order something from the city in the morning and have it by the evening). His response was a simple, 'It cannot be done; it cannot be physically done because of the time it takes you to drive there... it just cannot be done!' I just responded with, 'Watch me!'

To cut a long story short, I did manage to service this town three times a day, but it came from some innovative thinking. I paid another franchise owner (who was servicing a town that was on the way to my town of service) a small fee to bring my parcels along with him on his third run, where I would meet him and transfer the cargo. I not only crushed the other courier; we attained one client that had once threatened me with violence because he was so loyal to the other person.

The emotion I use here is the pride and satisfaction I experience when I display a willingness to find a solution. Whenever someone tells me I cannot do or have something, I always refer back to moments like these. If I am looking to instill a new belief that others say cannot be done, I simply remember the look on my directors face when we attained that one difficult client, as it was priceless.



## **Conclusion**

When you are affirming a new belief, such as ‘I am a successful \_\_\_\_\_’ or ‘I am an excellent \_\_\_\_\_’ etc, attach the emotions from the past that coincide with these new beliefs.

If you consistently use these methods of visualization, affirmations, emotions and meditation, you will find that your life will change. It will not happen after one day, you may not feel anything after a week... but if you apply these methods daily for a month, you will feel a change.

The biggest problem most will face is that they will feel uncomfortable with the processes (this is natural), and will come up with excuses as to why they cannot use them. Excuses such as not having enough time will more than likely be the most common. My answer to that is this:

The time it takes to meditate, visualize and listen to an audio affirmation may be less than an hour. As you get better at it, you may spend more than an hour on the process. If this changes your life for the better, then isn't it an hour or more well spent? Think of it as an investment. You are investing in yourself, and really, when you look at the world today and the stress most people are suffering, you cannot afford *not* to invest in doing it.

Remember that even with constant bombardment, your existing programmed subconscious is going to do everything in its power to prevent you from instilling these new beliefs. This will create feelings of discomfort, anxiety, doubt and so on, which you should already be aware of now.

Embrace it! Look back at all the great minds that have graced this earth and read their quotes. They all say that life is a journey of growth and discovery, yet you cannot grow or discover new planes of existence without some fear and hesitation. This is the natural process of our survival mechanisms, which in their defense, are merely trying to keep you alive.

Feel the fear and do it anyway.



Remember, do not worry about the ‘how’; don’t go asking your self, ‘how on earth am I going to make \$50,000 a month’, because as you should know by now, your mind is just the gateway to ‘how’. The ‘how’ already exists, your mind is just closed to it because the reticular formation is keeping it closed.

Bombard your mind with new beliefs and levels of existence, slow your mind down, select the right emotions, and the ‘how’ will come.

## **Tools**

Tools for creating subliminal CD's, mp3's and sound files, meditative tools and also your desktop subliminal messaging software. Includes online video instructions.

Download the following and install them onto your hard drive:

Audacity – visit <http://audacity.sourceforge.net> and download the latest version (NOT the Beta version)

CDex – visit <http://cdexos.sourceforge.net/?q=download> and download the latest release version installer

Brain Wave Generator – visit <http://www.bwgen.com/download.htm> and download the first link

Desktop Subliminal Software – this has come as part of your package. Download here <http://www.reprogrammingthemind.com/SubSoftware.html>

### **In summary:**

Audacity is a program that allows you to record, edit and mix audio, whether it is from your own microphone or other sounds and music, right from your own computer.

CDex is a program that allows you to 'rip' music or sound from any CD you own. It also converts .wav files into .mp3 files (more on this later).

Brain Wave Generator is a program that will generate wave sounds that can alter your brain waves frequency from the normal alert state to a more meditative state.

Desktop Subliminal Software will flash positive affirmations on your computer screen while you work and although you won't see them your sub conscious will.

**In depth:**

**Audacity**

If you'd like to create audio subliminal messages containing your affirmations mixed with a favourite sound such as music or nature, Audacity can do it with ease. It is suggested you get familiar with Audacity first by opening it up and simply recording some voice. After recording it, play around with the volume levels before and after recording, try editing the track, saving the track as a wave file, and also saving your project. The following is an online video describing some of the functions. ( <http://www.reprogrammingthemind.com/Audsetup.html> ).

You can also try multiple tracks just to get a feel for using the import function. I have provided you with a demo audacity project. You can download this project first here <http://www.reprogrammingthemind.com/Demo.html> and after you have unzipped and extracted all the files open the following file [demo.aup] which will contain my voice with some foreground waterfall sounds. Try playing around with the mute and solo buttons on each track, and also the volume buttons.

You should notice with my demo that the left track of my voice has been altered slightly from 22050 Hz to 22040 Hz. The reason is that the slight difference between the two creates a wave of 10Hz ( $22050 - 22040 = 10$ ). This wave is audible especially to your sub conscious and also lies within the range for the meditative state; more on this when you get to the brain wave generator.

If you need to get some sounds from CD's you own but haven't done it yet or don't know how, let's move on to CDex.

## **CDex**

CDex's major function is its ability to 'rip' sounds from your CD's. Let's say you have a CD of some waves on the beach, but the CD track is very long, and you really only need a few minutes of it for your audio subliminal messages (in Audacity you can copy and paste your tracks enabling you to loop your messages etc, which will save time). CDex will allow you to 'rip' the length you want, from the points you want. For example, you may want the section that starts from the one minute and 30 second point.

Because you are using Audacity as your mixer, you will want to rip your sounds into .wav form. This will enable you to import the ripped sounds straight into your Audacity project.

If you don't have any nature sounds you can find some really good ones at a very low price (less than \$3) by visiting <http://www.soundsleeping.com/mp3downloads.html>. Because they are sold as mp3's you'll need to convert them to .wav file in CDex (see next).

CDex's other function for our purpose is its .wav to .mp3 converter. Wave (.wav) files are big, and a simple one minute project can create quite a sizeable file. Mp3 (.mp3) files are a compressed wave file of about 1/10th the size. They manage to sustain the quality during conversion, and what's more, it enables you to store the file on an mp3 player.

If you have finished your Audacity project, you would then export it as a .wav file, and in CDex, use the convert function to convert it to an .mp3 (see video - <http://www.reprogrammingthemind.com/CDexsetup.html> ).

## **Brain Wave Generator**

You should spend some time in the help section of this program getting familiar with how it works but more so for the reasons for this program. Put simply, the brain wave

generator creates what are called binaural beat frequencies, which are required for brain stimulation, which is a way of altering your state of consciousness.

Don't be scared off by this, it simply means that while we are doing our normal day to day activities, our brains are working at a frequency of around 14-30 Hz. During deep sleep it is working at below 4Hz. For relaxation and meditation, we want it to be between 4 and 14 Hz. Relaxation stimulates creativity and imagination, not to mention reducing stress. It is a far better state to be in while reprogramming your mind for the changes in your life you desire.

One of the great things this program will do is allow you to rip a binaural beat frequency into a .wav file. This means if you wanted to create some relaxing binaural frequencies in conjunction with some of your favourite nature sounds, or your affirmations, or a combination in Audacity (see the following video for instructions and more - <http://www.reprogrammingthemind.com/BWGsetup.html> ), you can!

### ***Desktop Subliminal Software***

This program will flash positive affirmations on your computer screen while you work and although you won't see them your sub conscious will. Our sub conscious has such amazing capabilities; it can be doing millions of things every second with virtually no effort. By using the subliminal software, you can create 10 of your own affirmations to bombard your sub conscious whenever you are working at your computer.

Selecting the millionaire mindset is by far the best one for wealth purposes (however if you have other areas of your life you want to work on there are many more). You can adjust the length of the flash in milliseconds (it is suggested that 20 milliseconds is the best), how often they flash (setting it at 100 milliseconds will create 10 messages per second), the colour and the transparency.

Setting the transparency will determine if you see the messages (0 is brightest), or if you don't (255 is the most transparent), however it only has to be slightly visible for your sub conscious to see it. In fact I'd suggest that if you can see the messages while working, they are too bright, however if you are intentionally trying to see them, you should just be able to see slight flashes. (see our online instructional video here at this link - <http://www.reprogrammingthemind.com/SubSoftsetup.html> ).

## The Process of Reprogramming The Mind for Success

You may already be aware of where you want to improve in life but knowing where to start the process of reprogramming the mind is not so easy. We're going to break it down into the more common areas and you can select from there if you wish to get you started.

<b>Self Esteem</b>	<b>Being Assertive</b>
People like me	I make my opinions known
I am a nice person	My opinions are worthwhile
I am important	I make a valuable contribution
I make a difference to the world	I am important
I am motivated	My views are important
I like my work	People listen to me
I am succeeding	People want to hear me
I am positive	I am changing my life
I am confident	I am taking charge of my life
I manage my money well	I react well with bullies
I am a responsible person	I expect people to be kind to me
I am in control of my life	I deserve to be treated well
I am doing more of the things I enjoy	I demand to be treated well
I am achieving my goals	I demand respect
People make me happy	I do what I want to do
I am happy	I let do only those things I like
	I ask for what I want
	I can say no
	I can refuse things I do not want
	I cope well when others are unhappy
	I do things which please me



<p><b>Motivation</b></p> <p>I am motivated</p> <p>I am doing what needs to be done</p> <p>I am achieving my goals</p> <p>I like achieving my goals</p> <p>I am working towards my goals</p> <p>I feel passionately that I must do my work</p> <p>My goals are very important to me</p> <p>I am happy achieving my goals</p> <p><b>Health &amp; Fitness</b></p> <p>I am becoming slimmer</p> <p>I am energetic</p> <p>My health is important</p> <p>I can achieve a balanced lifestyle</p> <p>I like to exercise</p> <p>I exercise often</p> <p>I am reaching my ideal weight</p> <p>I like eating healthy food</p> <p>I look good</p> <p>I respect my body</p> <p>Other people respect me</p> <p>I am achieving a healthy weight</p>	<p><b>Personal Development</b></p> <p>I am better at what I do</p> <p>I am achieving what I want to achieve</p> <p>I am fulfilling my needs</p> <p>I am a better person</p> <p>I am always improving</p> <p>I am a more all-round person</p> <p>My character is improving</p> <p>I am more mature</p> <p>I am aware of my needs</p> <p>I am happier</p> <p><b>Prosperity</b></p> <p>I am happy being wealthy</p> <p>I am good at creating wealth</p> <p>I handle my money with care</p> <p>I understand the value of money</p> <p>I am successful in making money</p> <p>Money is my friend</p> <p>I enjoy making money</p> <p>I like creating wealth</p> <p>I am comfortable in owning money</p> <p>I am valuable to the world</p> <p>People pay me well</p> <p>I am rich</p>
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<p><b>Winning</b></p> <p>I am a winner I enjoy winning Winning makes me fill great I am successful I am good at what I do I am always improving I am increasingly successful I am happy being successful I am a success I am completing my tasks well I compete successfully I am a high achiever I get the results I want I win against the odds Victory is mine</p> <p><b>Dealing with Pain</b></p> <p>I feel fine My body feels good I am master of my own body I feel healthy I feel great I am getting better</p>	<p><b>Love, Relationships &amp; Attraction</b></p> <p>I love my partner I trust me partner I respect my partner I am in love I am honest with my partner I like to talk with my partner I have a great relationship I am attractive I am a loveable human being People are drawn to me I am warm and caring towards others I make friends easily I am attracted to caring people People see me as a lover I give out unconditional love</p> <p><b>Speed</b></p> <p>I am getting quicker My thoughts are quickly My reasons are getting better I am learning to be quicker</p>
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<p><b>Stop smoking</b></p> <p>I need to become a non-smoker Being a non-smoker is good Being a non-smoker is good for my health Being a non-smoker is more sociable I want to be a non-smoker I am becoming more healthy I hate the smell of smoke I hate the taste of smoke I look better</p> <p><b>Rejuvenation</b></p> <p>I am young I look young I feel young I feel great I am full of energy I love the way I look I sparkle with vitality I am a dynamic person I feel young and powerful I am living to the full</p>	<p><b>Happiness</b></p> <p>I am happy I love myself I am a good person I like spending time with myself I work towards my happiness I respect myself My feelings are healthy My life is important Life is great I am happy with the world</p> <p><b>Concentration</b></p> <p>I can concentrate easily I can concentrate for a long time I can maintain concentration My concentration is improving I can hold an idea in my head for a long time I can handle many ideas at the same time I am focused I can think clearly</p>
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<p><b>Anti-stress &amp; Relaxation</b></p> <p>I am calm  I am succeeding  I am relaxed  I can think clearly  Everything is under control  I find it easy to relax  I can relax easily  I am peaceful and relaxed  My mind is calm  I am at peace with myself</p> <p><b>Stopping Procrastination</b></p> <p>Do it now  I like a challenge  Keep going  I will do it now  Start it now</p>	<p><b>Confidence</b></p> <p>I can justify what I do  I am right  I am confident  I am excited about doing new things  I enjoy challenges I am a brave person  I am interesting  People like me  I have lots of friends  I am good at what I do</p>
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After looking at the categories listed, select a few that you'd like to improve in. Now if you still don't know where to start I suggest the following exercise.

Get a piece of paper and draw a line down the middle. In the left side write down everything in your life right now that you don't want. This shouldn't be too hard for anyone really. Let me give you some examples:

1. I don't want to be overweight anymore
2. I don't want to smoke anymore
3. I don't want to be broke anymore
4. I don't want to live in this house anymore
5. I don't want that sofa anymore
6. I don't want that partner anymore
7. I don't want.....

Let loose, really let loose and right down all the things you don't want anymore. After you have a long list, prioritize the list so the least desirable are at the top.

Now that you've done that, write the exact opposite to each of the things you don't want down the right hand side of the paper. For example, using the list I created above we would now have (don't worry that their not specific, that comes next):

1. I want to be fit, slim and healthy
2. I want to be smoke free
3. I want to be financially free
4. I want to live in a big house
5. I want a new sofa
6. I want to live with this sort of person

Once you've done that, choose the top one, two or three you want to work on right now, and let's get specific.

The first thing you need to do is create a specific goal, and then set a new belief. The belief need not necessarily be specific, but is still extremely important. If we take the #3 above (I want to be financially free), we can create a specific goal and a new belief to achieve this.

The specific goal is really down to you. A great place to start when it comes to creating financial freedom is to work out what it costs you to live. If you can generate passive income (income from investments, interest, and businesses) that is equal to your expenses, you have created financial freedom; i.e. you are no longer required to work to live.

So your specific goal is 'I earn XXX a month in passive income'. This now becomes one of your new affirmations and what you visualize in the reprogramming process.

However it doesn't end there because you have a deep seated belief that is in opposition to this. Once again, you need to do some soul searching to get to the common statements you make but there is a fair chance that you may make some of the following:

1. I don't know how to create passive income
2. I'm not smart enough to create passive income
3. I don't know how to succeed at building a business
4. I am not good with money
5. Money is too hard to come by
6. I can never make that amount of money
7. It's too hard creating passive income

Now, just like you did with the things you don't want in your life, declare the opposites to your beliefs. For example:

1. I know how to create passive income
2. I am smart enough to create passive income
3. I know how to succeed at building a business
4. I am very good with money
5. Money is easy to come by for me
6. I can make any amount of money I desire
7. It is easy to create passive income

Now you have some more affirmations to reprogram your mind with.

Next we add some emotional links. This is important, because it gives your affirmations exceptional power; I offer a couple of examples on pages 39 & 40. We are all different so giving examples can be difficult, but even something as small as finishing something we set out to, when normally we don't do this, sets off quite a powerful emotion in us.

One of the hardest things we face as humans is seeing something through, as you should now know if you've read this book, and so it is fitting to find examples of this when searching for emotions to add to our affirmations. I suggest you look to the past for times when you saw something through from start to finish, especially if it was something of a challenge to you.

Using another sheet of paper, list some of your achievements in life, but also times of wellbeing or prosperity, better health etc, and next to them explain the feelings you were feeling at the time.

Now you have a small list of affirmations (goals and new beliefs) and emotional links. Your job is to affirm your new beliefs and goals and to attach emotions to them. To do this:

- Use the suggestions we make (see page 33-35 for ways) to affirm new goals and beliefs
- Use the many tools we provide (see pages 43-47 for tools) to affirm new goals and beliefs
- Visualize your specific goals (see pages 33-33 for ways to visualize)
- Attach emotions to your affirmations whenever possible (such as during mental rehearsals, visualization, when writing down your affirmations, and so on)

Doing these four things, you will bombard your sub-conscious with your new beliefs and specific goals, and add power to them.

Finally, you want to automate this process, as this is your brain's job! Just think, if you can automate this process, you are using your brain's immense power to make the process even easier.

The automation process involves meditation, and allocating a small block of time everyday for reprogramming the mind.

Start out small and allow it to grow. For example, set aside 5 minutes to meditate (see pages 37 – 38 for how to meditate), and then 5 minutes working on your affirmations using the methods explained earlier. Remember the methods suggested are:

- Photos
- Desktop pictures
- Videos
- Mental rehearsals
- Stories
- Guided visualizations
- Written
- Audio subliminal affirmations
- Subliminal desktop software

You don't have to use all the methods just mentioned, just use the ones most comfortable to you and stick with them.

When you set aside times for meditating and affirming, do it at the same time each day. When you stick to a disciplined process, such as meditating and affirming at the same time each day and using the same methods each day, your allowing your brain to automate the process that much quicker.



As you get comfortable doing it for 5 minutes each, increase it to 10, 15 and so on. One way you'll know it's time to increase the time for meditating and affirming is when it becomes comfortable and easy, because this means your brain has automated the process.

In closing, there are going to be the obvious boundaries. For example, if you have read this final chapter and don't feel you can do this process, you may have the belief that what you have read is untrue and that this is not how our brain and body function at all. My advice is to do some more research on the subject, as I'm sure you'll find there is plenty of scientific evidence to back this up.

At some period, you are also going to see your motivation start to wane and excuses creep in as to why you don't need to do your reprogramming so often or anymore; this is natural as you are fighting a habitual process involving your brain, body and your self-image, which have been years, if not decades in the making. Be prepared; expect it to happen, this way when it does you'll know what to do; you'll know to fight it off with affirmations such as, **"I am doing what is necessary to reprogram my mind everyday and I will reprogram my mind everyday no matter what!"**

There is also the external environment you need to make special note of. If you are exposed to anything negative on a daily basis, or close to it, you need to find ways to block it out. Some examples:

1. Watching the news. This is a big bad problem. The news is not meant to make us feel good, it's made to be sensation and violence orientated because as a human race this is what we seek. I would cut out watching or reading the news unless it is specific to your needs. Watching the news while eating your dinner serves no purpose and will only fuel negative automatic processes already in your system. Put on some soft music and speak to your spouse or children, or if you have to watch television, watch something educational such as a documentary on African wildlife.

2. Negative people. I would suggest that almost everyone is exposed to people who are more negative than they are. No one is 100% positive all the time so you can't exactly label someone else as negative, but if you are around a person or people who are more negative than you, you will need to ask yourself this: Is this person's negativity bringing me down? If so, ask your self why? I would suggest it's because you place too much importance on listening to them. People complain because to a small degree they want sympathy, but more so because they have habituated the process of complaining. On most occasions, it is not someone's intention to bring you down and sap you of your energy when they complain about something, and so because of this I have no problems whatsoever in blocking them out when I know they are about to be negative. This is not to say if someone genuinely needs a shoulder to cry on that I turn away, but in most of the time this is not the case and I feel that my life and future are far too important to have it sapped away by the very process I am trying to master in my own mind. To block someone out when you know that they are about to say something that serves no purpose, just look at them, nod in agreement, and think of something good – hey, how about one of your mental rehearsals or visualizations? Does that sound like a good thing to be thinking about when someone is complaining about something?
3. Your surroundings. Are there things around you that simply do nothing for you? Clutter, ugly looking curtains, weeds in the yard, scrap etc. Do you hold on to things because you think one day you might need them? Get rid of it! You're saying to yourself that if you throw it out you either can't get it again or the cost to do so is beyond you. This is the wrong belief to have. Get rid of anything that is just building up and wasting space, and when you clear the space, put something nice and appealing to the eye in its place. Speaking of which, if something turns you off, like those ugly curtains, or the big yellow couch that looks like it belongs in the latter 19<sup>th</sup> century, then change them. 'I know, I know' you can't afford to change them; that's the wrong belief. Try this; pull down your curtains, throw them in the bin. I can guarantee you that spending one night with a bare window; you'll find the money to buy nice new curtains.

As you can see, what I am suggesting is to remove the negatives that pull you away from your goals and dreams because they are a part of the very process that got you to where you are today.

I wish you all the success,

Dean Whittingham