



The USER MANUAL

TO YOUR MIND

BY CHANGING YOUR THOUGHTS,
*YOU CAN CHANGE
YOURSELF & YOUR LIFE*



BURK ESTERHUYSE

**A Very Warm Welcome
To You. I Am Sure You
Are Going To Enjoy This
Book As Much As I
Enjoyed Writing It For
You!**

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Introduction

“Whatever the mind can conceive and believe – it can achieve.”

Napoleon Hill

Understanding the mind and learning how it really works is an extraordinary advantage in life! If you have always thought that the mind was the brain, then you are in for a big surprise!

Our entire internal world is governed by our mind. It is a complex network of different mental events which constantly causes different states of mind. Every thought and image in our mind will trigger some emotional response, either significant or very subtle. These thoughts, mental images, and feelings will automatically create our state of being. That experience will either cause suffering or happiness. The mind is, therefore, directly connected to the cause-and-effect in our lives. When, through observation, we truly understand how the mind operates, we can take more control of our lives.

To change everything you dislike in yourself and your life, you must start with an understanding of your mind. Profound change always comes from the inside. This is because your pain, suffering, rejection, negativity, desperate wants, or all of the happiness you experience comes from the inside. Our thoughts, feelings and beliefs create the life we are experiencing without even realising it. We can choose to take control of our thinking.

This concept was difficult for me to grasp at the beginning. It sounded unreal, but trust me, it will all make clear sense as you read through this life-changing and empowering book. My life completely changed, from ordinary to **EXTRAORDINARY**. I am living the dream of success and ultimate happiness that I had been desperately seeking. By gaining this knowledge, you will also gain the wisdom to start changing yourself and your life.

For now, immerse yourself in this wonderful world of new discoveries. Take this seriously and study/read at your own pace. **Take your time and reread any challenging sections several times until you understand them even better to be able to apply them in your life daily.** The objective is to understand the principles that establish a framework for empowerment, success and change.

“You will always get what you need. However, it is not about what you get; it’s who you become while getting it.”

Anthony Robbins

There are three types of dreamers in this world:

- There are those who dream at night, and whatever they dream, when they wake up, they realise it was just a dream.
- Then there are the other types of dreamers who dream passionate, daring dreams during the day, but it is more a form of mental fantasy.
- Then some dreamers use their imagination, a form of constructive thought. They can dream any time of the day or night because imagination is a form of constructive thinking. It is the light by which we penetrate new worlds of thought and experience. This is the mighty instrument by which every inventor or discoverer opened the way from precedent to experience.

Do you agree that every man-made object on earth, for instance, a car, was first a thought? The idea of a car was the dream and imagination of Karl Benz. He dreamed it, visualised it (the process of making mental pictures), put it down on paper and finally took action. After many failures and learnings, he succeeded because he was persistent in his dream.

Let me share some of my knowledge of studying the mind and personal growth for over 2 decades with you because knowledge is the result of man’s ability to think. We have never been taught how to think the right way to achieve success, happiness and have our goals faster, with less effort.

Choose today to be open-minded throughout this book, to learn new extraordinary concepts that you might have never heard before, to create an extraordinary life for yourself.

Chapter 1: What Are We “Made” Of?

Let us start by learning what we, as humans, are “made” of. Let us learn about our powerful mind, body and neurology.

From a biological perspective, you can downsize your body into the following:

- Nervous System / Vascular System / Muscular System
- Organs: Brain / Lungs/ Stomach / Skin
- Tissues
- Cells

From a physics perspective, you can downsize cells to:

- Molecules
- Atoms
- Subatomic Particles
- Electrons, Protons, and Neutrons
- Gluons, Quarks, and Mesons = Electromagnetic vibration waves of light

Most people are familiar with the concept of atoms. As with many things, we never bother or have any interest in looking deeper. As illustrated above, when we look deeper, we realise that our physical existence is fundamentally vibrational waves of energy. Look at the list above again, and notice that every single cell of your body is made of *molecules*, which are made of a cluster of *atoms*. To date, all scientists can find inside an atom is 99.9999999% empty space and a few electrons, protons, and neutrons (subatomic particles). At the core of the subatomic particles are only waves of light — which is **ENERGY** vibrating at a certain frequency.

This means that every single cell of your body is “made” out of these vibrating waves of light, which ultimately is energy. You are “made” of energy.

We now know that every organ, tissue, and cell in your body is made of atoms. The molecular structure and the frequency of the vibration of the atoms separate things and make them unique. Fundamentally, your body is energy. In the same way, EVERYTHING else in our physical universe is also made of atoms!

This means that your book, chair, building, and anything else physical are “made” out of atoms and are fundamentally *energy*. EVERYTHING in our physical universe, including the invisible air that you breathe, is made of atoms and, therefore energy.

Most people are OK with this notion, and it does sound naturally in order, doesn't it? You may know this already, or it may be new to you. The most important thing to learn here is that molecular structure is the differentiator of things, living or non-living. They differ only in the frequency of their vibration. This concept will tie in throughout the rest of this book. For now, remember that everything constantly vibrates, and everything emits energy, including you.

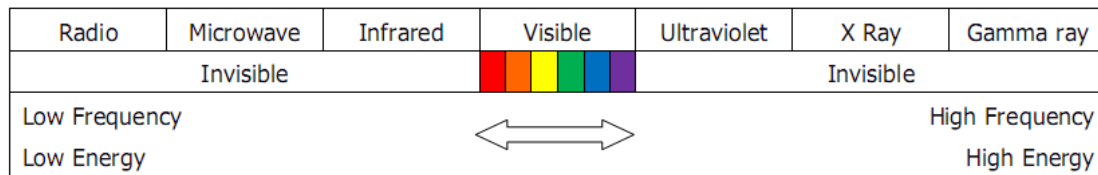
Chapter 2: Your Physical Senses

We are all reliant on our five physical senses.

- See - Visual (V)**
- Hear - Auditory (A)**
- Feel - Kinesthetic (K)**
- Smell – (S)**
- Taste – (T)**

You have to realise that our five physical senses are limited in nature. Yes, we can see, but there is so much more to see than what we are capable of seeing! We have special devices today that can see so much more, proving to us that our vision is very limited. We can smell, but there is so much more to smell — ask dogs! They can smell so much more than we can!

The diagram below illustrates our visual limitation.



As you have realised, our eyes have significant limitations as an organ. At the same time, our eyes are such phenomenal organs capable of great things, some of which still challenge scientists trying to replicate their delicate functions and ability.

Our senses are our gateway to the world. They process and deliver the information we use to create our perceptions and construct our reality. Quantum scientists today believe that our five senses are processing approximately *four hundred billion* (400,000,000,000) bits of information per second. That is a lot of information for our mind to process, coming in every single second, every day of our lives! Knowing that the limitation of our senses impacts our reality is really great news. It means that there are things that we might not know yet. Some things could make a significant difference in our lives; we just need to become aware of them!

Chapter 3: Your Powerful Brain

Take a few seconds and contemplate these facts...

98% of our knowledge about the human brain was discovered in the last 20 - 25 years!

80% of everything scientists knew about the brain by 1990 is proven false today!

What incredible statements! It just proves that we do not know - what we do not know. Scientists usually believe strongly in their findings until they become obsolete by discovering the unknown. Modern technology and new devices allow researchers to continue beyond what we ever thought possible before. As a result, our knowledge will continue to expand; our perceptions will constantly change. This will affect all aspects of our world, including the medical and wellness industries. The only problem is that most doctors, physiologists, psychiatrists, and teachers are still working on the old, outdated brain model. Therefore, most of them are still limiting us enormously. That is why they think they need to give us drugs to *fix* us instead of finding the *root cause* and then resolving it.

Think about it. Until 1990, a doctor was taught that our brain is hard-wired with a specific intelligence. Thanks to modern science and new technology, we can now monitor the human brain while still operational – alive. We can see exactly which part of the brain is involved in which functions. That is how researchers discovered that the brain is not hard-wired! It can change, create new neural pathways, make new connections, retract the old ones, etc. This is *brain plasticity*.

We also learned that our thoughts are real! It is not just a thought; it is vibrational energy waves - bioelectrical and biochemical impulses. They are some of the highest forms of vibrating energy that scientists have ever measured. Think about this very carefully. Our thoughts actually create. Look at your table, computer, or any man-made object, like your house. How did it come to be a man-made object? You might say so-and-so manufactured it or built it. That is not true. Think of the first thing that needed to happen for it to be there – a thought. That is right. Every man-made object on earth was first only a thought, and then it became a physical object. This all proves that our thoughts *create*. So, what are you doing with your thoughts daily?

Some Brain Research Facts

- When it is only 10% dehydrated, **it's 50% less efficient!!!** (Are you drinking enough water?)
- It has 160,000 kilometres of blood vessels.

- It is always on; it never rests throughout your whole life.
- One neuron is more complexly wired than the whole communication network of the world.
- We were not born hard-wired! You have Brain Plasticity.
- It contains 100 billion neurons - as many stars as are in the Milky Way.
- Genius ability is in every one of us.
- Capable of 10,000 trillion operations per second.
- We are limitless in our capacity to learn and grow fast!
- At least 1000 times faster than the fastest super-computer currently in the world.

Chapter 4: The Subconscious Mind

Subconscious Mind -> Beliefs -> Thoughts -> Emotions -> State of Being -> Behaviours/Actions/Choices = Results

Our results in life are because of our beliefs that run automatically in the subconscious mind. Our beliefs affect our thoughts, which affect our emotions, which create our state of being. Your state of being affects your choices, behaviours, actions, and all of them combined creates your results.

What we do, or do not do, determines our outcomes. Our state of being is also responsible for what we are attracting in our lives through the law of vibration/attraction! Our well-being at the time affects what we do and how well we do it. Our state of being is determined by what is being presented or processed by our subconscious mind. Ultimately, what is going on in our subconscious mind determines our results.

The functions of your subconscious mind are primarily unconscious. ***Subconscious means the part of the mind below the level of conscious perception.*** By that, I mean that you are not consciously aware of what is going on in your subconscious mind.



Change can occur in the **subconscious mind**. So, you can change everything about yourself and therefore also your results. But before we get there, you need to learn more about the subconscious mind and what it specifically does.

Have you ever seen an iceberg and considered its size under the water? This is how I would like you to imagine your subconscious mind's vast power and size. Imagine that the top part of the iceberg, the part above the water, represents your conscious mind, and the rest is your subconscious mind. It also nicely represents how we are limited in seeing the bigger picture. We are conditioned to settle for what we can see. Think about that for a while...

We are too eager to accept everything the way it is. Not for one minute do we consider the possibility of a bigger picture.

Your **subconscious mind is about 95% of your mind**, whereas the **conscious mind is only about 5%**. Your subconscious mind stores all your memories, emotions, beliefs, habits, behaviours, values, programming and instincts.

According to quantum physicist David Bohm, the subconscious mind is a mirror image of the entire information of the mind. Your subconscious mind operates in all the neurons in your body. **Each neuron in your body is like a hologram of the whole neural network (Karl Pribram, Neuroscientist)**. Meaning it contains all the information of the Whole. So all of your memories, emotions, habits, programming, and beliefs are stored throughout your entire body, and every cell in your body is affected by them. When you have a lot of negative emotional charges (*the memory of feeling an emotion*) like **anger, frustration, sadness, fear, hurt, doubt, hate, shame, anxiety, worry, and guilt**, they will negatively impact your whole body and not just your mind. That can cause a lot of unwanted behaviours, symptoms and diseases. Negative emotional charges (NEC) are like little garbage bags polluting your entire body and mind. If you do not take them out, they will start to rot and cause all sorts of problems, illnesses and diseases.

Subconscious Mind Facts

- It controls 97% of our perception and behaviour.
- It averages over 10 000 Trillion actions/calculations per second!
- It sees in pictures, symbols, and patterns.
- Its impulses travel at more than 160,000 km/s.
- It does not know the difference between truth and lie. It accepts everything as the truth.
- It is a giant recorder. It cannot tell real from imagined; it believes everything to be the absolute truth, whatever you send it – be it an image, picture, or sound.
- It works in an orderly manner.
- It stores memories using a timeline. It uses a timeline to store memories chronologically to know the difference in time between the events that have happened last month, five years ago, 10 years ago, etc.

Your subconscious mind is like your computer's **operating system**. It is, metaphorically speaking, your **Windows/Mac OS**. It runs everything. It stores your memories, beliefs, habits, values, and generates your behaviour. It regenerates cells in your body; it runs your heart and controls the immune system. It controls over 97% of your behaviour, and you think you are in charge of your decisions and your life? Well, you could be if you start to take action and apply some of the information from this book to your life.

You will know exactly how your subconscious mind works by the end of this book. You will know how it influences the results you create in your life and how to get it aligned with your current thinking and goals. Start thinking of your conscious mind as a goal setter and your subconscious mind as the goal-getter.

Chapter 5: The Prime Directives Of The Subconscious Mind

Understanding the prime directives of the subconscious mind is crucial to learning how your subconscious mind goes about running your life. I care a lot about conscious-subconscious integration. Your conscious mind needs to remember that all permanent change happens at the subconscious level. It is also essential to understand consciously as much as you can about how and what the subconscious mind does. It works in an orderly manner, in line with its prime directives:

1. Subconscious Mind Stores All Your Memories

Your subconscious mind stores all your memories either temporally (in relation to time) or atemporally (not in relation to time).

- Temporal memories are stored in relation to time; it chronologically saves these memories using your timeline.
- Atemporal memories are those not related to time, such as language acquisition. The meanings of words we learn are memories that are not stored in relation to time.

2. It Is The Domain Of Emotions

You were led to believe that your heart is the domain of your emotions, were you not? I agree that your heart will process your emotions, just like any other organ or cell in your body. However, it all starts in your subconscious mind, which stores itself in every cell's neurons throughout your body. As it links things and gives meanings to things, your hypothalamus gland produces matching chemicals that affect all the cells in your body. Your subconscious mind is where it all starts - it is the domain of emotions.

3. Subconscious Mind Organise All Your Memories.

Your subconscious mind organises all of your stored memories. It will develop a chain of all memories related to happiness and link them together.

4. It Represses Memories With Unresolved Negative Emotions

Continuously facing your emotional baggage will drive you crazy. However, some people and therapists believe that re-living a traumatic event every day is how to overcome something traumatic. Your subconscious mind can repress memories to protect you. The subconscious represses the unresolved negative emotion until it thinks you are ready to deal with or resolve it. The subconscious mind can also present you with unprocessed negative emotions from the past by triggering some memory.

The conscious and subconscious minds know that negative emotions are NOT good for the body. If they were good for the body, I doubt they would feel so destructive and damaging to our system. This is not to say that we should not process **anger, shame, sadness, fear, hurt, anxiety, frustration** and **guilt**. We have the ability to feel and experience these emotions for a reason. Our body is a Biofeedback mechanism. Negative emotions can be useful when used in the appropriate context.

Think of it this way: Your subconscious mind puts these negative emotional charges (**NEC** – *the memory of feeling an emotion*) in small black garbage bags and stores them in your body for processing later. Since emotions are physical energy, your subconscious mind cannot store them in the fridge - it has to store these emotions within the body. Since EVERYTHING is made of energy, including our thoughts, that means that these negative emotional charges (NEC) are also made of energy. These negative emotional charges (NEC) stored in our body cause stress to our organs, hurt the body and make the flow of communication through all of our internal systems difficult. This affects our health and is the stress that doctors talk about when they say that 80 - 90% of all our diseases are caused by stress. Can you understand now why some of us are battling with unnecessary illnesses?

Think about it. Let's say that information is flowing from your brain to your foot, to healing a cut by creating new cells. Then that information gets intercepted by emotional blockage, the black garbage bags that are stored somewhere along the way. Just think how this is bound to change the quality of the information, making communication and healing difficult by prolonging the recovery.

Another fact is that the subconscious mind uses a lot of energy to suppress these negative emotions. By releasing all these chains of negative emotional charges (*called Gestalts*) with my **Negative Emotional Therapy™**, most people experience that they have **much more energy** in their day-to-day living.

5. Subconscious Mind Presents Repressed Memories For Resolution

Have you ever experienced a significant emotional event where you were deeply touched or affected emotionally? Has it happened to you (I think it happens to everyone) that time did the

healing sometime later, and you moved on? Well, you *thought* that you had healed and that life has carried on. Then you are surprised days, weeks, months or even years later, when you were in a far better state, that this issue is presented to you again. Those thoughts start crawling back into your conscious mind, and you think, “I thought I dealt with it?”

This is when you discover that you did bury it long ago. You buried it in your body. Your subconscious mind is presenting it to you for resolution because it thinks you can handle it now. It’s opening that little “black garbage bag” to your consciousness and inviting you to PLEASE deal with it now. Process it and get some learning, get some resolution, so that you can **grow** and **move on**, not repeating the same mistake in life. It just wants to make these memories rational to release the negative emotions on them.

6. It May Keep The Repressed Emotions Repressed For Your Protection

Some people experience horrible events in life, so horrible and unimaginable that the subconscious mind may repress them permanently and not bring them out again. This can display when we cannot recall the full content of such memory. It may keep the memories repressed for protection from specific traumatic experiences.

7. Subconscious Mind Run Your body

This is very useful. Imagine if you had to consciously do everything that your subconscious mind is doing to run your body! Imagine if you were consciously responsible for all the breathing, heart function, healing, food processing, etc. Imagine the number of processes that the subconscious mind does for you every single second of the day!

8. It Preserve The Body

Your subconscious mind maintains the integrity of the body. It preserves the body. This is the highest *prime directive*. This is its main and most important function. Preserving the integrity of the body is its No. 1 priority. Your subconscious mind acts on your instruction and responds to the world around it. This sometimes causes confusion and affects its ability to optimally perform this function. When this happens, disease can occur.

9. Subconscious Mind Controls And Maintains All Perceptions

It is in charge of your perceptions; whatever it receives through your five senses, or telepathically, the subconscious mind processes and reflects upon itself. Therefore, it receives and transmits this information to the conscious mind.

10. It Generates, Stores, Distributes, And Transmits "Energy"

Your subconscious mind is in charge of all the energy in your body. Most people focus on how tired they are and complain about it all day long. This will create even more tiredness. Your subconscious mind is taking everything you are focusing on as if this is what you want, and it will create it. It does not argue, rationalise or reject. It only complies and makes it a reality. It does not matter if the reality is positive or negative. STOP focusing on that which you do not want. Change your focus and see yourself feeling energised, powerful, and productive. In time, your subconscious will see this as the new order from the conscious mind and make it a reality for you.

11. It Maintains Instincts And Generates Habits

Instincts are naturally instilled, almost hard-wired in our neurology. If your life is in danger, you will choose to stay and fight, or you will choose flight - to run away or safely take yourself out of that situation.

12. Subconscious Mind Needs Repetition Until A Habit Is Installed

With a lot of willpower, you usually have to consciously execute the new habit daily for 30 days or more before it becomes a new habit. With my Bang Pattern™ technique, which is part of my Transformation Coaching System™, you can program a new habit into your Subconscious Mind in 30 minutes. How is that for a powerful shortcut vs 30 days of using effort and a lot of willpower?

13. It Is Programmed To Continually Seek More And More

We are genetically programmed to seek more and more. The wanting *more* is great; it comes naturally to us. In nature, everything is designed for expansion and growth. Your subconscious mind is no different. Needing more in order to be happy, for example, is where the problem occurs most often. You have the power to choose to be happy now. You just might not know it, yet.

The good news is that there is always more to discover. There are new things to learn and new ways to grow. You will find that the moment you close yourself to learning, there is nothing more for you to learn about. Knowing what you know, you agree that it would be silly to choose not to learn. **The bottom line is that you are either growing and expanding or busy dying. It is your choice.**

14. Subconscious Mind Functions Best As A “Whole” Integrated Unit

This is the subject of *wholeness*. Your subconscious mind does not need parts to function. The fewer parts there is, the less chance for incongruence. Being whole means being completely congruent in everything you do. Have one mission, one vision, one intention, and focus more clearly on your goals.

The problem is that we all have a constant, internal ‘self-talk’ going on. Have you ever noticed that there are two (sometimes more) different little voices (parts) in a tug of war with each other? For example, one voice says that you CAN do it, and another voice tells you NO, you cannot, or you are not good enough! You will generally find that this negative or limiting part normally uses “doubt”, “fear”, or “I am not good enough” to interfere with your Positive Mind-talk and actions. This is what is called inner conflict. Have you noticed that one is always optimistic and confident about everything, while another is consistently limiting, sceptical, pessimistic or plain negative about everything?



With this **tug of war** continuously going on in your mind, achieving your goals and aims in life gets tough. It causes incongruence inside of you, which stops you from living your Full Potential.

Inner Conflict Therapy™ is a powerful, extraordinary technique that I created to silence the Limiting/Negative voice in a person’s mind. Once the negative voice is silent, we become congruent, one-minded, and easily achieve our goals and life purpose!

15. Subconscious Mind Is Symbolic

Your subconscious mind uses and responds to symbols, patterns and pictures. It uses symbols/patterns/pictures to establish meaning and make connections. There is no universal language of symbols/patterns/pictures for the subconscious mind. It gives symbols/patterns/pictures their own meaning. If I say "car," what happens in your mind? I am sure you saw a picture of a car in your mind, right? Therefore, our subconscious mind

communicates in pictures and *use* words, which are sounds linked to certain pictures in the mind. That is why you cannot understand a new language; your subconscious mind can not connect the other language's sound (word) to a picture in your mind.

16. Subconscious Mind Takes Everything Personally

This is the basis of “perception is projection” that I will explain to you a bit later. Remember that as far as your subconscious mind is concerned, there is no one else but you. ***Therefore, if you think or speak negative thoughts and words towards another person, your subconscious mind believes you are thinking those thoughts towards yourself. Thus, thinking negative thoughts about other people will have a negative impact on you. You are breaking yourself down!!!*** Remember the saying, “If you point the finger at someone else, three fingers are pointing back at you.” How can judging, belittling, criticising, or any other negative thought towards someone else be of service to you? Why would you do that to yourself, is even worse? It is so much easier to accept, respect, understand, and love! Please remember this when you would like to start growing and moving forward in life.

17. It Work On The Principle Of Least Effort.

The subconscious mind always takes the path of least resistance. This means it finds the shortest route to achieve a specific outcome or goal. When you focus on a specific outcome in life, your subconscious mind will find the path with the least effort and resistance to get to your outcome/goals. The subconscious can do over 10 Trillion calculations per second to find the shortest route from A to B. It will also attract the right people and circumstances into your life to help you reach your outcomes and goals. The subconscious is connected to everything and everyone. Start capitalising on this the next time you set your goals. Just remember to keep your focus on the outcome *only*.

18. It Creates More Of What You Dominantly Focus On And Give Attention To

It does **NOT** recognise the difference between what is real or imagined. It accepts everything, real or imagined, as a truth. It receives and records everything and makes it part of your programming and your Internal Reality (experience). Remember, it is only a recorder, and recorders can not distinguish between true or false.

19. Subconscious Mind Enjoys Serving You. However, It Needs Clear Orders To Follow

Your subconscious mind loves you. It loves you more than anyone will ever be able to love yourself. It is you, and it loves serving you. It just needs you to give it clear instructions to follow. The best advice I can give you here is to get clear on what you really desire/want and consistently send clear instructions to your subconscious mind by focusing many times a day on the things you choose to have.

People often send confusing instructions to their subconscious. They wake up one morning and are happy with themselves, looking at the mirror and acknowledging how beautiful or handsome they are. The following day, they wake up and choose to feel sad, unsatisfied with their body, and acknowledge how much fatter they are compared to whomever.

Decide what you really desire/want for yourself and your life. Get clear on that. Write it down on paper in the present tense, as if you are already in possession of it. Now, get a clear mental image of each of your goals or outcomes. Start to focus only on the outcome by bringing up these images and feeling positive emotions towards them. At the same time, you want to truly know that you already possess those goals or outcomes. This will send clear instructions to your subconscious mind of exactly what you choose to have, so it can start working with you toward it. (More detailed step-by-step instructions are given to you in the last two chapters of this book, in “Goal Setting” and “The Goal Achieving System™”.)

By first training your mind to do this, after a while, you will be able to change the course of a meeting, negotiation, sale or any other outcome you are focusing on. The key is to get a clear image of the outcome. Focus on it by seeing the image clearly in your mind’s eye, while feeling positive emotions and knowing 100% that you have already achieved it. This will take some practice; however, you will be able to master it after a while. You will start taking advantage of your subconscious mind’s phenomenal power.

20. Subconscious Mind Does Not Process Negative Commands

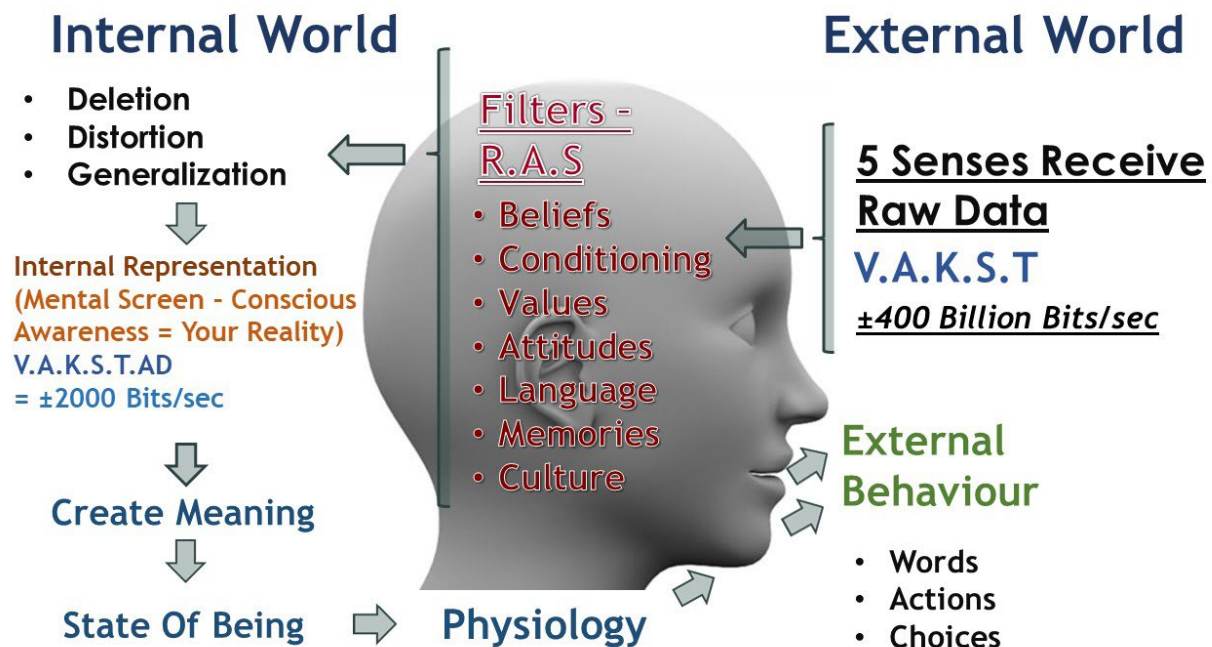
Now, what in the world could this mean? Can you guess? To sum it up briefly, if you tell someone not to do something, that is what they will do. If you tell your kids, "Do not jump on the bed," the “not” cannot be processed by the subconscious mind. All it hears is, "do jump on the bed." Then you wonder, “Why are my kids not listening to me?” Now, this works on adults just as it works on children. Instead of telling someone what **not to do**, tell them exactly what you want them to do or how to behave. Using the previous example, say to your kids, "We sleep on the bed and jump on the trampoline outside."

“Always Say It The Way You Want Them To Behave”

If you tell someone what not to do, they will sometimes do just what you do not want them to do. This is because for you to process what not to do, you first need to see an image in your mind of yourself doing it. This is the way the subconscious thinks. For example, if I say, “*Do not slip on the wet floor*”, what just happened? You probably saw yourself slipping on the wet floor in your mind. Does it make sense now?

Chapter 6: The Reticular Activation System (RAS)

Your **Reticular Activation System (RAS)** is the filtering system that filters information coming in through all of your senses before it goes to your conscious mind. Your 5 senses receive approximately 400 billion bits of information per second. That information passes through your RAS and gets deleted, distorted, generalised and reduced to about 2,000 bits of information per second. The RAS forms part of your subconscious mind and functions up to 1000 times faster than your conscious mind. Literally, every sensory impulse received will go through it first. There the RAS decides whether the information received is important to you or not. In other words, it will pass the information received to your conscious mind, **ONLY** if the information received is part of your belief structures.



When you focus on problems like debt, all your RAS can bring to your attention is more of what you have stressed as important. If you worry about debt constantly, debt will impress itself as part of your beliefs that you have debt, and your RAS will do whatever it can to bring more of it to your attention. Just think about this. You are still creating new beliefs by focusing on something you desire or dislike daily while feeling an emotion towards it.

We create and attract more fear, worries, depression, illness, unhappiness, and anger when we focus on that daily. We do NOT focus on it because we want more of it. We focus on it because we **dislike it** and want to **get rid of it**. However, as you have learned so far, your subconscious mind does NOT process negatives and can NOT rationalise that it is bad for you. It observes you are focusing on it, so it goes and creates more of it for you. Your subconscious mind creates more of what you dominantly focus on or give attention to.

When your focus on something positive or negative every day for more than 30 days, your subconscious mind automatically turns it into a new belief. Once you have it as a new belief, your RAS will keep showing you more of it every day automatically.

Remember, your RAS filters all the incoming 400 billion bits of information per second and matches it up with the sum of all your beliefs to create your internal reality. Your Internal reality is what you are experiencing right now at this moment.

(P.S. Study the picture on the previous page again to understand this.)

Think about it, where is everything you are experiencing right now happening? Most people will say it is out there. However, the truth is that everything is happening only in your brain right now. You can NOT experience the world out there for what it is. You can only experience the world out there, after it goes through your RAS (your beliefs).

For this reason, we need to control our inside world first so that we can see it in our physical, outside world. This is the way we are consistently creating and recreating ourselves. Today, we are the result of our past thinking, and what we are thinking today, will become our tomorrows.

Life brings to us not the things we should like, or the things we wish for, or the things someone else has, but it brings us “our own beliefs and thoughts”. It brings us the things we have created through our beliefs and thought processes.

Chapter 7: How Your Beliefs Create Your Reality

Before we dive deeper into beliefs and how they create your reality within your head, let me first explain what Beliefs are. Beliefs are all the concepts, ideas and frameworks of life that you know to be the truth. You do not question your own belief structures. According to your experience, you know them to be the truth. For instance, you know you are reading a book now, you know you are sitting in a chair, you know you are on planet earth. How do you know these things? Your belief structures make them truths for you. Everything that you know and experience is real to you because it is supported by your belief structures to be the truth. Does it now make more sense what your beliefs are? If not, reread the paragraph again for the rest of the book to make more sense.

In psychology, there is the concept called premature cognitive commitment. This means that we operate out of automatic habitual behaviours, caused by our beliefs. These are mental structures that we have developed by learning and growing. The way that you can test this is to get a big jar and put a bunch of flies in it. Then put some plastic wrap over the top. There will be enough air in it for the flies to live if you leave it there for about 48 hours. These flies will continue to buzz around and bang up against the plastic wrap. During that time, they will make cognitive commitments about their environment. Two days later, when you take off the plastic wrap, 99% of the flies will stay in the jar. This is because they have made cognitive commitments about their abilities and the environment in which they live.

We tend to do the very same thing. This teaches us that we have made estimates about what we can and cannot do, based on our beliefs. Moreover, we make those estimates based on what we have paid attention to. At first, those flies paid attention to the plastic wrap. They made judgments about their abilities when the plastic wrap was in place and continued to act from those judgments even when the plastic wrap was no longer there. The flies created a “map of their reality.” Even when the real world contradicted their map of reality, the flies continued to behave in the old way. They failed to notice that their world had changed because of their premature cognitive commitments.

As humans, these premature cognitive commitments form our beliefs about ourselves, our capabilities and the world. They were created accidentally while growing up, through life experiences and the conditioning of those around us, like our parents, teachers, and friends.

While these beliefs may have been useful at one time, just as it was once true there was a plastic wrap on the jar for the flies, they may no longer be true today. Yet we continue to act as if they are.

We are products of our personal map of the world (the sum of all our belief structures). This means that our talents or limitations exist more in the inner world than in the outer world. However, just as we accidentally learned to be a certain way, we can deliberately learn to control our brains and learn to be different.

Many people think that we stop the ability to learn at a young age. On the contrary, just within the last year, think of all the new things you have learned. Humans have a unique ability to learn. Science now claims that when we engage our whole being in the task of learning (*acquiring behavioural skills and abilities, instead of just acquiring information, facts and statistics*), we grow new neural pathways. That means we can promote our mental health and sharpness into old age by continuing to engage in activities that promote learning. We are learning machines, and we can learn to feel happy all of the time, just as we have learned to have problems.

An excellent example is a person with a phobia. When a person has a phobia, it is reliable; they don't have it one day and not the next. For example, a person with an elevator phobia will feel fearful even with just the thought of going into an elevator. He does not forget it and finds himself on the fifth floor before realising he is phobic. He simply avoids elevators and will construct his life around staying out of them. Now contrary to popular belief, this person is not broken and in need of a fix. He works perfectly. His phobia is reliable. People will repeat their limiting behaviour caused by a limiting belief repeatedly, even though they wish they didn't. It is automatic. This is why the procrastinator never considers postponing their procrastination.

Now, rather than fix the person, imagine if you could learn to have wonderful feelings and new behaviours as thoroughly and reliably as the phobic or the procrastinator. Imagine if wonderful feelings could operate as automatically as the phobic response. If you begin to think about any problem as a learned skill rather than something to be fixed, a whole new world of possibilities opens up.

We create our experience by the specific ways our Reticular Activating System (RAS) delete, distort, and generalise information we take in through our five senses. (*Look again at the picture in the previous chapter.*) Our experience is determined by what we pay attention to, by what we see, hear, and feel. What we see, hear, feel, taste, and smell is represented internally through mental pictures, **self-talk (AD)**, sounds, and feelings. We literally create our own reality or map of the world. This is how it is possible for one person to feel terrorised by a simple thing like meeting new people, while another person will be excited and energised by it.

Think of it this way; we put information into a computer so that it will perform tasks and bring us the results we want. The computer is pre-existing. The hardware is already there. We use software so that we can accomplish those tasks. The results are only as good as the quality of the software or hardware. Therefore, we need to ensure we have good software and good programs that run reliably. Then we sit at the computer and key in the data. It goes to the central processing unit, where it is converted into computer language "1" and "0".

We tell the computer, in our language, what we want it to do, and it translates our request into an operating language to carry out the functions. You are probably familiar with the concept of GIGO - garbage in/garbage out. If we key in garbage or faulty data, we will get poor results. On the other hand, if we key in the correct data, we get the desired results. Therefore, it is up to us to ensure we provide the computer with the correct data.

In the same way, our neurology is the hardware we had when we entered the world. Our learning experiences while growing up constitute the software (Beliefs). The difference between the "software/beliefs" of our brain and that of the computer is that we came by ours accidentally. We did not have a programmer or an owner's manual (unfortunately, our brains did not come with one), so the programs/beliefs we run are mostly a matter of luck or chance.

But guess what? Everything we learned to do, served some useful purpose at some time. It enabled us to continue to grow, to live, and to succeed! The only difficulty is that the beliefs are an early version, and there have been major advances in the world. Most of our beliefs have not been brought up to date! If you have ever tried to run very old software on a new computer with a new version of Windows, you know how difficult that can be. In the same way, our early learning experiences provided a foundation that formed our belief structures. However, **most of them are now completely outdated, and they need to be updated for your life to change for the better.** How do you update your beliefs? By removing as much of the negative, limiting and sabotaging beliefs running on autopilot in your Subconscious Mind.

How Your Outdated Beliefs Limit You and Sabotage You

As explained earlier, Beliefs are the Framework of who and what we are, what we are capable of or NOT. Beliefs are the internal operating software of the mind. Beliefs filters all the information from the outside world to create the inner experience/reality.

Beliefs control everything you are experiencing right now:

- Attitude
- Behaviours
- Habits
- Success
- Wealth
- Income potential
- Happiness
- Self-confidence levels
- Physical, Mental and Cognitive Capabilities
- Your moment-by-moment experience of life
- Relationships
- Even your health and much more...

(This is just a small list of what it controls.) We all have hundreds of thousands of belief structures making up the framework of our lives and what we are experiencing every moment.

When someone sets out on a new path to improve their life or to become more successful, but their Beliefs do not support it, that person can stand on their head, take all the actions from dawn to dusk, the person will most likely never reach that outcome, no matter how hard they try. Unfortunately, most people are not aware of how their beliefs work against them.

In my coaching programs where I use my Transformation Coaching System™, one of my main focuses is to help my clients become aware of all these Negative, Limiting & Self-Sabotaging Beliefs that are working against them or holding them back.

Beliefs like: *“I am Not good enough”, “I am unworthy”, “I am undeserving”, “I am worthless”, “I can’t do...”, “I can’t achieve...”, I will never become...” “I will never be... happy – successful – wealthy – rich – fulfilled – healthy – independent – recognised – confident – appreciated – respected – passionate – slim – sexy – muscular - super-fit and so on...”*

Once I have helped my client identify all these Negative, Limiting & Sabotaging Beliefs. I use a powerful technique I created called Negative Belief Therapy™ to uproot them at the Subconscious level one at a time and install a new Brand New Empowered Belief to replace the one I uprooted immediately.

It is very empowering when you have the skills to spot these negative, limiting, self-sabotaging beliefs in yourself. Once you know what they are, you can use Negative Belief Therapy™ to uproot them and replace them with a Brand New Empowering Belief.

Negative Belief Therapy™ is a phenomenal technique to use in Transforming your own life and other people's lives.

Chapter 8: Who Is In The Driver's Seat Of Your Life?

We take in information through our five senses, and then translate that into internal images, sounds and feelings. Just as the flies acted from their map of the world, **we act from the one we create inside our head**. We look at what we think we can or cannot do. We tell ourselves both good and bad stories, and we have feelings about how things are. Our feelings are the effect of the pictures and stories we tell ourselves (**AD**). Think about it this way -- if you make a horrible picture or tell yourself horrible stories, how do you feel? Also, do you feel differently when you look at or tell yourself truly wonderful stories? Most people have never been able to get control of their feelings because they have never gotten control of the stories they tell themselves that create the feelings in the first place. I will say that again because it is important! *Most people have never been able to get control of their feelings because they have never gotten hold of the things (Stories/Pictures) that create them in the first place.*

Your subconscious mind acts like a massive storage system. It continues to collect data and sort it because it has been pre-programmed to do so. If you do not program it to generate the kinds of things that you want, it will continue to run on automatic pilot.

For example, how often are you NOT able to sleep at night because you keep re-living an incredibly joyful experience? Seldom, I bet, if ever. Instead, your brain decides to show you vivid re-runs of the bad day you've had. Alternatively, you think about bad things that happened a long time ago or go over and over unpleasant conversations you had with people.

People have become prisoners of their own minds, as if they are chained to the last seat of a bus, and someone else is driving it over a cliff.

Wouldn't it be helpful to learn how to drive your own bus? It is time to put yourself in the driver's seat and know the direction you are travelling. When you are open to learning how, then I can teach you Step-By-Step exactly how to do it.

Chapter 9: Your Perception Is Your Projection

Do you think that it would be important for you NOT to limit any person in any way? Would you like to learn about how we project people and events in our lives? I'd like to introduce a rather challenging concept. When you truly grasp it, you will never let any person down or limit them. You will understand that everything you perceive came from inside of you, and not the other way around. And you will realise that it is all based on this one simple statement: "Your Perception is your Projection."

As mentioned earlier, we can now measure up to 400 billion bits per second being received via our 5 senses. Only about 2,000 bits per second are processed by our conscious mind. More than 99% of the information gets dropped and never reaches our conscious mind.

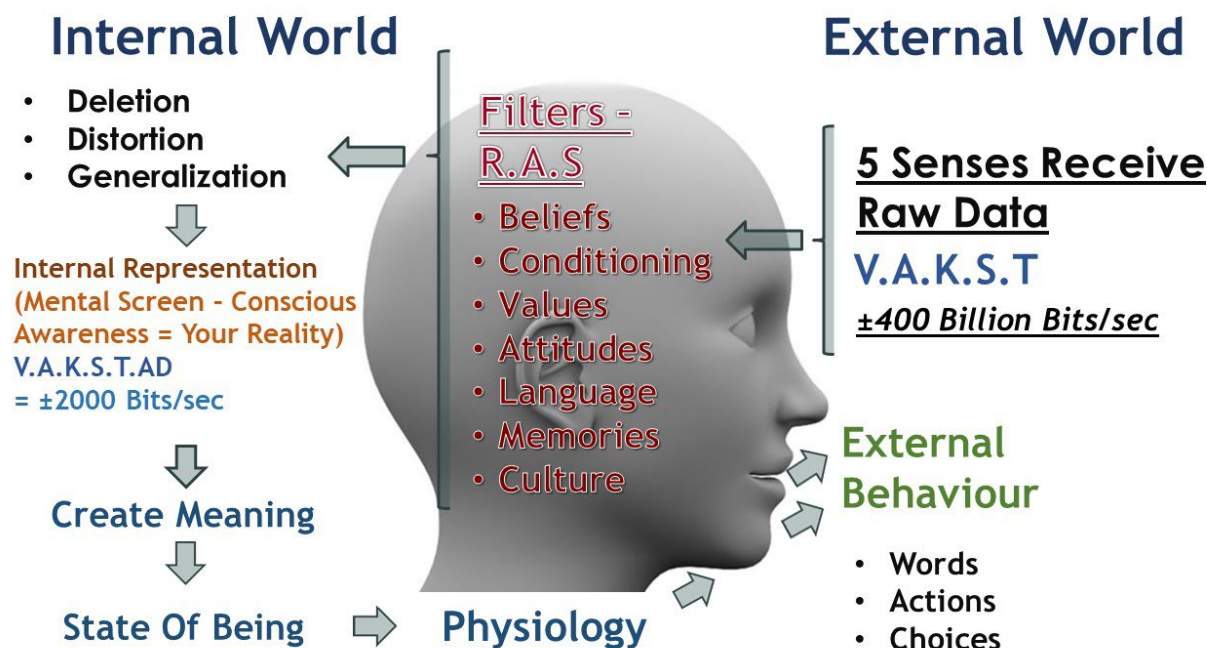
I am repeating what I stated earlier in this book, allowing you to link the new information supplied with what you already know. Remember that 400 billion bps gets filtered down by your **RAS** to only 2,000 bps, and presented to your conscious mind as your reality that you are experiencing right now. This would mean that based on your own belief structures and your model of the world, you get to perceive the world in your own unique way. Your 2,000 bits of information will not be the same as mine. Everyone filters the information differently; we all delete, distort and generalise the information in our own way, based on our own belief structures. My beliefs/filters are not the same as yours. Therefore, no two people will get the same information - each will be based on that person's own unique belief structures.

The world is not what it seems to be; you perceive just one small version of it.

People cannot be in our lives other than what we project them to be within our brains. As explained earlier, everything you are experiencing is only happening in your brain. We cannot perceive anything from the outside world that is not already part of our belief structures. Also, you cannot really perceive the people around you for who they really are. You can only perceive one version of them, the one that has been filtered through you. Our beliefs/filters are not the same - we only experience what is left of the information. This means that you cannot perceive anything from the outside world that is not part of your belief structures! Perhaps a heavy statement, but it is true!

Your subconscious mind will project these things for you; it will get you to perceive things in a way that is aligned with your current belief structures. You will experience things that you need to experience and learn the learnings needed for you to grow and expand.

This is the basis of “Your Perception is Your Projection.” The event is never something good or bad until you process the information and **you** give it meaning. *(Look at the Picture below after Internal Representation.)* Based on your internal belief structures, values and subconscious mind, you will experience the event only in a certain way and not in a way that it really is.



Let us say, in a room of five people, somebody brings to each of them a huge portion of some delicious cake. I guarantee that each of these people will experience this very same event, this very same gesture, in their own unique way. Some will be insulted since they did not order any cake, and some will simply eat that cake with a huge smile. Some, perhaps not satisfied with their weight, might have angry thoughts against this person who brought that cake! They might even curse the cake-bringer for just wanting them to get fatter! Lastly, some will really appreciate such a lovely, thoughtful gesture.

I am sure you can easily see where this is going and how your perception significantly alters the events surrounding us. So much so that we all get to experience life differently. **This is how you project the outside world, within yourself! It is all happening in your brain; however, it appears to you to be without.**

Suppose you can believe in everyone's magnificence, as I do. In that case, you can also believe that everyone can make changes instantly. If you believe that kids could get great grades easily and become magnificent in school, then the kids will then actualise your beliefs. If you can change the way you think, the things you think about will change in your life. Your outside world (which is happening in your brain) is a mere reflection of your inside world.

If you can change your thinking about a person in your life that annoys you, then that person will change for you. Keep changing them inside of yourself daily in a positive way first, before you see the change in the outside world. When you change the way you look at things, by changing the story you tell yourself about the thing, then that thing will change. Do that *now* and see how your outer world changes. *(Note, you have to do it congruently and full-heartedly daily for it to work)*

***What comes in handy here is one of the prime directives of the subconscious mind:
“Your subconscious mind takes everything personally.”***

This is good news and bad news. Your subconscious mind takes everything you think about someone else, **personally**. As far as your subconscious mind is concerned, there is no one out there but you. When you have specific thoughts about other people, be it positive or negative, your subconscious mind thinks you are thinking those thoughts about yourself.

When you can have a positive attitude about any person, your subconscious mind will perceive that you have the same positive attitude about yourself. When you love people outside of yourself unconditionally, your subconscious perceives you love yourself unconditionally. How is that for a thought?

Chapter 10: Your Outside World Is A Reflection Of Your Inside World

In life, we will always act like the person we believe and think we are, the person we see in our Self-Image. That decision of choosing who and what we are is solely ours!

“You are, Who you Think you are.”

Do you wear all those so-called “jackets” of depression - some kind of illness, unworthiness, sinner, not good enough, guilt, hurt, anger? If that is what you see and believe, then you are definitely right.

Why do you allow yourself to become a hostage to the negative influences of your Ego, other people, and your unwanted circumstances? Whoever it was that told you that you *could not do something* showed no belief in you. They told you that you are not good enough, worthless, that you are unacceptable, or that others are brighter than you are. Well, that can be correct, if and only if **you allow it to be**. **The decision is yours and yours alone!** Something can only hurt you if you choose for it to hurt. Put what they said in the past because *it is in the past*.

“You are, what you Believe you are.”

You know more now than you did in the past. Because of that fact, you have more going for you today than you did before. You can use all of this past learning to empower yourself and have a more fulfilled and happier life than you ever imagined possible. So why do you choose to use your past as our excuse for pain, illness, depression, negativity, anger, hurt and discomfort? It is over. Let it go and move on. Now I know from personal experiences that what I just said now is easier said than done. That is why I created a powerful technique for myself to be able to do it easily. It is called Negative Emotional Therapy™. More about it later in the book.

“Failure is only feedback of how NOT to do it. What can you learn from the feedback to do it better next time.”

What benefit do we get by advertising our flaws to others and ourselves? Too often, we eagerly discuss our weaknesses and failures with anyone who will hear it. We pass out invitations to “our masked pity party ball, and there we unmask our disbelief in ourselves.” Decide what you want to be, set goals to get there, and create action steps to accomplish your goals. *(More step-by-step guidance on setting and achieving your goals at the end of the book. First, learn how your mind works to use it deliberately to achieve your goals faster, with less effort.)*

Most people live in the world without (*they have bought into their circumstances*); few have found the world within (*the creative world within – beliefs, thoughts, feelings and behaviours*). Yet, the world within generates the world without (*your perception in your brain that the world is without*). The world within is creative, and everything you find in your world without, you have created in the world within. The world within is the cause, the world without is the effect. To change the unwanted effect, you must change the cause within (*your inner world*) daily. This is exactly what all my coaching programs do. It changes the world within for a person, and the world without automatically changes for the better. The power of doing it this way is that it creates lasting positive, successful and empowering effects for people in their lives.

Whatever is going on in your outside world is a reflection of your inside world. If there is chaos and havoc in your outside world, there is chaos and havoc in your inside world. The inside world reflects directly onto the outside world. Think about that for a moment... Are you still reading? No, really think about it for a moment. How is your outside world? Now look deeply inside of yourself and have a good look at your inside world. Can you see how your inside world reflects onto the outside world? If you have conflict, struggle, hate, anger, depression and low self-esteem on the inside, it will display and come back to you from the outside world in many forms.

The way to get in control of *your* outside world is definitely **NOT** to try and control the outside world. I am sure you have tried that before and found that it does not work. We do NOT have the power to control the people and circumstances in the world outside. The best way to give you lasting results in controlling your outside world is to start getting control of your inside world, where **you** have the **power**.

For now, I will share two things with you:

What Ever You Resist Will Persist In Your Life

Resistance is yet another “**Culprit**” that **Stops** us dead in our tracks to **HAVE** what we choose to have and living a more abundant happier life. Resistance is everything that you dislike, despise, avoid, condemn, reject, fear, hate, upsets you, or makes you angry.

What happens when you resist? You put your focus and attention on it because you want it out of your life. What do you get? More of it!!!

Any behaviour or circumstance you resist will persist in your life. It is in your life because you need to learn something from it to grow yourself as a person. We are all here on earth to grow. If you stop growing, you start dying, and that is a natural law of the universe, like gravity.

The best way to deal with the thing that you do **NOT** like that keeps on persisting in your life, is to accept it. I really mean accepting it without judging it or condemning it. Once you have completely accepted it, start looking for the learning in it that will help you grow.

You will not be able to learn from it if you can not completely allow and accept it. Accept that its purpose for being in your life is to help you grow by teaching you what you do NOT want in your life. As soon as you do this, you will get the learning from it, and the problem will start to disappear. It is as simple as that.

Now, this might sound strange to you, and you might be thinking, “Is this person for real, or has he lost his marbles?” Yes, I am for real, and I still have all my marbles together.

All I ask from you is to have an open mind and really test this in your life. **You have nothing to lose.** Just test it and see for yourself. Do your best to really allow and accept it inside of yourself. To fight it is to RESIST it, and then the problem will persist in your life.

When You Are In Control of Your State Of Being, You Will Control Your Results

When you are in an unresourceful negative state of being, for instance, feeling down, anxious, angry, hateful, or depressed, I want you to do the following. Say to yourself, as loud as you can, with as much intention as possible:

“I CHOOSE TO FEEL GOOD, RIGHT NOW!” – X 3

Or

“I CHOOSE TO FEEL GREAT & HAPPY, RIGHT NOW!” – X 3

You have to emphasise as much emotion in these words as possible. Immediately after that, think of a time when you were really feeling good, great, happy or any other positive emotion. Keep that thought/picture in your mind for 20 - 30 seconds, and then repeat the above sentence 3 times again. If you do this with the mindset to succeed, you **will** get to that state of being. You *can* control your own state of being; you just do not know it yet. You are now just like a baby, learning new things in life. The more you do this, the easier it will become to reach this state of being. Each time will require less effort because neurons that fire together begin to wire together.

When you are in a positive, resourceful state of being, you vibrate at a higher frequency. The benefit of it is that by the law of vibration/attraction (*more on it later in the book*), you start to automatically attract more good, positive things and opportunities into your life. Doesn't that sound like something you would like to experience every day? If so, do whatever it takes every day to get yourself into a positive state of being.

Chapter 11: Your Conscious Mind

The conscious mind is the CAPTAIN of the great and powerful subconscious mind. This is the part of you that is thinking and reasoning. This is where your intellect and free will resides. This part of your mind decides the “changes required” to live the type of life you choose to experience. The conscious mind can accept or reject any idea, unlike the subconscious mind, which accepts everything as the truth.

Conscious Mind Facts

- It controls only 2 - 3 % of actual perceptions and behaviour.
- Its conscious impulses travel at 200-225 km/s.
- The thoughts you consistently choose and impress from your conscious mind to your subconscious mind will determine the results in your life.
- It desires things and outcomes and can then set goals to have them.
- It is Time-bound. It operates in the past and the future instead of the present moment.
- It is Limited in processing capability. On average only 2,000 bits of information/second.
- It is your Short-term memory.
- Focus only on 1 - 3 things at a time.
- It is your Creative Power to Imaging and Visualize.

Go back and compare the above facts with the subconscious mind facts and notice the vast difference in processing power and abilities. We are fed information at approximately 400 billion bits per second through our five senses (V.A.K.S.T). These go to your subconscious mind for processing. Your Reticular Activation System (RAS) filters ALL that information based on our filters, like your beliefs, values, etc., and prioritises this information. Your RAS performs three main filtering functions; it deletes, distorts, and generalises information. It does this ruthlessly since it needs to reduce the information from 400,000,000,000 bits per second to the 2,000 bits per second that your conscious mind can process.

When comparing the difference in processing capacity between the conscious and the subconscious mind, you realise that we get to consciously experience less than 1% of what our senses actually process. More than 99% of the information is lost or given a different meaning based on your beliefs structures filtering the information in your RAS. You have learned that your senses are limited in their capacity, so you do not process everything out there. Therefore, you do not get the complete picture through your senses. Now, you are faced with the realisation that you get to experience less than 1% of what your senses can process consciously. Think about it this way; the world is not the way you see it consciously. You only see one version of it, based

on your belief structures/filters and how your subconscious mind is wired. After understanding this, I realised why so few people could see all the opportunities and possibilities to achieve success in life. The only difference between people's perceptions is how their minds filter all the information, which comes down to their beliefs. They definitely delete and distort less of what is important to be successful.

This is really, really good news. Mathematically speaking, you have so much to work with to create a change in your perception. By taking control of your filters, in other words, start steering your life by changing your beliefs, thoughts, and your state of being. You can do this by removing as many negative, limiting and sabotaging beliefs as you can become aware of and letting go of all your negative emotional charges (NEC) and other changes in your subconscious mind. When you start doing this, you will change your reality.

Changing or altering the beliefs/filters that your RAS uses to determine which information gets deleted, distorted, and generalised will give you a different 2,000 bits per second to work with. This will change the reality that you get to experience. (*Remember, it is only happening in your brain.*) This is what makes us so unique and how we experience this world in so many unique ways. Our beliefs shape our reality.

Also, no two people on earth have exactly the same beliefs. Since no two people have the same beliefs, no two people can experience or see the world in exactly the same way. This is why each person has their own unique module of the world, which means each one of us has our own reality.

“When did we decide to judge one another?”

Chapter 12: Six Intellectual Functions Of The Conscious Mind

Reason

Deductive reasoning - is the part of your personality that separates you from the rest of the animal kingdom. Your deductive reasoning can help you collect ideas when adequately developed, but what you choose to do with them will determine their outcome. This is also known as critical or analytical reasoning, which questions every thought and idea. You should always be questioning ideas and deciding whether or not the idea will improve the quality of your life. If the answer is YES, it most probably will. If the answer is NO, then you should probably reject the idea, regardless of who suggested it.

Inductive reasoning - has no ability to reject ideas; it can only accept the idea and pass it on to your subconscious mind. When you are in an inductive state, you are not thinking for yourself, and you become the product of your environment. You are open to all the influence of your surroundings, being positive or negative. This normally happens when you are in a trance. Watching TV will put any person in a trance. Make sure you are in control of what you are watching.

Willpower

Willpower is a very powerful part of your attitude. You should definitely treasure the will to live and succeed, as without it, we lose the energy that keeps us going forward. Without it, we start disintegrating. By constantly pushing yourself beyond your own limits, you will improve your willpower over time. More willpower will give you more focus and determination to succeed in life. I like to do mountain biking to push me beyond what I think I can do and endure. This has helped me tremendously in improving my willpower.

Imagination

Imagination is the ability to form mental images. It is a fundamental facility through which people make sense of the world, and it plays a key role in the learning process. Imagination is also the creative part of you. It is the best way to communicate with your subconscious, showing it exactly what you want. By creating your ideal life with your imagination by consciously visualizing yourself having your desired outcomes, you set everything in motion for it to become a reality.

Memory

Your conscious mind has a short-term memory, which is electrical in nature. Your subconscious mind has long-term memory, which is chemical in nature. You also need to know that all of your memories, all of them, are perfect memories and are forever stored in your subconscious mind.

Intuition

Intuition is to know something before you think. It is the inner feeling that tells you that something is good or bad, without any facts supporting your feeling. You can sometimes sense people's state of being, which will allow you to feel whether someone is positive or negative.

Some people you feel like talking to, and other people you do not. It is simply your intuitive response to their state of being. Picking up negative, stressful vibes from a person does not necessarily mean that the person in question is bad. It could just mean that that person is experiencing a stressful day or some tragic loss in their family. The vibe you are picking up is correct and real. The meaning you give it is based purely on your conditioning. Be cautious with your judgments.

Perception

Our perception depends on our belief structures. This means that we do not see the world as it really is. We see only what our subconscious mind or our "internal map/model of the world" was conditioned to see. Remember;

"The Map is Not the Territory."

Chapter 13: The Psycho-Cybernetic Mechanism

Before I explain the *psycho-cybernetic mechanism*, let me first explain the cybernetic mechanism found in machines and some animals. This mechanism is simply a control and response mechanism. We use it everywhere today - in our air conditioners, autopilots, etc.

A cybernetic mechanism is designed to monitor a specific parameter and take corrective action to correct any deviation. Air conditioners now have climate control and can maintain a set temperature. Adjusting the air conditioner's settings will compensate for any other temperature influences. Because of the cybernetic mechanism, the air conditioner will activate and deactivate to maintain the set temperature. Autopilot technology in aircraft also makes use of cybernetic mechanisms.

The *psycho-cybernetic mechanism* monitors what we refer to as your comfort/familiarity zone. The psycho-cybernetic mechanism is in charge of keeping you in your comfort/familiarity zone. It does not matter how bad your current situation is or how badly you want to change. When it picks up any deviation from your comfort/familiarity zone, it sends feedback to your nervous system. Your nervous system then tries to "correct" the deviation by creating an emotional stimulus to bring you back into your comfort/familiarity zone.

One day, a salesperson who works on a commission-based salary decides to earn double what he did the previous month. Logically, this would require longer working hours, twice as many calls, and probably some other sacrifices. After a week or so, his income could have been higher than the previous month's income. However, his psycho-cybernetic mechanism had kicked in and sent neural transmitters to cause him to feel doubts, fear, and anxiety. It caused him to rationalise his choices, and he never followed through with what he intended to achieve.

When this happens to you, bear in mind that it all happens automatically and so fast that you have no idea it is happening. It will start justifying old behaviour. You might find it perfectly reasonable to take a break since you have worked so hard. It will literally find a dozen excuses for why you should relax a bit and slow down. All this is to bring you back to your old comfort/familiarity zone. It does not care whether you are happy or unhappy in your comfort/familiarity zone. Its job is simple: keep bringing you back into your comfort/familiarity zone.

This is a very critical point. Without resetting this system - nothing will change! This system causes you to consistently behave that way, continuously returning you to your old state of being and behaviours.

"Familiarity is the most powerful force in human beings."

Virginia Satir

The opposite of familiarity is the unknown. When you were a child, almost everything was unknown. Each day brought new exploration and a new set of possibilities. When you learned to walk, you kept going even if you fell, getting back up each time, over and over, always smiling. You kept doing this because of your unshakable desire and belief that you **would** walk.

You will find people with lives they did not dream of; they might be in dead-end jobs that barely pay the bills. However, at least they have the comfort/familiarity of knowing what tomorrow will look like, no matter how boring or depressing it may seem. They know that although it is not the life of their dreams (***it is probably more of a nightmare***), they are used to this life. Their need for certainty is so strong and overwhelming that they end up settling for less, staying where they are, and not allowing themselves to experience the unknown.

To change your psycho-cybernetic mechanism, you need to continually bridge your comfort/familiarity zone. It will always feel uncomfortable initially, and this is where you must use your willpower/desire-power and keep pushing forward. Within a short period, you will get comfortable again. This is when it is time to bridge your comfort/familiarity zone again and start moving on to the next level. The more you do it, the easier it becomes, and the faster you start growing to achieve success in life.

P.S. Click or Copy & Paste the link below in a Browser to watch a **3½ minute Animation Video** on my website that explains how the Psycho-Cybernetic Mechanism & Amygdala works and how they can **Sabotage you** and all your efforts to Success & Achieving your Goals.

<https://transformationcoachingacademy.co.za/psycho-cybernetic-mechanism/>

Chapter 14: Negative Emotional Charges (NEC)

Now, let us talk about emotions. I mentioned before that your subconscious mind is also the emotional part of you. Emotions play a significant role in conditioning your mind. Whenever you experience something compelling and emotional, your brain will react and release chemicals and proteins together with information sending it down newly created neural pathways.

This is how we can create strong, dominant beliefs in an instant! This process can happen in seconds, and the perfect example is a phobia. When we experience great fear or a near-death experience, new beliefs are created almost instantaneously.

Imagine a snake biting you! You will see the snake biting you, you will feel enormous pain simultaneously, and you will know, based on your old conditioning, that you may die. This experience is an imprint in your mind, and in a matter of seconds, you would be scared of a snake when you see one. You might even fear being in a similar environment as the neurons that fire together, wire together. Experiencing a similar environment will fire over those same neural pathways. It will evoke the stress hormones that will remind you of your previous experience.

“Neurons that fire together — wire together”

Emotions can serve us very well. Emotions, if intense enough, always produce behaviour. When you are in control of your emotions, they will support you in creating the life you want. This is because you will then attract what is inside of you. Most people hold onto significant volumes of Negative Emotional Charges (**NEC** - the memory of feeling an emotion) to the extent that they become a burden. **They are such a burden that they affect our focus, thinking, and behaviour, producing corresponding negative results in life.**

It became a custom in western society to say things like, “You need to accept me for who I really am! If you really loved me, you would accept me with all my issues,” and so on.

People are not their behaviour! People can change if they want to and have the resources to do so. I am sure that your behaviour has changed during your lifetime. I am also sure that you are still the same person. The question is, what resources can you use and what behaviour needs to change? Emotions play a big role in our lives, even from a health perspective! Positive emotions are great for your body. Think about it!

What happens when you are experiencing any positive excitement or any form of happiness? Your whole body goes into that state the instant your subconscious mind starts processing those positive emotions. Every cell of your body will start dancing and glowing, and you will have a huge amount of energy flowing through your body.

You know this, but most people are not aware that **negative emotions are NOT good for the body**. In fact, they are the most significant CAUSE of all our diseases, illnesses, syndromes and discomfort! All dark and degenerative diseases/illnesses come from either a significant emotional event or piled-up Negative Emotional Charges (the memory of feeling the emotion). The major negative emotions are **anger, frustration, rage, shame, sadness, fear, anxiety, worry, doubt, hate, hurt** and **guilt**. Your mind will keep them in your body until it gets some learning or resolution to process them.

Do you still feel like hanging on to them?

When we look at emotions from a quantum physics point of view, everything is light energy vibrating at a certain frequency. Your emotions are energy stored in your neural network. Negative emotions have a very low negative energy and a very low frequency. They vibrate so low that they bring down the whole person's vibrational energy. This has a very negative effect on the person as a whole and their health. One of the universal laws of nature is **like vibration, attracts like vibration (The Law of Vibration)**. A body vibrating low **will automatically attract only low vibrational things**. Now, you might have wondered why so many negative things constantly happen to miserable, angry, sad and depressed people. Their low vibration automatically attracts all those low vibrating negative things into their lives. They are actually dying from the inside out!

The moment you release all those Negative Emotional Charges (NEC), your own body's vibrational frequency will pick up. You will have a much **higher vibration**, thus **automatically attracting many more good and positive things into your life**. You will have much more control of all your emotions and thoughts. You will be able to choose precisely how to feel every moment in **any** situation. Why not choose to feel great all the time? That is what I do. Now, I am not suggesting that you want to **feel great right now**. But just imagine being in control of your emotions and thoughts. How much better will you be able to steer through life, effortlessly? What will that be worth to you? For me, that is priceless! You simply cannot put a price on this!

Chapter 15: Negative Emotional Therapy™

Negative Emotional Therapy™ (NET™) is one of the most powerful coaching techniques I have created over 12 years of testing, trial and error, and I finally got it down to a scientific structure that works like a Bomb. Negative Emotional Therapy™ can release a whole lifetime of Negative Emotional Charges (NEC - the memory of feeling an emotion). It can release the whole range of negative emotions such as **anger, shame, sadness, fear, hurt, frustration, hate, doubt, anxiety, worrying, guilt...** that have accumulated in your neurons throughout your entire body over the years.

Negative Emotions that are suppressed and unresolved will, over time, create a lot of havoc in a person's life. When it is out of control, it can cause damage to relationships, the work environment, to the person's health and limit the ability to achieve success in life.

If left untreated, this can even cause depression. When you do not understand how your emotions serve you but instead dwell in a Negative State, you will ultimately stop yourself from *Living your True Potential*.

You will agree that you have had tens of thousands of events in your life where you experienced some form of Negative Emotion. Life is full of events that cause us to experience negative emotions.

Did you know, when having a Negative Emotional Response or Feeling to anything or anyone and you do not deal with that emotion right there, your mind and body automatically store a Negative Emotional Charge (NEC) in your Neurology at a subconscious level? The more of these Negative Emotional Charges (NEC) get stored and suppressed in the Neurology, will start forming chains of Negative Emotional Charges (NEC), called Gestalts. And the more you experience these negative emotional responses or feelings, the stronger your Gestalts become.

NET™ will release all the Negative Emotional Charges (NEC) that have accumulated from conception until the present day. Studies have shown that from the time the first clusters of cells start to form in the mother's womb, the fetus can start to experience emotions. Mostly it's not experiencing its own emotions, but the fetus can sense the mother's emotions and accept them as its own. This seemingly only happens if the mother experiences highly charged emotional events or rejects the child during pregnancy.

To date, I do not know of anything more potent than Negative Emotional Therapy™ to eliminate all Negative Emotional Charge (NEC) from a person's past memory bank and neurology. This technique totally gets rid of a lifetime's NEC in a very short period.

That's right! The whole process of the technique **per negative emotion** takes about 20 – 25 minutes, depending on the individual. After doing Negative Emotional Therapy™, on each one of the negative emotions, a person can no longer feel those negative emotions of **anger, shame, sadness, fear, hurt, frustration, hate, doubt, anxiety, worrying, or guilt** when recalling any event from their past. They can do their best, but they will not be able to feel those emotions anymore. The memories will still be intact, but all the events will be balanced, with no emotional charge left on them.

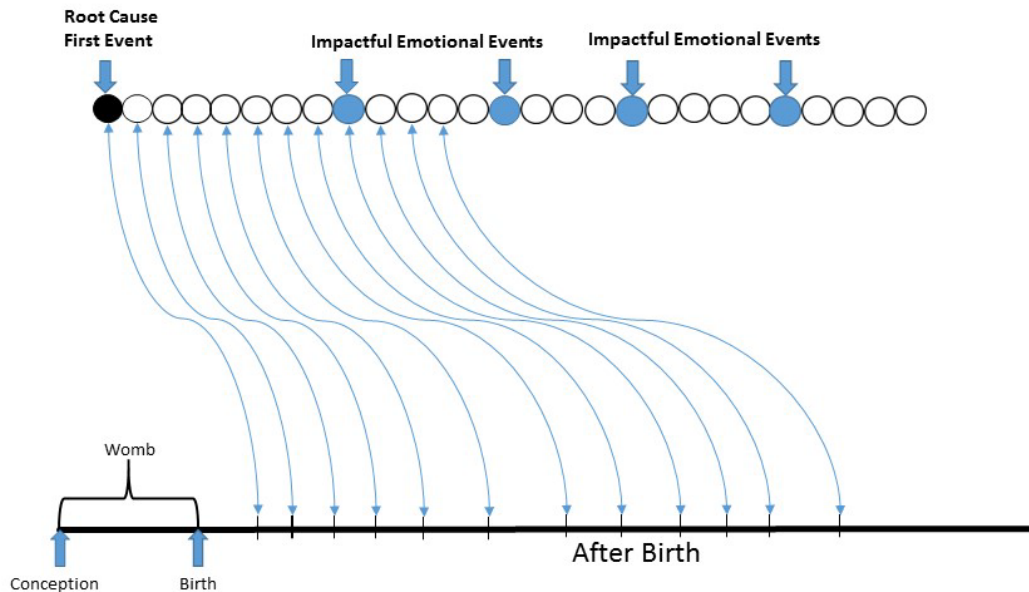
Most Psychologists and Psychiatrists try to pinpoint the highly-charged events in a person's life by using Psychoanalysis to help a person get over it. Psychoanalysing everything will be time-consuming, exhausting, and emotionally draining. You will have to go and visit every event in your life one at a time and talk about it - in the hope that you will let go of the NEC in the event.

This is a very powerful process and can help so many people to get in control of their emotional state. **The technique raises people's Emotional Intelligence (EQ).** As I explained earlier in the book, our emotional state determines our results in life. So to change your result, you need to get in control of your emotional state of being.

Now, do you remember what I said earlier about negative emotions being energy in its smallest form, stored in all the neurons throughout your body and connected to specific events that happened in your past? (*In psychology & psychiatry, they call them **Emotional Gestalts***) Negative Emotional Therapy™ releases the entire negative energy charges (**Emotional Gestalt**) in a person's neurons throughout the entire body. The process helps the person to release all of those negative emotional energy charges that they have built up over the years. It does not interfere with the memories themselves; it only releases the negative emotional charges.

Let me give you an example of how Negative Emotional Charges (NEC) are formed in your neurology. For example, let's say that you experienced anger for the first time in your life when you were about one year old. Maybe someone took something from you, and you got a little angry. That was the first time you experienced (felt) anger in your life. Your subconscious mind felt this emotion for the first time and then stored it in your neurology. After that, every time you experience anger, your subconscious mind links it to the first event, like a cascading chain effect. After 3-4 links, a Negative Emotional Gestalt is formed. On the next page is an illustration of what I mean.

Illustration Of The Root Cause Of An Emotional Gestalt



Now, the more anger events there are in your life, and the older you are, the longer the chain will become. The impact of that specific emotion gets bigger, controlling your life or spinning out of control when it gets triggered. *This is why in many cases, the older people get, the more emotional outbursts they will experience and the less control they will have over their emotions.*

What Negative Emotional Therapy™ does is to find the first event with the help of your Subconscious mind, and then help you to deal with it by getting learnings from it. Afterwards, the subconscious will be ready to let go of the emotional charge on the event, and the technique will guide you through the process of letting it go. By letting go of the emotional charge on the first event, which was the **root cause** of the Gestalt (*the foundation of the Gestalt*), all the rest of the emotional charges will collapse and release together.

The whole Gestalt (emotional chain) will collapse, and the emotions will be released from all the neurons in the body. This will be done on each emotion, one at a time, until all the Negative Emotional Charges (NEC) are released. Once all the negative emotional gestalts have been released, the person will no longer be able to feel any of the emotions mentioned above in any event in their past.

Negative Emotional Therapy™ is currently only available in my **Transformation Coaching System™**, which is part of my **Transformation Life Coach Training Course**. However, I will soon make it available globally in an online membership area to invest in it for yourself. **Keep checking your inbox for updates on this.**

Some of the Major Benefits of Going Through Negative Emotional Therapy™

- 1.** Your Emotional Intelligence (EQ) Increase.
- 2.** Your Negative Emotions are no longer easily triggered anymore.
- 3.** The chain of negative emotional charges no longer fires all at once when a negative emotion does get triggered.
- 4.** Your Learning's from releasing the emotion during the therapy automatically kicks in to help you control your emotional state easily.
- 5.** Your Minds Creative Energy Increase in the Brain. The Creative Energy used to suppress the Negative Emotional Gestalt in your body's Neurons gets freed up and moved into the Brain.
- 6.** Your Physical Energy Increases.
- 7.** Your Bodies Overall Health and Vibrations Increases.
- 8.** You move up into a Positive Consciousness and Awareness.
- 9.** You become more present in the now and no longer thinks about the past's negative experiences.
- 10.** You become more positive and optimistic about your future.
- 11.** You become more Goal-Oriented and start to set and achieve goals faster, with less effort.
- 12.** You generally think more positively, feel more positive, and experience a more positive outlook in your life.

Chapter 16: The 12 Universal Laws

In *The Light Shall Set You Free*, Drs. Milanovich and McCune (1998), state that there are 12 universal laws and 21 sub-laws that describe ways in which cause and effect are related. The universal laws are guidelines for behaviours that will enhance our physical, mental, emotional, and spiritual growth.

The universal laws are all interrelated. It is proof of the understanding that everything in the universe is energy, including us, and that energy moves in a circular fashion. We are a whirling mass of electrons, protons, and rapidly spinning energy at the microscopic level. In fact, everything in the world is comprised of energy, and we are therefore connected with this sea of energy, this sea of whirling electrons.

Our thoughts, feelings, words, and actions are all forms of energy. What we think, feel, say, and do, comes back to us to create our realities. Energy moves in a circle, so *“what goes around, comes around,” “what you sow, you will reap”*. The combined thoughts, feelings, words and actions of everyone on the planet create our collective consciousness. They create the world we see before us.

The exciting news is that because our thoughts, feelings, words, and actions create the world around us, we have the power to create a world of peace, harmony, and abundance. In order to do this, it is essential that we learn to control our thoughts and emotions. Understanding the universal laws help us to do this.

The universal laws that follow are exact laws, like Newton’s Law of Gravity. It always works, even though you may not fully understand how it works. It always works.

If man did not understand the Law of Gravity, we would not be able to fly, build any bridges, go to space, or do other things that require our understanding of the Law of Gravity. Therefore, it is in **your best interest to really study these universal laws repeatedly**. Align yourself with them, and your life will become much easier to live. Just know that this is a quick overview of the universal laws. Some books and programs explain this in much more detail.

1. The Law Of Divine Oneness

The Law of Divine Oneness helps us to understand that we live in a world where everything connects to everything else. Everything we do, say, think and believe affects others and the universe around us.

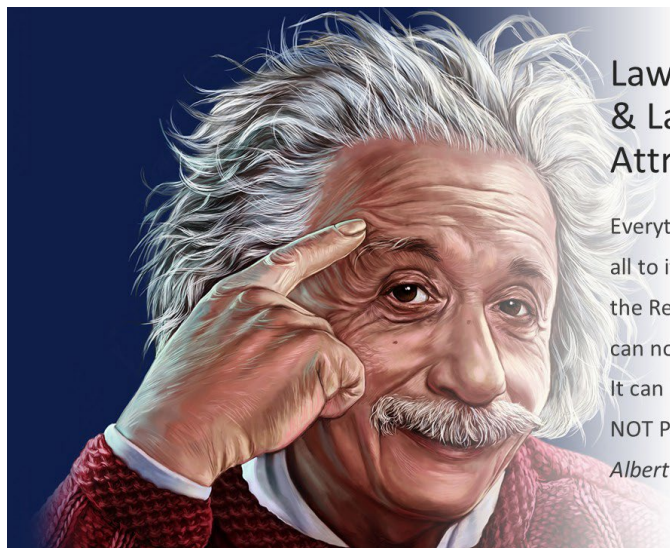
2. The Law Of Vibration

This universal law states that everything in the universe moves, vibrates, and travels in circular patterns. The same principles of vibration in the physical world apply to our thoughts, feelings, desires, and wills in the etheric world. Each sound, physical thing and even thoughts have its own vibrational frequency, unique unto itself.

This is the ultimate law of laws. Everything in the physical world in its smallest form is essentially energy. All energy vibrates constantly. Nothing ever rests. Rates of vibration are known as frequencies measured in Hz (vibrational cycles per second). The higher the frequency, the more potent/powerful it becomes. Our thoughts are one of the highest forms of vibration known to us.

The law of vibration states; **that like/similar Vibration attracts like/similar Vibration** – High vibration attracts high vibration – Low vibration attracts low vibration. We attract by the law of vibrations every second of the day things that match our State of Being. Our Consciousness & Emotional State of Being determines our Vibrational Frequency. Positive Emotions let you vibrate at a Higher frequency, automatically attracting more positive things into your life. Negative Emotions let you vibrate at a lower frequency, automatically attracting more Negative/Distractive stuff into your life. You attract per second whatever you vibrate at 24/7.

Work on yourself daily to keep your state of being positive all day long. Use my Power Intention Statement I gave you earlier in the book: **I Choose To Feel Great & Happy, Right Now!!!** Repeat this 3 or more times to change your state of being into a powerful positive state. You can replace “Great & Happy” with any positive feeling you would like to experience.



Law of Vibration & Law of Attraction

Everything is Energy, and that's all to it. Match the Frequency of the Reality you want, and you can not help but get that Reality. It can be NO other way. This is NOT Philosophy. This is Physics. -

Albert Einstein

Remember that your subconscious mind is connected to all \pm 50 trillion cells in your body. Your state of being will influence and dictate the frequency your whole body will emit. Therefore, it will attract things with matching frequencies that resonate with you. In nature, you can see the law of attraction wherever you look.

Take the acorn, for example. When placed in soil, it will immediately start attracting all the nutrients and energy needed for its expansion. Imagine an army of obedient soldiers marching towards it in the form of nutrients it needs. If the soil has the needed nutrients, they will be attracted to the acorn by the law. The acorn will expand and start growing to become a beautiful oak tree. The idea of the oak tree is in the acorn's blueprint - its DNA. It has no other choice but to become an oak tree if provided with needed nutrients and water.

You get to *choose* your Goals and manifest them into your life. When you set a goal, you have planted a seed of a specific outcome you desire. What most people then do is let their impatience kick in. They dig out the goal (seed) to see if it has started growing by looking for instant results or doubting that it will ever manifest. You need to have patience, believe in the natural order of things and give enough time for the goal to grow and become what your intention was.

You must get out of nature's way and let it do what needs to be done. Keep the soil (your mindset & state of being) full of nutrients and adequate water (positive beliefs, thoughts & emotions), focus on the **end result** and let nature do what it does best. It starts working immediately, the moment the goal is set/planted.

We know that a tomato seed needs about 100 days to become a tomato. We know that it takes around 9 months for a woman to have a baby, from conception to birth. There is an incubation period for every seed/goal to mature. You just need to get out of the way and support the idea/goal, stop doubting it and stop questioning nature at what it does best.

3. The Law Of Action

The law of action must apply for us to manifest things on earth. Therefore, we must engage in actions that support our thoughts, dreams, emotions, and words.

4. The Law Of Correspondence

This universal law states that the principles or laws of physics that explain the physical world – energy, light, vibration, and motion – have their corresponding principles in the universe. “As above, so below.”

5. The Law Of Cause & Effect

This Law is a very important Law to understand when you want to take control of your life and your thoughts. Nothing happens by chance. You create your own reality.

This universal law states that nothing happens by chance or outside the universal laws. Every action has a reaction or consequence, and “you reap what you have sown.” You must have heard a statement that says, “cause causes a certain effect,” or $C = E$. The law of cause and effect states that for every action, there is an equal and opposite reaction. You are always the cause; you just do not know it yet. **Your results are the effects of your dominant beliefs, thoughts, state of being, choices and actions.** For example, think about the results you have created in your life. By results, I mean EVERYTHING you have created for yourself and others - your health, relationships, career, bank account, house, cars, etc. Have you ever wondered how you created these results?

If you think about it logically, it had to be the dominant beliefs, thoughts, state of being, choices and actions that you produced. You DID something, whether it was a decision you made or action that you took, which caused the result in your life. “I did nothing” does not count. As long as you are alive, you must do *something*. Perhaps you spent a whole day watching TV. You would refer to it as “I did nothing the whole day,” but this would not be the correct or precise description of your actions, would it?

Your results are the effects of your beliefs, thoughts, state of being, choices and actions. Every thought or action you send into the universe must come back. That is why I say that you should always think positive and creative constructive thoughts, say good things to everyone, treat everyone with respect and love. All those things will, by law, come back to you. If you concentrate on the cause, you never need to worry about the effect. Let the natural order of life take care of the effect, as that is what it does effortlessly and by default.

Sadly, most people in the world are on the effect side of this statement. Just so you know, there is no problem with that, that’s ok. It’s a matter of choice. However, on one side (effect), you have blame, complaints, justifications and reasons why you are NOT getting results. On the other side (cause), you take responsibility and have **Results**. *Reasons* are reasons for not getting results. Some people have very good reasons for not succeeding. The reasons might be “Oooh, my background, my family, the economy, bad government... mmmm my husband, my kids, my father, my mother, my education,” and so on. These are all reasons and justifications.

But you see, the question is what happens when you are 60, or 75, or 100 years old, and look back on your life. How valuable will those excuses be? How satisfying will it be to say, “If it wasn’t for” and you fill in the blanks. That is not satisfying. Be on the **cause** side of life, be the **cause** and take responsibility for all of your results in life, the good ones and the ones you are not so proud of. If you do, your life will never be the same again. **Most people are on the ‘cause’ side of life when they do something they are proud of and on the ‘effect’ side when they get**

negative or zero results. This is just a way for them to feel better. They play a responsible role and take the credit for the good things they created in their lives. And at the same time, they play a victim, rejecting the responsibility for the results they do NOT like!

One would have to be quite a hypocrite to live life like this, yet most people do it by dishing out a believable picture to themselves. We call this rationalisation, better stated as “rational-lies”! The good results in my life - I created them! The ones I don’t like - they happened to me; I am the victim. I got dealt those cards in my life; it's beyond me, it’s due to a higher power, I had no say, etc.

What a childish game, I say! Accept the responsibility and look for the learnings rather than hide behind your pride. **STOP** reject the fact that you are the cause of your dominant beliefs, thoughts, state of being, choices and actions that cause the results in your life. If you reject the cause, you disempower yourself and close yourself to learning. There wouldn't be any lessons for you if you did not do it in the first place! And you will probably create the same result again until you learn what you need to grow and expand.

By **learnings**, I really mean **resources**. *Learnings* equal valuable resourceful strategies, decisions, beliefs that you can utilise in the future so that whatever happened in the past will not repeat itself. There will not be a need for it. You have learned, you have grown, you have developed, you have moved on. That is what I mean when I say *learnings*. Your comfort/familiarity zone is living in an illusion so that you and everything else in your life can stay the way it is. And in the natural order, nothing can stay the way it is. Everything either grows or dies. You cannot just *be*. We need learnings to grow. The question is, “Which side of the “cause and effect” equation are you on?” Are you on the “effect side”, where things are happening to you when you have no power to change anything, when you are a victim?

On the other hand, are you on the ‘cause’ side, where you are in charge of your life and the results you are creating? If you are on the cause side, it is 100% cause for every single result that you have created in your life. It counts whether it is your health, relationships, bank account, or anything else! Mind you though; you cannot play this game halfway through. The moment you exclude any result you have created, stating that it was not you or that it happened to you, you would be stepping on the ‘effect’ side of life. You are now on the hypocrite side, changing the rules as you see fit.

To sum it all up for you again, every belief, thought, state of being, choice and action is a cause and every condition is an effect of the cause you have created. For this reason, it is absolutely essential that you control your thoughts and state of being to bring forth only desirable conditions. The world within is the cause; the world without is the effect. To change the effect, you must change the cause. You will at once see that this is a radically new and different idea. Most men try to change the effects by working with the effects. They fail to see that this is simply changing one form of distress for another. To remove the discord, we must remove the cause, and the cause can be found only in the world within.

New students and coaching clients will usually come to me on the effect side. They will blame the government, the economy or who knows what else for the results they have in their lives. I need my students/clients on the cause side first, or there is nothing for me to work with unless they bring me the government or the economy to work with and cause change.

To take responsibility for the unwanted effects in your life is not to play the blame game with yourself by beating yourself up - that would be silly. I am saying that the sum total of your conscious choices plus your unconscious choices put you where you are today. **It is about taking the responsibility (even when you can't explain it logically) for your results and seeking learnings to grow and expand. This is empowering in every way and an excellent and beneficial mindset to adopt.**

6. The Law Of Compensation

This universal law is the law of cause and effect. This law is magnificent when applied to blessings and abundance. The visible effects of our deeds are given back to us in gifts, money, inheritances, friendships, and blessings.

7. The Law Of Attraction

The law of attraction states that like energy will attract like energy. The energies of different frequencies do not resonate and will repel each other. I talked about it in the Law of Vibrations.

Suppose the neurons in your brain get activated by sad or negative images. In that case, you will move into a negative vibration and therefore attract negative stuff into your life. If you have happy and positive images, you will move into a positive vibration and feel and attract the good things you desire.

This universal law demonstrates how we create the things, events, and people that come into our lives. Our beliefs, thoughts, feelings, words, and actions produce energy, attracting like energies. Negative energies attract negative energies, and positive energies attract positive energies. Whatever your dominant thoughts and emotions are about, you will attract more of them into your life. So, make sure you focus on what you desire/want and not the other way around. Most people focus on what they do NOT want in their life and then cannot seem to understand why they get even more of it in their lives.

There is a problem when you focus on what you do NOT want. There will probably be something negative that you do not want in your life. When you think of something negative, what happens

to your emotional state? It also becomes negative, which means your vibrations will dropdown. So even though you meant it positively, to keep these negative things out of your life, you are now creating negative thoughts and feelings in your body. And as the law of attraction states, whatever your dominant beliefs, thoughts and emotions (state of being) are about, you will attract more of it into your life.

To conclude, if something is negative in your life, stop focusing on the negatives. Turn your focus around, and focus on the positive opposite you would like to experience only. Find the positive opposite and focus all of your attention on that alone. In the beginning, it will not be easy, but with consistent practice, you will get the hang of it.

I am sure by now you can see that the law of attraction constantly works in every area of your life. It all now depends on you. Are you going to put some effort into mastering the law of attraction and let it work for you to live on the 'cause side' of life? Or are you just going to let it go and live on the 'effect side' of life where the law of attraction works against you? Make your choice NOW and follow through with it.

8. The Law Of Perpetual Transmutation Of Energy

This universal law states that all persons have within them the power to change the conditions in their lives. Higher vibrations consume and transform lower ones. Thus, each of us can change the energies in our lives by understanding the universal laws and applying the principles in such a way as to effect change.

All energy moves from a higher and more potent frequency to a lower frequency, then back to a higher frequency. Nothing ever dies; it only transforms. If you heat an ice cube, it will simply change its molecular structure and transform into a different form. It will become water, and then steam, and so on.

If a substance is not visible to your eyes, that does not mean it does not exist anymore. It only means that it has moved to an even higher form/vibration. Nothing ever dies; it only transforms from higher frequencies to lower and back.

Your thoughts are some of the most potent frequencies known to us, and you have a choice to use them or reject them. They are not really yours, per se. Many people get the same ideas; the only difference is what you decide to do with them. The thoughts as ideas, once accepted, need the proper nutrients and healthy soil to manifest in your life. The thoughts are also energy, moving from higher forms to lower forms, like from an idea/goal into a physical form - matter.

9. The Law Of Relativity

This universal law states that each person will receive a series of problems (Tests of Initiation, *I now call them 'challenges'*) for strengthening the *light* within. We must consider each of these tests to be a challenge and remain connected to our hearts when proceeding to solve the problems. This law also teaches us to compare our problems to others' problems and put everything into its proper perspective. No matter how bad we perceive our situation, there is always someone in a worse position. It is all relative.

Tell me something. Is the room that you are in right now big or small? The truth is that nothing is big or small; nothing is good or bad until you compare it with something else! Before your judgment, **everything just IS.**

When your circumstances seem tragic, and you feel like the unluckiest person on the planet, it is just because you gave that meaning to the event or the circumstances. If compared with a worse scenario, it may not be as tragic as it seemed. If you understand the laws of the universe (God), you would be smart and seek the learning to be found in that whole experience. This would allow you to grow and expand.

A millionaire could feel like an absolute loser when comparing himself and his achievements to a billionaire. Yet a millionaire could be a role model for some poor person out there. The best advice I can give you here is never to judge yourself or others. Never compare your achievements with theirs. Instead, focus on what you desire, and do your absolute best to achieve it. Instead of living up to somebody else's, have your own expectations for yourself.

10. The Law Of Polarity:

This universal law states that everything is on a continuum and has an opposite. We can suppress and transform undesirable thoughts by concentrating on the opposite pole. It is the law of mental vibrations.

Everything has an equal and opposite polarity, hot has cold, up has down, good has bad, inside has outside, problem has a solution, and pleasure does not exist without pain. In our universe, one does not exist without the other.

This simply means that nature does not and cannot allow anything but equilibrium (balance). Therefore, **there is not a problem without a solution.** Whenever something negative happens in your life, you should really look and find the total opposite of it - the positive side. It's always there; it's just that sometimes it is hard for us to see it.

Both positive and negative must be combined to form what we call life. Life is light (energy), you are light, and you must understand that there is positive and negative in your lives. We need to acknowledge them both, as one cannot exist without the other. (Yin & Yang) We simply have to look at the other side of any situation. This all comes back to my explanation before, allowing and accepting your problems in life. **Acceptance is the catalyst to bring balance and equilibrium to your life.**

11. The Law Of Rhythm

This universal law states that everything vibrates and moves to certain rhythms. These rhythms establish seasons, cycles, stages of development, and patterns. Each cycle reflects the regularity of God's universe. Masters know how to rise above negative parts of a cycle by never getting too excited or allowing negative things to penetrate their consciousness.

You must have heard of this one: "There is a season to sow and a season to reap, and you can't do both in the same season." Ask yourself, where are you in your life right now? Are you in winter or in the summer? Is it time for sowing or for reaping? If you are in winter, start planning and preparing for sowing. If you are in the summer - enjoy and reap your rewards! When life throws you a storm, do not feel bad. Know that the storm will wear out, and things will get better. Good times are coming - focus on them! A positive attitude will help you get through the stormy weather and keep your vibration high.

12. The Law Of Gender

This universal law states that everything has its masculine (yang) and feminine (yin) principles and that these are the basis for all creation. The spiritual initiate must balance the masculine and feminine energies within themselves to become a Master and a true co-creator with God.

I already mentioned that every seed or idea/goal has a gestation or incubation period. Ideas/goals are spiritual seeds and can move into a form or physical results. Never worry about whether it will manifest in your life - it always does! Be clear and precise when planting the idea in your mind because nature works with great precision. For example, you cannot just ask for more money! One dollar is more; be precise. What is it that you desire, and how much of it? Let nature bring all the right people and circumstances into your life through the law of attracting. Your goals and dreams will manifest when the time is right. Believe they will, expect they will, and be ready to receive. Just have faith, keep focusing on what you desire, and watch the magic happen!

Sub-Laws

These Characteristics Are:

- Aspiration to a higher power (God)
- Unconditional love
- Charity
- Compassion
- Courage
- Determination
- Dedication
- Faith
- Forgiveness
- Generosity
- Grace
- Honesty
- Hope
- Joy
- Kindness
- Leadership
- Non-interference
- Patience
- Praise
- Responsibility
- Self-love
- Thankfulness

How would you like to align yourself with the natural order of life? Would you like to learn the basic laws that keep our world in balance? Understanding these laws is empowering. Regardless of your current circumstances, it will support your efforts to produce the behaviour that causes the results you desire. These 12 laws govern our universe and exist at all times. They are present, just like the Law of Gravity is. Do you think that the Law of Gravity did not apply to us before Newton's discovery? Sure, it applied to everyone. The previous laws work on precisely the same principle.

Remember that everything vibrates and emits energy. Scientifically speaking, regarding measuring these energies, our thoughts *are some of the most potent frequencies known to us... which is inspiring and exciting!*

What goes on inside of you is what you create outside of you. Focus on what you desire, acknowledge your magnificence, and create the life you truly desire. You deserve it!

Chapter 17: Goal Setting Strategies

You have already learned that to succeed, you have to know exactly what it is that you want or desire in life. You have to focus only on the desired outcome and **not** how it will be possible to have it. *Goal-setting* is the best way to get clear on what exactly it is that you want or desire. Remember that every man-made object was first a thought and a burning desire to materialise it. After that, it was written out or planned on paper before it became physical.

Now, before you start writing down your goals, you need to get clear on what specifically it is that you want or desire. Take out a notebook now, and ask yourself what it is that you really *desire* in life. Get clear on that, and then write it down on paper. (Never type it on a computer device, it is very ineffective. You need to write it out in your own handwriting.)

You will often find that people set goals that are either vague or not exactly what they really desire. Make sure it is things or experiences that you really desire. Next, be very specific about the outcome. The more specific you are, the faster you get it.

Goal Formulation Steps

- 1. Get clear on what is it that you really desire to have in your life.** You need to have a burning desire to have this goal for yourself. Without a burning desire to have it, you will probably not get it because you will NOT follow through with all the steps. So, make sure you have a genuine burning desire to get it.
- 2. Phrase it in the NOW (the present moment)** as if it is already achieved. Phrasing it as a future event tends to keep it always out of reach—in the future. (The future does NOT exist.)
- 3. Phrase the goal positively,** without any negatives. Formulate the goal only towards what you desire to have. Never towards what you do NOT want! Your goal statement should reflect the end result of what you would like to achieve. Therefore, be sure you never include those things you want to get rid of or move away from in your statement. Holding what you “Do Not Want” in mind tends to create exactly that which you “Do Not Want”.
- 4. It should feel real, realistic and right for you.** In other words, it should feel “possible,” with a sense of “I can have it”, even if it is going to take some time and effort to achieve it.
- 5. Include yourself** in the statement concerning the goal. Set goals for yourself, never for other people or what others want for you.

6. **Be precise and concise.** Keep it short while making a complete statement of what you desire to have. Choose the exact words that convey a specific meaning and feeling to you.
7. **Be specific, but not limiting.** Don't limit the results by including limiting specifics. Leave things open as much as possible to allow for results being upgraded from what you initially project. Example: "I allow myself to have a monthly income of \$...(specific amount)... or more." Allow it to be bigger.
8. **Eliminate the word "want."** The word "want" equals "lack". (You want it because you DON'T HAVE IT. Or LACKING the thing you desire to have). The mind is creative; it will create more lack for you. You will never get something if you want it. You get it by knowing you already have it.
9. **State the goal with your focus on the end result** and never the means how to get it (how you're planning to get it). These action possibilities would more appropriately go on your goal's "steps/actions to take" list.
10. **Focus on one goal/outcome per goal statement.** Do NOT diffuse your energy by creating multiple goals in a specific goal statement.
11. **How to Formulate a Well-Structured Goal:** For time-specific Goals: "It is now... (Date), and I allow myself to... (have... be... love... experience... perform... enjoy... live... accept... forgive... easily let go of...)."

For goals with no timeframe: I allow myself to... (have... be... love... experience... perform... enjoy... live... accept... forgive... easily let go of...)."

12. Once you have written out your goals, start with the first goal and ask yourself, "Why would you like to have this goal?". Write it down and ask the question again. Keep going until you run out of "Why" answers. Now, do the same with all the other goals. All these "Why Reasons" will motivate and inspire you to keep going and take the necessary action steps daily to achieve your goals.
13. Lastly, for each goal, you know how to achieve, write down all the action steps you need to take to achieve the goal. Schedule them in your planner and keep yourself accountable to follow through and complete them.

Remember, you need to have a genuine burning desire to reach these goals for yourself. Without a burning desire to achieve it, you will probably not get it in the end. So make sure you have a genuine burning desire to get it so that you will follow through with all the steps.

How was that for you? Did your goal get clearer or less clear? Does it seem even more achievable now, or the opposite? You'll find that this process, taking your own goals through this set of questions, really gets all the fog out and makes it either very clear or you realise that your goal needs to be more specific. Perhaps you may see that this is not really something you congruently desire! What better time to have such a realisation than now, before you take any further steps towards attaining it?

One of the secrets in life to achieving goals fast is to be in charge of your thoughts and state of being. To help you with that, daily apply all the steps and mental strategies taught in "The Goal achieving System™" that follows in the next chapter.

Chapter 18: The Goal Achieving System™

My Goal Achieving System™ is a set of specific mental strategies and attitudes that you need to apply daily to achieve your goals faster, with less effort. It is all about getting your Powerful Subconscious Mind with all its unlimited resources on board to assist you in achieving your big goals. I have spent over 2 decades refining it, and it works like a bomb for everyone applying it. However, it only works like a bomb when you apply it daily, 7 days a week until you have the goal.

This system ties in great together with any goal setting a person is currently doing or intends to do. I found that I achieve my big goals much faster when I apply this powerful goal-achieving system daily. Most of my big goals were achieved in less than a year. I just love doing this daily because the results are phenomenal!

I trust you will enjoy the process and take action every day to implement this system. I am looking forward to getting an email from you telling me what you have created for yourself. For now, implement all you have learned in combination with the Goal Achieving System™.

1. Make 100% sure that you really Desire whatever you are going to set a goal towards. Everything starts with a Desire to Have something. If there is no desire - don't even bother setting a goal. To follow through with the Goal, you will need **“Desire Power”** instead of **“Will Power”**. We quickly run out of **“Will Power”** but never out of **“Desire Power”**.
2. Follow the Goal Setting Strategies in the previous chapter. Start formulating your goal by creating a plan of action that you will take to achieve the goal. If necessary, chunk your goal action steps down into small steps. Set intermediate goals for each step that you need to take to achieve your Final Goal.
3. Remember to be Very Specific and include Detail.
4. Write your Goals Down using the instruction in the previous chapter.

“It is now... (Specific Date and Year) and I Allow myself to... (have, be, love, experience, perform, enjoy, live, accept, forgive, easily let go of) ... Thank you, Thank you, Thank you.”

For most goals with no timeframe: I Allow myself to... (have, be, love, experience, perform, enjoy, live, accept, forgive, easily let go of) ... Thank you, Thank you, Thank you."

The 3-x "thank you" will help with the Appreciation/Gratitude feeling. Feeling appreciative/grateful does not only lift your vibrations but also opens you to receive more. If you are not in the vibrations of appreciation/gratitude, you literally create resistance... You can only allow great things into your life when you are appreciative/grateful! It is like getting "In Tune" to enable you to receive more in your life! Think of yourself as a Radio Receiver – to receive what you desire, you need to tune into the "Having The Goal Channel" frequency. Start to tune your whole body and mind up with the **Appreciation/Gratitude** Frequency.

5. Write your goal on a **Goal Card** and carry it in your pocket. You can even put it up in your private space, where you can see it. Look at it as much as possible during the day. You must do this every morning when you wake up and every evening before you go to bed if you want this process to work. Start with reading your goal out loud to yourself. Then close your eyes and visualise yourself already in possession of this goal, while repeating your goal to yourself 3X. Feel all the positive emotions you would feel when you have achieved this Goal. **Feel the Appreciation/Gratitude that it is already like that! The more you match your positive feelings and focus up with your goal – the faster you will match up with it and attract it into your life!**
6. **Set a daily Plan of Action in place.** What are you going to do to reach this Goal? What daily actions are you going to take; Physically and Mentally? Remember that your Mental Attitude and Beliefs are a 1000 time more potent than the physical effort. Monitor your thoughts and emotions while taking daily action.
7. **REMEMBER; NEVER GIVE UP, NEVER GIVE IN.** Keep focusing only on your outcome accompanied with positive emotions... no matter what. Stop looking for instant results; just keep your focus only on the outcome as if it is already yours. You need to play the fool with yourself. Learn to take on a completely different attitude than the "unlucky" person. When you gear your mind for success, see successes happen and build a foundation of successes, then you can only expect success.
8. Make a note of these **10 Key Elements** to achieve your Goals:
 - **Clarity on your Why's**
 - **Determination**
 - **Focus**
 - **Intention & Acton**
 - **Faith & Self-Believe**
 - **Commitment**
 - **Perseverance**
 - **Patience & Flexible**
 - **Self-Motivation**
 - **Self-Discipline**

9. **Finally!** The most Important Step: You have to monitor your emotional state of being throughout the day. Your emotions are your Inner-Guidance-System telling you what you are busy focusing on. When your emotions are positive, you focus on what you **“Desire to Have”** and you will attract more of what you desire faster into your reality.

If your emotions are negative, then your Inner-Guidance-System is letting you know that you are focusing on what you **“Do NOT Want”**, or the **LACK** of what you **Desire**. This negative emotional state is very counterproductive, and it will cause you to attract more of what you **“Do NOT Want”** or more of the **LACK** of what you **Desire**. You need to recognise this and immediately change your focus **ONLY** towards what you **“Desire to Have”**. Visualise yourself having the outcome in the present moment, and feel the positive emotions you would feel when you have it now!

Now and then, some people are stuck in that negative emotional downward spiral. If that is the case, use the “Negative Emotional Therapy™” to let go of those negative emotions. This will make it easier to turn your focus towards what you **“Desire to Have”** and start feeling the positive emotions you would feel when that is your reality. REMEMBER... you need to play the fool with yourself. You have to feel as if that outcome is already your reality. There is **NO** use visualising the outcome if you cannot feel any positive feelings (like appreciation, gratitude, excitement, passion, joy, happiness, love) ... period!

11. **Very Important:** Enjoy the journey in achieving your Goal! Life is a journey. Enjoy every moment of it.

Final Word: Do Whatever It Takes To Get The Life That You Choose To Have

This was just a short introduction to show you how your mind and thoughts are the real cause of your current life. The good news is that when you change the way you think, you will absolutely change your life. You will attract everything you focus on and think about in your life. Use the tools and knowledge you received in this book and take action.

It is not easy, but if you have a desire to change your life, you must choose **to do WHATEVER it takes!**

Having positive thoughts, managing your state of being, taking action, and visualization is the secret to creating the life of your dreams. Make a list of things you need to do on a daily basis to achieve your goals and dreams. Some days you might have time to do a lot, but other days you may only be able to do something small. As long as you just keep the momentum moving forward.

Change right now, and start attracting what you desire to have. All the power you will ever need lies inside of you! Invest in your knowledge and skills and find the wisdom to create your ultimate life and happiness!

“When a Man Empties His Purse Into His Head, No Man Can Take It Away From Him. An Investment in Knowledge Always Pays The Best Interest!”

BENJAMIN FRANKLIN

P.S. For the fastest road to get you to where you choose to be, enrol today into my Transformation Life Coach Training Course, where you will be equipped with a ton of tools and knowledge and my very powerful Transformation Coaching Techniques to remove all your Negative Belief Systems, Negative Thinking Patterns, Negative Emotion and any other Limitations and/or Baggage.

After completing the course, you will be certified as a Transformation Coach, Life Coach, Negative Emotional Therapy™ Practitioner and Neuro-Linguistic Programming Practitioner. Once you are certified, you can start earning money by coaching and helping others overcome their challenges, limitations, problems, and issues that are holding them back to achieve their desired life quickly.

For more details, email us at support@transformationcoachingacademy.co.za for the Breakdown & Price of our Transformation Life Coach Training Course.