

# Rapid Product Formula

## Motivational Stories for Online Business

### Of Men and Fish Ponds

A man stalked into a fish store in a huff. He located the owner out back, attending a tranquil water garden. In a large pond, fish swam happily in clear, clean water.

The man barely noticed the peaceful setting. He thrust a bag full of water out for the owner to see. A small, runty fish twitched its tail inside.

"I bought this last summer," the man said.

"Is there a problem?" the owner asked.

"It's tiny! You sold me a bunch of defective fish. I wanted ones like those." He pointed to the long, sleek fish gliding through the pond.

"They are the same breed, sir," the store owner said.

"They can't be. Yours are magnificent and mine are stunted. You keep all the best ones for yourself and give the customers the rejects. Admit it!"

The owner clasped his hands behind his back and did not respond to the accusation. Instead he merely said, "Please, sir, tell me about the pond where your fish live."

"Well, it's about this big." The man stretched his arms, indicating a size much smaller than the store pond.

"Yes, how many fish are in it?"

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"Eight."

"That is very many fish for such a small pond, sir. Are they fed well?"

"Of course," the man said. "Well, actually my wife handles that. Sometimes she forgets."

"And the water?" the shop owner asked. "Is it clear and fresh?"

"It's a little murky," the man said. "We're busy, and we don't have that much time for pond care."

"I think I see your problem, sir. This kind of fish is just like a person. To reach its full potential, it must be in an environment that nurtures growth."

## Reflection:

With Rapid Product Formula, you'll have two positive and energetic coaches with over 15 years of experience cheering you on to succeed.

We'd love to help YOU reach your full potential in your online business!

**Check out:** <http://www.RapidProductFormula.com>

HELLO

my name is

*Regret-Free!*

How to Live Life  
With ZERO Regrets...  
And Love Every Minute!

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# HOW TO LIVE LIFE WITH ZERO REGRETS... AND LOVE EVERY MINUTE!

Are you living with regret? Have you done things in the past you wish you've done differently?

Do these thoughts sound familiar to you:

- \* How I wish I hadn't broken up with him...
- \* What a bad decision *that* was...
- \* If only I had spent more time with my kids...
- \* Now it's too late...

Regret is a sad and negative emotion. Even though we know we can't change the past, it still pulls at our heartstrings.

***If we don't know how to deal with regret in positive ways, it can negatively affect the rest of our lives.*** It can be extremely

difficult to move on in life when we spend our time regretting the past.

The good news is that there are things you can do to help prevent regret in the first place. If you should find yourself feeling regretful, there are also ways to overcome those feelings. You'll find plenty of tips in this eBook to help you live a regret-free life.

## LET YOUR PRIORITIES GUIDE YOU

One of the best ways to make decisions you won't regret is to let your priorities guide you. Whenever you're faced with a decision, big or small, determine which option fits best with what's most important to you in the *big picture*.

***The option that's most closely in alignment with your priorities, beliefs, and values will likely be the best decision for YOU.***

The key words are: *best decision for you.*

Someone else may choose a different option, but you don't need to worry about what others think is the best – their opinion comes from their own wants and needs.

If you choose what's best for *someone else*, you will be the one who regrets it. But if you choose according to your own priorities, regret is rarely a result. When you use this strategy to make decisions, it makes living with your decisions a whole lot easier!

Even if things don't go exactly as you planned, you can still be confident that you made the right decision for *you* based on your own life needs.

## **HOW TO DETERMINE YOUR PRIORITIES**

Many times a decision is complicated by several factors that you might consider important. Of course, each option leans a different way, which causes confusion and uncertainty. So then, what do you do?

**Follow this 3-step strategy to cut out the confusion, discover your priorities, and make decisions you can trust:**

**1. Reflect.** Think about what's most important to you and write them down.

- \* Your spouse, family, and other loved ones
- \* Your faith
- \* Your dreams and goals
- \* Your ethics and morals
- \* Your health
- \* Your work
- \* Other things of importance to you

**2. Arrange.** Put them in order with the most important items at the top.

- \* ***Some of your most important priorities will change at different times in your life.*** For example, if you're going

to college to get a degree, completing your education may be more important than your part-time job during this time. However, when you're the sole provider for your family, your job is one of your top priorities.

**3. Refer to your priority list when making choices.** Gear your decisions toward the option that provides the most advantages for the items at the top of your list whenever possible. ***Go with the decision that aids the higher priority over the lower one.***

- \* For example, when you're faced with a choice between picking up junk food on the way home from work, or taking an extra 20 minutes to make something healthy at home, choose the healthier option. While it means a little more time to cook something healthy, your health is *always* one of your top priorities!
  
- \* Things like going for a walk with your kids become easy choices because this activity satisfies two priorities: your health and spending quality time with your kids.

**You'll rarely regret making choices according to your higher priorities.** On the other hand, if you should give into the feeling of the moment – like when you want junk food or would rather take a nap than spend time with your family – there may be times in the future when you regret these poor decisions.

## **LIVE BY THE GOLDEN RULE**

Another good way to prevent poor choices that lead to regret is to live by the *Golden Rule*: “*Do unto others as you would have them do unto you.*”

Treating others with the same thoughtfulness that you'd like to receive yourself keeps you from doing or saying inconsiderate things that you'll be sorry about later.

Get in the habit of following this rule in *everything* you do.

When you have a disagreement with someone, **you're more likely to search for a solution that benefits both of you**, rather than resorting to anger or personal attacks. When this happens, no one wins!

When you take the *Golden Rule* to heart, not only will you prevent regret, but you'll also find that **people tend to reciprocate your kindness**, making your life more enjoyable all around!

## **BECOME ACTION-ORIENTED**

A lot of times, what we regret isn't so much what we did, but **what we didn't do**. Establishing an action-oriented mindset will strengthen your decision skills, too, because **your new mindset will help you make decisions that encourage action!**

Focus on making the right decision based on your priorities, then trust yourself to do what needs to be done to make your decision a reality. This level of trust will boost your confidence and enable you to achieve your goals with ease.

**Here are some tips to help you develop an action-oriented mindset:**

**1. Avoid procrastination.** When you put off doing something you *know* you should do, it'll only increase the anxiety and tension in the hours leading up to the inevitable deadline. You'll regret dilly dallying unless you make it a habit to handle your tasks appropriately.

- \* If you're putting off telling someone something, just take a deep breath and begin. If you start the conversation with pleasantries, it may help you ease into what you have to say.
- \* If you're procrastinating on a project, just getting started is often the only thing that holds you back. ***Start with something easy so you can build the momentum you need to move forward, faster than ever.***
- \* If you're not taking action because a task is too difficult, divide the task into small, easily achievable mini-goals. Once you do, you'll have a reasonable plan and you'll be less likely to get overwhelmed.

**2. Plan your work and work your plan.** Keep a planner and make a daily to-do list. Refer to your list often and cross out your tasks as you complete them so you can see yourself making progress all day long.

- \* Make your schedule flexible enough to give yourself time to handle unexpected distractions. Practice immediately taking care of the things that come up and then getting quickly back to your list.

**3. Seek solutions to your challenges.** So often we let an obstacle in our path stop us from pursuing the life we desire, only to regret it later. ***With an action-oriented mindset, challenges are only bumps in the road.*** When a challenge arises, immediately start looking for viable ways around it, then take action to continue toward your goal.

## **TAKE ADVANTAGE OF OPPORTUNITIES**

Are you always “out” when opportunity comes knocking?  
Learning to recognize good opportunities and taking

advantage of them right away can also prevent regret. How many times have you berated yourself for missing a window of opportunity?

One of the best – and simplest – ways to help yourself recognize valuable new ideas is to **keep an open mind**. Listen to other people's ideas and then apply them to your own situation. Ask yourself if there's a way you can use this idea to bring you closer to your goals or make your life better.

Just recognizing the opportunity, however, is not enough. Be sure to use your new action-oriented mindset to take *immediate* action. If you spend too long simply thinking about it, your window is likely to close. **Carpe Diem!** Seize the day!

## **MAKE GOOD MEMORIES**

You can avoid a lot of regret simply by living on purpose! What does that mean? It means that you **choose a life of joy, then actively pursue that life**. Spend your time making the memories that you *want* to have!

Would you rather have memories of work, boredom and wasting away your life – or joyful memories of cherished time with your spouse and kids? Would you rather fill your mind with memories of sit-com reruns – or lively times pursuing your dreams?

Surely no one has ever gone to their grave wishing that they had spent *more* time working or watching TV! These are simply *not* the things that matter the most when you look back on your life.

***The secret to avoiding regret is to do what matters most.***

What do you want to do in your life? Do you want to travel? Then do what it takes to bring in the extra income to pay for it! Do you want to be multi-lingual? Then start learning another language *today!*

In other words, ***take action to create the life you want.*** Don't spend your time bemoaning your current situation and wishing

for more. Do something every day to bring the life you desire into your present and exhibit the qualities you desire. Sooner than you realize, your dreams will become your reality, and you'll have thoroughly enjoyed the journey, too!

## **ELIMINATING PAST REGRETS**

When you harbor resentment about the past, it only hurts you. Nothing good comes from regret or the negative emotions that go along with it.

**Here are some techniques that can help you overcome your feelings of regret:**

1. **Let bygones be bygones.** Things that happened in the past cannot be changed, no matter how hard we try, or how much time we spend wishing that they had happened differently. If there is a way to make amends, do it, then move on with your life. Focus on your present, look forward to your future, and leave the past in the past.

2. **Live in the moment.** When you live in the moment, you are fully focused on the *now*. You feel the pleasures, sensations, and joys of *this* moment and appreciate all of them. The more you practice this technique, the more you can tune out everything and embrace this moment. ***Your days are a parade of moments, so you should fully live each one of them, one at a time.***
  
3. **Use affirmations.** Affirmations can help you change your mindset from feeling sad about the past to accepting it so you can live a more joyful life. They're positive statements that you can repeat to yourself every time a regretful thought presents itself.

**Here are some examples of affirmations:**

- \* I let go of my regret to make room for joy.
- \* I am happy with who I am now and look forward to a joyous future.
- \* I live each day with gratitude for the precious gift of life.

**4. Meditate.** Meditation helps you envision your life without regret. When meditating, feel the good feelings of a care-free life. Breathe in freshness and breathe out regret. See the negative feelings dissipate in the clear air around you – gone forever, never to return!

A life free from regret is a joyful life indeed!

Strive to use these strategies and techniques to keep regret from raising its ugly head in your path so you can enjoy your journey. *It's going to be a wild and wonderful ride!*

HELLO

my name is

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How to Live Life  
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C H E C K L I S T

# HOW TO LIVE LIFE WITH ZERO REGRETS... AND LOVE EVERY MINUTE!

## CHECKLIST

- Have I reflected on my core priorities, values, and beliefs?
- Do I let my priorities, values, and beliefs guide my decisions?
- Do I follow the *Golden Rule* with everyone I come into contact with?
- Once I've made my decision, am I focused on implementation?
- Do I avoid the temptation to procrastinate?
- Do I take the time to plan my work and work my plan?
- Am I a solution-seeker when challenges arise?
- When opportunities come my way, do I seize the day?
- Am I constantly making good memories?
- Do I strive to let go of the past and move on?

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WORKSHEET

**HOW TO LIVE LIFE  
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**SELF-REFLECTION WORKSHEET**

Do you have feelings of regret that you'd like to release from your mind? This worksheet will help you create a custom plan to overcome the negative emotions associated with regret.

For each of your regrets, reflect on the questions to work through your feelings.

1. List your regrets.

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2. Why do you regret it?

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3. How is it affecting your present life?

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4. What can you do *today* to improve the current situation?

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5. How will you feel when you've released your regrets?

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# **Reprogramming Your Subconscious Mind**

## **A Step-By-Step Guide**



**Y**our subconscious mind has immense power in controlling your life experiences: from the types of food you eat to the actions you take each day, the level of income you earn, and even how you react to stressful situations.

Every bit of it is guided by your subconscious beliefs and interpretations.

In short, your subconscious mind is like the **auto-pilot** feature on an airplane. It has been pre-programmed to follow a specific route and you cannot deviate from that route unless you change the directions programmed into it first.

## What Is The Subconscious Mind?

The “subconscious” is the part of your mind that operates below your normal level of waking consciousness.

Right now you’re primarily using your conscious mind to read these words and absorb their meaning, but beneath that mental focus, your subconscious mind is busily working behind the scenes, absorbing or rejecting information based on an existing perception you have of the world around you.

This existing perception began forming when you were an infant. **With every experience, your subconscious mind soaks in information like a sponge.**

It rejected nothing while you were young because you didn’t have any pre-existing beliefs to contradict what it perceived. It simply accepted that all of the information you received during your early childhood was true.

You can probably see why this becomes a problem later in life! Every time someone called you stupid, worthless, slow, lazy, or worse, your subconscious mind just stored the information away for reference.

You may also have received messages about your



potential in life or limitations you'll face based on your physical abilities, skin color, gender, or economic status.

**By the time you were 7 or 8 years old, you already had a solid foundation of belief** based on all that programming from people in your life, television shows you watched, and other environmental influences.

## **How Does This 'Old' Programming Affect You Now?**

Now that you're an adult, you may think that you can simply discard the hurtful or untrue messages you absorbed during your early life, but it's not quite that simple.

Remember that all of this information is stored below your level of conscious awareness. The only time you become aware of it is when it limits your progress in creating a balanced, successful and productive life.

Have you ever tried to achieve a goal and kept **sabotaging yourself** at every turn? Maddening, isn't it? It's important to know that you're not defective or doomed to fail no matter what you do.

More likely you've got some **old programmed messages** that conflict with the new conditions you want to create.

This is excellent news because it means **you can achieve just about anything if you first take the time to reprogram your subconscious mind!**

## **The Programming Is Still Going On**

Before we discover how to reprogram your subconscious, it's important to know that the **programming still continues to this day**. With every experience you have, you draw certain conclusions and store the messages that will guide your future actions.

For example, what kind of message do you think would be stored if you were rejected by someone you cared about?

Your subconscious mind (that clever detective) would immediately go hunting through your memories and find other examples of rejection (like that time your best friend dumped you to hang out with the more popular kids) and draw a conclusion that you're somehow unworthy or unlovable and deserve to be rejected.

**Now, here's the interesting thing:** if you have an experience that conflicts with an already established belief, your subconscious mind will either reject it or reframe it so it goes along with your existing view of reality.

Here's an example: Let's say you have an underlying belief that you're unattractive, and an attractive person expresses an interest in getting to know you better.

Most likely the first thing you're going to think is that it must be a joke or a cruel trick. You won't believe that this person could find you attractive because you already believe that you're unattractive.

Beneath the surface of your conscious awareness, your subconscious mind is screaming, **"No way!! This person is way too attractive to be interested in me, something isn't right here..."**

Then you'll either reject that person before they can reject you, or otherwise do something to sabotage what could have been a great relationship.

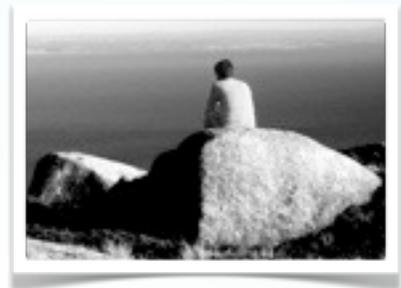
The same thing happens when you struggle to achieve your goals. Eventually you start to believe that you aren't capable of success, so you come to expect failure and end up doing just that over and over again!

You can probably imagine many other situations where your subconscious mind limits you, but reprogramming it is a simple matter if you know how.

## How To Reprogram Your Subconscious Mind

There are many different ways to overwrite the limiting or damaging messages that are stored in your subconscious mind.

You could work simultaneously with all of these strategies, but it'll be much more effective if you pick just one or two



methods to start. You want to give them your full attention rather than skipping around and diluting your efforts.

Remember, you can always incorporate additional techniques over time.

## Environmental Influences

Have you ever considered the effect of your environment on your subconscious mind?

Remember that your subconscious mind is **absorbing information constantly** and drawing conclusions and forming beliefs based on that information. If your daily environment is filled with negativity and strife, imagine what kinds of messages are being absorbed into your mind.

**Your first action is to strictly limit the negativity you're exposed to from this moment on.** Avoid watching the news unless you absolutely must, and avoid spending too much time with 'toxic' people.

Instead, **seek out positive information to read and watch,** and spend most of your time with positive, successful people. Over time you'll find that more encouraging messages are being absorbed into your mind, which will alter the way you see yourself and your potential.



## Visualization

Your subconscious mind responds well to pictures. Visualization is a great way to program your mind with positive, empowering images. **Try spending 10–15 minutes a day visualizing positive scenes that feature you and your life experiences.**

Here are some things you may want to visualize:

- \* An abundance of money
- \* Fulfilling relationships
- \* Passionate work
- \* A slender, fit body
- \* A beautiful home
- \* An expensive car
- \* Exotic vacations
- \* Anything else you wish to draw into your life

As you do this consistently, you end up redrawing the negative pictures stored from your past experiences, fears, worries, and doubts.

To boost the power of visualization even further, be sure to emit strong, positive emotions while you picture these wonderful things in your mind. **Allow feelings of love, joy, gratitude, and peace to flow through you as if you were truly having these experiences.**

Your subconscious mind will absorb the messages as if they're real! This is the true beauty of visualization – the power to bypass limiting messages and focus on pleasing images, all of which are being absorbed right into your subconscious to be replayed later.

## Affirmations

Affirmations are another effective way to install positive messages into your subconscious. They work best if you follow a few simple rules:

1. **Word them positively, in the present tense.** Say “I am confident and successful” rather than “I will be confident and successful” because focusing on a future condition does not compute with your subconscious mind – it knows only **this moment**. Also, use positive statements. Saying “I am not a failure” is computed as “I am a failure” since your subconscious cannot process negatives.
2. **Call up the corresponding feelings.** Saying “I am wealthy” while feeling poor only sends **conflicting messages** to your subconscious! Whatever words you're saying at the time, strive to feel the corresponding emotions because your subconscious will be more apt to believe it.

3. **Repeat, repeat, repeat.** Affirmations don't work if you say them just once or twice. Recite them many times throughout the day for the best results. The good thing about this is that you can say affirmations to yourself, so they can fit seamlessly into your routine.

## Brain Entrainment Binaural Beats

Another popular method is the use of audio recordings that deliberately alter the frequency of your brainwaves. It may sound like something out of a science fiction movie, but reports from people who've tried these audio programs are overwhelmingly positive.

Your brainwaves fall into a specific frequency depending on what you're doing at any given time:

- \* **Gamma** when you're engaged in certain motor functions
- \* **Beta** when you're fully conscious and actively concentrating
- \* **Alpha** when you're relaxed
- \* **Theta** when you're drowsy or lightly sleeping
- \* **Delta** when you're in deep sleep



“Binaural beats” result when two tones are played at differing frequencies, triggering your brainwaves to follow a different pattern. For example, if you wanted to shift from stressed to relaxed you would listen to an audio that triggers the alpha state.

These audio programs can help you reprogram your subconscious mind by **creating a more receptive forum for installing positive messages**. Research has shown that your subconscious mind is more receptive to new information when you're very relaxed, such as in the alpha or theta states.

Using brain entrainment audio programs along with affirmations or visualization can be a powerful combination because your subconscious mind lets down its defenses so it can easily absorb any message you wish to program in. Simply relax and focus on positive images!

## Hypnosis

Hypnosis can be effective in much the same way as brain entrainment programs, except without the use of brainwave-altering frequencies.

Instead, the hypnotist gradually talks you into a more relaxed and receptive state and delivers empowering, positive messages to your subconscious mind.

**Self-hypnosis** is another popular option; you simply use pre-recorded audio programs instead of a live hypnosis session. You can even record your own self-hypnosis CDs so you'll hear your own voice reciting positive affirmations while you're in a relaxed state.

## How To Know If Your Reprogramming Efforts Are Working

One of the most challenging aspects of reprogramming your subconscious mind is that you can't peek inside and see what's still there that might need to be changed!

Instead, you'll have to **develop a strong sense of self-awareness** so you can catch self-sabotaging behavior before it gets out of hand. Even so, there are still some clear signs of progress that you may recognize:

- \* You begin feeling stronger, more confident and happier.
- \* You find yourself more willing to take risks and face challenges.
- \* Your dreams and goals don't seem overwhelming anymore – just exciting.
- \* You feel a deeper sense of inner peace, as if inner conflicts are dissolving.
- \* You attract more opportunities to expand and grow in every area of your life.

In short, **you'll know when changes are taking place in your subconscious mind because you'll notice a shift in both your inner and outer being.** The evidence is usually undeniable!

## Consistent, Persistent Reinforcement

It's important to give this reprogramming process time to work. Don't expect to see immediate changes (occasionally that can happen, but more often it takes time).

**Be very consistent and persistent** with the methods you choose to install more positive messages into your subconscious mind. As soon as these transformations become apparent, you'll feel motivated to keep moving forward, but until that happens, stick with it and know that these changes are lifelong, powerful, and well worth waiting for!



# Reprogramming Your Subconscious Mind

## Tip Sheet

- \* First and foremost, believe in yourself.
  - \* Understand what is holding you back so you can overcome it.
  - \* Spend time in quiet self-reflection, prayer, or meditation at least once a day.
  - \* Guard everything that enters and leaves your mind.
  - \* Know what you want in very specific terms.
  - \* Remove all sources of negativity from your life.
  - \* Surround yourself with success-minded people.
  - \* Create a realistic plan to attain your deepest desires.
  - \* Take positive steps each day toward what you want to attract.
  - \* Focus on the present – as if you’ve already attracted the things you want.
  - \* Create visual reminders of your goals.
  - \* Make a recording of your favorite affirmations or buy a self-hypnosis CD.
  - \* Avoid conflicting messages by matching your feelings with your desires.
  - \* Write a newspaper report about your success as if it has already happened.
  - \* Be an advocate for yourself.
  - \* Have an attitude of gratitude.
  - \* Choose to carry a positive attitude at all times.
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## Reprogramming Your Subconscious Mind with Affirmations

### Reprogramming Your Subconscious Mind with Affirmations

You might already be familiar with the power of affirmations. They're short, positive statements that you can read, repeat to yourself, or listen to from recordings. With affirmations, ***you can reprogram your subconscious mind to help you think more positively about yourself.***

An example of an affirmation is *"I am calm and relaxed."* It doesn't matter what your current state actually is, you can still achieve this state by repeating and believing the affirmation. Your subconscious mind will pick up on the statement and bring forth the new feelings.

### Affirmations Can Change Your Life

When it comes to the world of affirmations, the only requirement is to approach it with an open mind. After that, you simply allow the statements to wash over you and ***you can change your life all by yourself.***

It may seem difficult at first, but the key is to get the affirmation into your *subconscious* mind. This is easiest when you're just waking up or when you're drifting off to sleep. These are moments when your conscious mind is less likely to interfere.

If you use the *"I am calm and relaxed"* example without an open mind, of course your conscious mind will say *"Hey! I'm not calm and relaxed."* ***Don't get frustrated if your conscious mind likes to jump in a lot;*** eventually the messages will make it to your subconscious mind.

## **How Affirmations Work**

If you pay close attention to how your mind really works, you'd be surprised at how often your mind slips into negativity about yourself and other situations. Using affirmations will allow you to communicate with your subconscious mind and change those thoughts.

Affirmations have the power to recode your mind in the same manner that a computer program can be written. You actively spend time saying and concentrating on these short positive statements and, eventually, your subconscious mind picks up on them.

It may take some time and practice for affirmations to work for you. Some people report that they see results from their efforts right away, while others find that it takes longer for them to reach the subconscious.

## **How To Use Affirmations**

There are a few ways that you can choose to use your affirmations. First, concentrate on the things in your life that you want to change. Try to keep it simple by focusing on one at a time.

Common topics are usually health, wealth and relationships. You might use affirmations such as "*I feel energized*" or "*I enjoy my job.*" Write a few different ones that pertain to the same subject.

Then choose a time to repeat the sayings to yourself every day. You can even make a recording of yourself repeating the affirmations with soothing music in the background. This is especially helpful for using affirmations in the morning and at night when you have a stronger link to your subconscious.

### **Tips for writing your own affirmations:**

- Write them in the present tense, because that's the only way to improve your life in the present moment.
- Be short and concise to keep things simple.
- Read and write your affirmations when you're calm and away from distractions.
- Remember to stay positive.

### **Wash, Rinse, Repeat**

***Make sure you keep up with your affirmations.*** If you don't see results right away, try sticking with it for a while longer. Before you know it, you'll realize that these short simple sentences have improved your outlook, one thought at a time!

# Reprogramming Your Subconscious Mind

## Worksheet

### What Pre-Programmed Subconscious Messages Do I Struggle With?

(Examples: Feelings of failure, childhood fears, past conflicts, or hurtful relationships)

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### How Do These Pre-Programmed Messages Hold Me Back?

(Am I in the back seat on my journey through life?)

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### What Do I Want To Attract Into My Life?

(What do I want to visualize and affirm?)

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## Where Do I Spend The Majority Of My Time?

(Am I attracting health, wealth, and success in all aspects of my life?)

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## Who Do I Surround Myself With?

(Do I seek positive information, people, and situations?)

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## What Are My Own Personal Affirmations?

(Write them in first person and in the present tense. Remember: affirmations must focus on the positive.)

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# Self-Motivation Guidebook



# Self-Motivation Guidebook

All of us have dreams of a better life, but somewhere along our journey, these dreams can get buried. When the chaos of everyday life takes over, we may even begin to believe that we're not capable of achieving our goals! Nothing could be further from the truth.

This little book will show you how to use the power of your mind to motivate yourself to pursue your goals to fulfillment, regardless of the challenges life throws your way. It will also give you expert advice on staying motivated throughout your life.

Many of the techniques and suggestions are based on those taught by Anthony Robbins, who rose from the status of janitor to become one of the most successful self-help and inspirational authors in the world. One day he was sitting in his bachelor pad, overweight and aimless, and a year later, he was living in his own castle!

What turned Mr. Robbins' life around? Read on to discover these techniques and how you, too, can take advantage of these same principles and more to gain the motivation to attain the life you desire.

## What Makes People Self-Motivated?

Self-motivated people are passionate about their interests and beliefs. For instance, they could be health enthusiasts who understand why health is crucial to their success. Because they believe this, they do everything they can to be healthy.

Those who are self-motivated are also advocates of discipline. Without this mind set, it's not possible to follow a regular routine of exercise, a healthy diet, or do anything else which requires daily effort, like working toward the achievement of your goals.

## Lack of Energy or Self-Motivation?

It's possible to mistake a lack of energy for an absence of self-motivation. If you feel too fatigued to act in a motivated way, you may be experiencing challenges that go deeper than self-motivation.

You might be fighting feelings of excess stress, depression, or low self-esteem. These mental challenges compromise your desire to accomplish your goals. You might have a physical reason for your lack of motivation – low energy caused by poor nutrition, lack of exercise, or even not enough sleep.

Adding nutritious foods and vitamin supplements to your diet, exercising, and acquiring good sleep habits can go a long way towards increasing your energy. Daily meditation can reduce stress, promote feelings of well being, raise your self-esteem, and increase your energy.

If you find yourself seriously lacking the energy to work towards the fulfillment of your dreams, check with your doctor or other health professional for a regimen that can increase your energy.

## Making Decisions

According to Anthony Robbins, our destiny is shaped in the very moment of decision making. A “true decision,” says Robbins, “entails a commitment to achievement.” He advises that no matter what happens, you should stick by these decisions and learn from them whether they work or not. If they don’t work, change your approach until they do. Be flexible and look for alternate routes.

Follow these strategies to make effective decisions that give you the commitment to take positive action toward the life you seek:

1. Avoid making excuses. Excuses for not making decisions or not being able to reach your goals lets you blame your lethargy and aimlessness on the challenges you face in life. Too many others blame past events in their lives for their misery. Don’t let this be you!

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- \* Seek ways to overcome your challenges and those demotivating blame games will become a thing of the past. Taking action to overcome challenges gives you a new way to continue moving forward toward what's important to you and it's extremely motivating!
2. Be clear about your decisions. For example, saying that you'd like to quit drinking alcohol is not a "true decision" because it doesn't entail a commitment to achievement. When you make a true decision, you'll decide that you'll never drink alcohol again.
- \* A clear decision with a commitment to achievement makes you feel empowered and relieved.

How do you know that you've made a "true decision?" If action flows from your decision, you can be sure you've made a true decision. If it doesn't, you haven't really decided. Once you act on your decision, you'll set into motion a new cause and effect cycle that will create your new life.

Make quick decisions and make many. Avoid spending ages agonizing over your decision. Instead, decide quickly or the fire in your belly will go out.

Keep making decisions and enjoy making them. You'll be filled with energy and your life will be exciting. Remember, every little decision you make can change the direction of your life the very moment you decide.

## The Three Decisions That Will Shape Your Life

1. Decide what your primary focus is for each moment of your life. This will influence your feelings, thoughts, and actions.
2. Decide how your situations affect you. Cut through the chaos and pause to answer this question: How does this situation affect my present and future?
3. Decide what you should do now. This is a most important decision. Don't be bothered by what others are doing and don't be carried away by what's happening around you. If you do, you're allowing your environment to direct your decision.

## The NAC Concept of Pain and Pleasure

NAC, or Neuro Associative Conditioning, is based on the pain and pleasure principle. Basically, this technique requires you to associate pain with the

things you want to avoid and pleasure with the things you want. As a result, the unconscious mind takes over and conditions you for success.

You can either allow pain and pleasure to control you, or you can use them as tools with which to control your life. The way you react to pain and pleasure determine your actions.

So how do you use this technique? Here's an example: You can replace the pain of eating soy beans with the pleasure of being healthier. You can do this by visualizing yourself as fitter and healthier whenever you eat soy beans.

## Your Beliefs Have the Power to Create and Destroy

Your beliefs have plenty to do with your motivation. If you believe that being overweight is in your genes, you can't hope to lose weight even if you exercise. If you believe in your capabilities, you can be a hero. If you believe you're a failure, you'll fail.

You can use the pain and pleasure principle to change your negative beliefs:

1. Look deep within to discover the unconscious beliefs you harbor. Perhaps you believe that all marriages are destined to fail, automobile accidents are waiting to happen, or the efforts of just one individual

- can't make a significant difference to the world. These types of beliefs are negative and can severely limit your commitment to the success you deserve.
2. Think of the effect that your negative beliefs have on you. Is it an obstacle to the life you want? Feel the pain. Then replace it with a positive belief that will help you succeed. Visualize and feel this success.
  3. Replace your negative beliefs with positive ones by questioning and re-examining your belief structure, thus building up evidence to support your new positive beliefs. For instance, you can think of individuals who have made a difference to the world without help from anyone else.
    - \* For example, when Mother Teresa decided to leave the convent and go out into the slums to help the poor, she was alone. But not for long. Her commitment to positive action influenced not only those she helped, but eventually, people all over the world.

## Transforming Yourself

The change you seek could be behavioral or attitudinal and requires some amount of re-programming, but as Mark Twain said: "There is nothing

training cannot do. Nothing is above its reach. It can turn bad morals into good. It can destroy bad principles and recreate good ones. It can lift men to angelship.”

Robbins points out that change happens in an instant. What takes time is getting to this point. For change to happen, you need to believe that you can change this very instant, and that you are the one responsible for your own transformation. You can't expect others to change you, nor can you blame them if you fail to change.

Here are the steps Robbins suggests:

1. Decide what you really want to change in your life. Ask yourself what's preventing you from change. Remember not to focus on what you don't want, but on what you do want. Also, ensure you're not linking pain to making the change, as this can lead to failure since your subconscious mind will want to avoid pain, keeping you from succeeding in the change.
2. Your desire to change should be urgent. Associate pain with not changing now and pleasure with changing now.
3. Questions That Induce Pain. Feel the pain when you answer these questions:
  - \* What will this cost me if I don't change?

- \* What has it already cost me physically, spiritually, mentally, career-wise, and in my relationships?
- \* How has it affected my family and friends?

4. Pleasure Associating Questions. Feel the pleasure intensely as you answer these questions:

- \* If I transform myself, how will it make me feel about myself?
- \* What will this change help me accomplish?
- \* How will this change make my family and friends feel?

## Motivating Strategies for Taking Action on Your Transformational Decision

1. Do your research. Finding out more about your subject will generate interest and motivation. For example, if you want to learn how to play the guitar, subscribe to a good magazine on the subject.
  - \* For example, look at Frank's story: Frank didn't know how interesting gardening could be until he bought himself a beautiful book on gardening. Now it's hard to tear him away from his flowers.

2. Reward yourself as you progress. Celebrate your little successes on the way. This will also bring you motivation to continue succeeding.
  - \* For instance, if you make the “true decision” to lose weight, you will naturally act on it by pushing the plate away. You’ll be able to do this by associating the action with the pleasure of being fitter and healthier. Each time you push the plate away, reward yourself with a non-edible treat like a telephone call to a supportive friend.
3. Join a community. Working together with others who share your goals and ideals will allow you to learn from their mistakes and successes. It can keep the fires burning and get you back on track if you go astray.
4. Befriend motivated people. Our friends are a powerful influence on our lives. Therefore, we must choose them with care. Make friends with those you admire and look up to. They’ll support you and encourage you on your quest for a better life. Plus, they’re likely to have the good habits of motivated people. Together you could move mountains!
5. Seek feedback. If you blog about your big and little successes, you’ll probably get lots of encouragement. Just writing the blog will help to keep you going. It will inspire others and, in turn, motivate you.

6. Relive past successes. If you study high achievers, you'll notice that they have a positive self image. They focus on their past successes in order to make them happen again. You, too, can remember and visualize how good a past success made you feel. Do this every morning. Your brain will create new neural pathways and help you replicate this state of success.
7. Keep your target in sight. Keeping your target firmly in your mind will reflect in your body language. Focus on the pleasures and rewards in store and you'll get more of what you focus on.
8. Be tenacious. Act towards the attainment of your target every day. Don't let a day go by without taking action, even in a small way, to reach your goal.
9. Read inspirational material. Read inspirational stories about others who have achieved their goals against all odds. These could be well known people or ordinary people who have, as Robbins would put it, "awakened the giant within." If you can't manage the time to read, you could listen to motivational recordings while driving to work.
10. Visualize the outcomes repeatedly. Although this technique takes a bit of practice, it's one of the most powerful ways to stay motivated. Visualize the outcome of your goals.

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- \* How does visualization work? The brain cannot tell something vividly imagined from reality. If you feed a vivid picture into your brain repeatedly, it will begin to manifest it as reality.
11. Have a goal. Motivation doesn't exist in a vacuum. It's always tied to a goal. Ensure you have clear goals.
  12. Write down your goals. According to research, people who write down their goals are far more likely to remain motivated and achieve their goals than those who merely make mental lists. To ensure that you always remember your goals, you could write them down where you can readily see them.
    - \* For example, Melanie, whose goal is enlightenment, has written on the wall above her desk where she spends a large part of her day the four attitudes that will help her to get there: "Stillness, Cheerfulness, Humility, and Innocence." She checks herself throughout the day against these criteria.
  13. Give yourself a spiritual goal or noble cause. Give yourself a worthy cause such as donating money for cancer research or helping others better their lives. Seeing how you affect the lives of those less fortunate will keep you motivated. Your faith in your spiritual path will motivate you to act in the most positive ways to bring about your desired life.

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- \* For example, Melanie’s spiritual goal of enlightenment leads her to these positive actions:
  - ✓ She’ll stay healthy so she can assist her spiritual mentors and community.
  - ✓ Even in her profession as a writer, she will invariably spread the message of oneness and compassion.
  - ✓ She is vegetarian because she does not want to cause suffering.
  - ✓ She has given up cigarettes because she believes it will destroy not just her health, but also her wisdom.
  - ✓ The generosity and unselfishness she portrays to her spiritual community reflects in her dealings with the world.
  
- 14. Be health conscious. Energy and good health help you stay motivated all day and every day. You should get enough sleep, eat healthily, and exercise regularly. Then taking action towards your goals every day will be much easier.
  
- 15. Know your “peak hours.” All of us have certain times of the day when we feel most energetic and creative. Find out your “peak hours.” Are you a morning, afternoon, or evening person? Once you know your most productive time, you can do the tasks that require the most energy during these periods.

16. Don't look for perfection. Many a perfectionist gives up on a task before he's even begun, because he's afraid of not being able to do a perfect job. This can lead to procrastination. A good writer, for instance, accepts the fact that he will probably write several drafts before he perfects a piece of writing and he enjoys it as part of the writing process.
17. Do the harder task first. This can work really well. For example, if you have a bunch of articles to write, tackle the toughest first. After that, writing the rest will be easier and you can keep the motivation going.
18. Practice spiritual awareness. When you're spiritually aware, you'll do every little task with love and complete awareness, focusing on the task at hand. There will be nothing else in the world for you at the time. Just you and the task. There will be no future, no past, only the present. You'll dwell completely in the moment.
  - \* So how will this awareness come about? It'll be easy if you realize that every trivial task you do is meant for your spiritual evolution. You've encountered the task because it's necessary for your growth. You can do the task with acceptance and appreciation. This positive belief is worth nurturing.
  - \* For instance, when Rita goes for her early morning walk, she's intensely aware of the changes in her body and mind.

She notices the trees and flowers, the sky, and the houses she walks by. She isn't thinking about what to cook for lunch or her new dress.

19. Use self-affirmation techniques. Self-affirmation, also known as auto-suggestion, is a technique for creating positive changes. It's based on the belief that if you tell yourself something long enough, you'll eventually believe it. Self-affirmations can help you create a new reality, attract the things you want, relax you, and make you healthier.
  - \* When you keep saying something to yourself, you declare it to your brain and the universe. Your brain thinks it's real and the universe works to manifest it. This is a tried and tested NLP (Neuro Linguistic Programming) technique.
  - \* One popular, effective affirmation is "Everyday in every way I'm getting better and better." This affirmation has even helped people heal from physical ailments. Note how it's positive (focuses on what you do want rather than what you don't want), personal (uses the word "I"), and in the present tense.

## How Inspirational Quotes Can Motivate You

Affirmations are a great way to start your day. Closely related to self-affirmations are inspirational quotes. Someone else's idea may resonate with your beliefs and inspire you to keep going, even when the chips are down. Sometimes these sayings can remind you of an important concept that motivates you to take action.

Here's an inspiring quotation for every day of the week:

1. "Eighty percent of success is showing up." – Woody Allen

Chances are you know people who keep talking about the wonderful things they want to do, but never get around to doing. They're just not motivated. It's not enough to plan and dream. We must begin with action, even the smallest of actions. This will set the ball rolling and will eventually lead to that big goal.

Woody Allen himself is so self-motivated that he finds the concept of awards "silly." He says "I cannot abide by the judgment of other people, because if you accept it when they say you deserve an award, then you have to accept it when they say you don't." Winning the Oscar for Annie Hall didn't mean anything to him.

2. "We will either find a way, or make one." – Hannibal

These are the words of a highly self-motivated man feared by Rome for his military genius. And it all began when Hannibal was only nine years old. His

father asked him to swear that he would fight their enemy, Rome, when he grew up. Hannibal remembered the promise he made his father and became one of the most brilliant military generals the world has ever seen.

What motivated Hannibal? Love for his father and love for his land, Carthage. Making a promise to someone is definitely one way to stay motivated!

3. “I have not failed. I’ve just found 700 ways that won’t work.”

– Thomas A. Edison

Thomas Edison had very little formal education and was a great believer in self-improvement. Whatever he knew was taught to him by his mother and his own efforts. When his first patented invention, an electric vote recorder, proved a commercial failure, he didn’t give up.

You could say that his mother was his motivator. Of her, he said in later years: “My mother was the making of me. She was so true, so sure of me, and I felt I had some one to live for, some one I must not disappoint.”

When he was twelve, he lost almost all his hearing, but rather than perceive it as a drawback, he felt it helped him to concentrate on his experiments. Then came the tin foil phonograph, which brought him international fame, followed by the incandescent light bulb which had taken him one and a half years to perfect.

When Edison was asked in an interview how it felt to fail 700 times in his attempts to create the light bulb, he answered: “I have not failed 700 times. I have not failed once. I have succeeded in proving that those 700 ways will not work. When I have eliminated the ways that will not work, I’ll find the way that will.”

You too can learn from your mistakes. They’re not a waste of time as long as you use them to avoid further mistakes. Success comes by trial and error. Keep a journal of your progress. Write down what you did towards realizing your goal every day, even if it’s something small. Writing things down will bring clarity to your efforts.

4. “We are what we think. All that we are arises. With our thoughts, we make our world.” – The Buddha

You probably know that The Buddha is the ultimate example of self-motivation. As Prince Siddhartha Gautama, he spent the first 30 years of his life coddled and spoiled by his father. He was shielded from all negativity and saw only the beautiful. But he soon tired of pleasures and ventured out of the palace.

The suffering he encountered – old age, sickness and death, made him renounce everything. His goal was to find solutions to these inevitabilities of human existence. Imagine how tough life alone and impoverished would have been for one who had known no hardship! Yet he found what he was

looking for and his insights continue to illuminate the minds and hearts of spiritual seekers across the world.

Every action is preceded by a thought. If it's positive, it creates a positive reality; if negative, misfortune. Every action creates a reaction. It's up to you to create the reactions you desire. If you tell yourself you're no good, or that you can't achieve your goals, you're not going to be a success. However, telling yourself how good you are and having faith in yourself can make you a hero.

5. "Success is not final, failure is not fatal: It is the courage to continue that counts." – Sir Winston Churchill

As a child, Churchill was neglected by his parents and demeaned by other kids. The only affection he had came from his nurse, Mrs. Everest. This is the background which made him want to prove his worth to the world, and as a statesman, orator and journalist, he lives on.

As a successful person, you know that there's always another hill to climb. Never rest on your laurels or get discouraged when obstacles turn up, for when you climb that hill, you discover rewards at the top.

6. "God doesn't require us to succeed; he only requires that you try."  
– Mother Teresa

The suffering and poverty Mother Teresa encountered outside the walls of her convent in Calcutta prompted her to leave that secure place to work in the slums. She had no funds, but she had love and a fierce determination. So moving was her compassion, many people joined her in her efforts and the funds began to flow in.

She won the Nobel Peace Prize, and was happy because she could invest the money she won into her work of love. She even cancelled the dinner they were to host for her on the occasion so she could use the money for the poor. Her focus was unwavering.

7. “All misfortune is but a stepping stone to fortune.”

– Henry David Thoreau

Thoreau was passionate about the joys and healing power of solitude and nature. He dreamed of living a quiet life in the woods, and he did. He was never rich, but no one could say he was poor, because his attitude was not that of the impoverished. So what was the “fortune” he alluded to? Clearly, he meant inner riches.

Now that you have the most powerful keys to self motivation in your hands, it’s time to forge ahead and achieve your dreams – starting from this moment!

# Self-Motivation Workbook

Wanting something is not enough. You must hunger for it. Your motivation must be absolutely compelling in order to overcome the obstacles that will invariably come your way.

– Les Brown

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**gifts every week**, plus free articles, free videos, the inspirational art gallery, games, and

much more...

# Self-Motivation Workbook



## What Makes People Self-Motivated?

Passion and discipline are the primary stimuli for self-motivation.

What interests am I passionate about?

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Is there a discipline I follow regularly, such as an exercise routine or a special diet? Jot these down.

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## Lack of Energy or Self-Motivation?

If you feel you lack self-motivation, perhaps it could be a lack of energy instead. Check whether you may be energy-deprived due to stress, depression, low self-esteem, or physical fatigue. Energy-enhancing practices may help you, such as:

- \* Meditation
- \* Eating more nutritious foods
- \* Adding vitamins to your diet
- \* Incorporating more exercise into your daily routine
- \* Getting more sleep

What changes can I make in my daily routine to increase my energy level?

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## Making Decisions

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We create our destiny the moment we make a decision, no matter how trivial. A true decision leads to achievement because it involves commitment to action. Flexibility is important. If the outcome of your decision isn't what you want, learn from it and make another decision.

**Make an important decision that will encourage commitment and action.**

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What action can I take today to start implementing this decision?

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## Don't Make Excuses

Everyone has dreams, but few make the effort to turn them into reality. One obstacle that can hold you back is the habit of making excuses.

Write down the limiting excuses I make that prevent me from achieving my goals.

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## Be Clear About Your Decisions

A true decision has clarity. It's specific and it makes you feel empowered and relieved.

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How do you know you've made a "true decision?" If you've made a true decision, you'll find yourself acting on it.

Write down any decisions that are still only dreams – something I'll do "some day."

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How can I empower these decisions?

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## The Three Decisions That Will Shape Your Life

Make these decisions right now and write them down.

What is the primary focus of my life?

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Decide how the situations you find yourself in today affect your present and future.

Situation 1:

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Effect on the present moment:

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Possible effect on my future:

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Situation 2:

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Effect on the present moment:

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Possible effect on my future:

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And now for the most important decision:

Looking at my current situation, what should I do now? The quicker and more decisive the decision, the greater the impact on my life.

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# The NAC Concept of Pain and Pleasure

You can train your subconscious mind to condition yourself for success with Neuro Associative Conditioning techniques. You do this by associating pain with the things you want to avoid and pleasure with the things you desire.

Your Beliefs Have the Power to Create and Destroy

Check your beliefs. Are they getting in the way of achieving your goals or are they propelling you forward? You can use the NAC technique to replace negative beliefs with positive ones.

What negative beliefs do I hold?

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How are my negative beliefs affecting me? As I write down my answer, I allow myself to feel the pain.

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What positive beliefs can replace the negative ones? How will it affect my life? Feel the pleasure intensely and visualize the outcome vividly.

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Another way to replace negative beliefs with positive ones is to question your negative beliefs. Do some research on the subject and study the lives of those who hold the opposite view.

## Transforming Yourself

Transformation is not a long process. It happens in an instant, provided that you've been working towards it. Do you have a powerful intention to change?

What do I really want to change now?

## A SELF-MOTIVATION WORKBOOK

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Now use the pain and pleasure principles by answering the questions below (feel and visualize the pain and pleasure):

1. What will this cost me if I don't change?

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2. What has it already cost me physically, spiritually, mentally, career-wise, and in my relationships?

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3. How has it affected my family and friends?

## A SELF-MOTIVATION WORKBOOK

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4. If I transform myself, how will it make me feel?

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5. What will this change help me accomplish?

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6. How will this change make my family and friends feel?

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7.

Do your research. Get all the information you can on the subject that interests you. This will generate motivation.

Reward yourself as you progress. This will keep motivation levels up. It doesn't matter how small the milestone is. Reward yourself as soon as you achieve it.

What are some rewards that I can give myself when I make progress?

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Join a community. Nothing can be more motivating than working towards your goals with others who share them. Find communities online or locally that share a passion of yours.

List my favorite support communities here:

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## A SELF-MOTIVATION WORKBOOK

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Befriend motivated people. Choose friends who are highly motivated so they can support and inspire you.

**Who do I know that are the most motivated?**

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Seek feedback. Blogs are a popular method for generating feedback. Blog about your successes and the insights you glean on the way to your goal.

Relive past successes. Follow the example of high achievers. Focus on your successes every morning, and your brain will create new neural pathways that will help you replicate these successes.

**What are some of my past successes?**

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Keep your target in sight. Make an effort to remember your target at all times. If you focus on the pleasurable outcome, you'll create more positive outcomes.

Be tenacious. Use each day wisely – take action, no matter how small, to make your dreams come true.

What can I do today to move closer toward my goals?

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Read inspirational material. Reading about people who achieve their goals against all odds will motivate you.

Visualize the outcomes repeatedly. Visualization is a powerful technique. Repeatedly imagining the outcome of your goals will help manifest them as reality.

Describe my vision:

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## A SELF-MOTIVATION WORKBOOK

Write down your goals. Putting your goals down on paper will help to imprint them on your brain.

What are my most important goals?

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Give yourself a spiritual goal or noble cause. A spiritual goal such as enlightenment, or working for a worthy cause can be a powerful motivator.

What is my noble cause?

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Be health conscious. If you look after your health by exercising regularly and eating the right foods, you'll have more energy and higher levels of motivation.

Know your "peak hours." Find out your most productive time of the day and do your most demanding tasks during this time period.

What are my peak hours? What tasks should I accomplish in these hours?

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## A SELF-MOTIVATION WORKBOOK

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Don't look for perfection. The key to being highly self-motivated is to act without worrying about how good your output is. Get on with it. The polishing can be done later.

Do the harder task first. Once you've put the more difficult tasks behind you, you can relax and do the easier ones.

Practice spiritual awareness. Be completely in the moment when you act. Don't think about the past or the future. After all, the present creates the future!

## A SELF-MOTIVATION WORKBOOK

Use self-affirmations. Telling yourself repeatedly that you're getting better every day in every way is bound to cause your brain to believe it.

What are some self-affirmations that make me feel good about myself?

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## A SELF-MOTIVATION WORKBOOK

Use inspirational quotations. These are built around the lives of famous and highly motivated people who have succeeded against the odds.

What are my favorite quotes that resonate with me?

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## A SELF-MOTIVATION WORKBOOK

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You have the most powerful keys to self motivation in your hands. Use them to realize your wildest dreams!



# SECRETS OF A CUSTOMER-GETTING BLOG

Ronnie Nijmeh of PLR.me • [ron@plr.me](mailto:ron@plr.me) • <http://www.plr.me>

Special Guest: Lexi Rodrigo • <http://www.plr.me/magnet>

## **BENEFITS OF BLOGGING:**

- Easily indexed and ranked by search engines
- Viral, interactive, shareable functionalities
- Integration with social networking
- Showcase expertise
- Flexible
- Easy to use

## **3 CORE ELEMENTS OF A SUCCESSFUL BLOG:**

1. Content
2. Competitiveness in search engines
3. Ease of use

## **7 MOST COMMON BLOGGING BLUNDERS:**

1. Lack of clarity
2. Lack of focus
3. No opt-in form, or a poor one
4. Too many leaky holes
5. Inconsistency and irrelevance
6. Difficult to use
7. Low engagement

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# BLOG STATISTICS TO MEASURE:

## TRAFFIC:

- Tool: [Google Analytics](#)
- Number of unique visitors
- Sources of traffic
- Keywords used
- Popular pages
- Length and depth of stay

## CONVERSION:

- Tools: [Google Analytics](#), [Google Website Optimizer](#), [Aweber](#)
- Opt-in rate
- Sales rate

## OTHER:

- Number of comments
- Number of tweets

# BEST CUSTOMER-GETTING BLOG POSTS:

- Case study
- Reviews
- Trends
- Top Tips/Lists
- How To's

**Take Your Blog to the Next Level with Lexi's Magnetic New Marketing eClass:**

<http://www.plr.me/magnet>

## WEB 2.0 TRAFFIC ATTRACTION STRATEGIES:

- Blog linking
- Blog commenting
- Social networking
- Guest posting
- Email marketing

## MAGNETIC NEW MARKETING:

Lexi has put together a brand new, easy-to-follow course to finally take your blog from zero to hero, with floods of traffic and conversion.

***Here's what you'll learn in Lexi's three module course:***

### **MODULE 1: ATTRACTION** - October 12, 2010

*You will discover:*

- The 3-step dance of marketing in the new media
- How to create *magnet* content delivered in 2.0 style
- Simple strategies to help your readers find you through social media

### **MODULE 2: ENGAGEMENT** - October 19, 2010

*You will discover:*

- The rules and modes of engagement in web 2.0
- How to build your list and nurture relationships with your subscribers
- Email marketing best practices

**Take Your Blog to the Next Level with Lexi's Magnetic New Marketing eClass:**

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## MODULE 3: CONVERSION - October 26, 2010

*You will discover:*

- How to write persuasively
- Simple ways to transform your products and services into irresistible offers
- How to build the spokes of your social media wheel

## WHAT'S NEXT?

Can you relate to the blogging blunders and barriers we've discussed? Do you want to know ALL of Lexi's cool simple tricks to ***create a blog magnet that attracts the right kind of customer?***

➔ **Then check out Lexi's Magnetic New Marketing eClass:**  
<http://www.plr.me/magnet>

**Take Your Blog to the Next Level with Lexi's Magnetic New Marketing eClass:**  
<http://www.plr.me/magnet>

THE IMPORTANCE OF  
**BELIEFS**

AND

**VALUES**

CHEAT SHEET

Since your values and beliefs are created by the unconscious, it's important to identify them so you can be in conscious control. Then you can weed out negative beliefs that don't serve you well.

### ★ WHAT'S A BELIEF?

---

Our beliefs are formed from the learning we acquire from our experiences. They are mostly created during childhood and become embedded in our unconscious if related experiences keep recurring to reinforce the belief.

### ★ HOW NEGATIVE BELIEFS MANIFEST

---

Your behavior corresponds to your beliefs. Therefore, if beliefs are negative, they manifest in negative behavior. Some of these beliefs are adopted from those who influence us.

### ★ THE THIN LINE BETWEEN SELF BLAME AND SELF AWARENESS

---

While it's important to see things as they really are and accept your negative behavior, avoid blaming yourself or labeling yourself as "bad." This attitude can lead to depression or a damaging inferiority complex.

The action is what's unproductive, *not* the person who acts. Each of us possesses the spark of divinity and it's up to us to fan it into flame.

## ★ USE YOUR HUMANITY TO UNDERSTAND THE SELF

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The human form is precious. We can use our bodies to understand our true self through prayer or connecting with nature.

## ★ HOW MARISA TRANSFORMED HER NEGATIVE BELIEF

---

Like Marisa, you too can transform negative beliefs into positive ones which aid spiritual growth and help you lead a happy, fulfilled life.

## ★ NEGATIVE PLEASURE

---

Your childhood experiences can also lead to life patterns of negative pleasure which lead you to wallow in your misery. One way to find out whether you're experiencing this is to watch whether you make excuses for something you were expected to do but didn't.

If you're engaging in negative pleasure, you'll notice that you always blame something other than yourself for your failure.

## ★ TWO WAYS TO CHANGE YOUR NEGATIVE BELIEFS

---

The popular Emotional Freedom Technique uses acupressure and affirmations for self transformation. Give it a try! Or you can examine yourself, identify your negative core belief and work on changing it. Many people find professional or spiritual guidance helpful in this process.

## ★ WHAT ARE VALUES?

---

Your values determine your interactions with the world and your lifestyle. If you stick to the standards you set for yourself and others, you'll have a clear conscience. Do you know what your values are?

## ★ HOW ARE VALUES CREATED?

---

Values are formed mostly during your childhood when you learn from the example set by your parents. Later, they come from others who influence you, such as friends and teachers. As you grow older, you create some of your values by making moral judgments.

## ★ IDENTIFYING YOUR VALUES

---

You can identify your values by answering what's most important to you and essential for your life. Once you do this, you can examine whether you're living according to your values. If you're not, the next step is to ask yourself why not.

## ★ VALUES AND THE IMPORTANCE OF SELF LOVE

---

Loving yourself is important if you're going to love others and have them reciprocate your feelings. Self love is easy if you live according to your values and beliefs.

## ★ TWO KINDS OF VALUES

---

Learn to distinguish between ends values and means values. If freedom is your end value, money could be your means value. In other words, to have freedom, you must have money.

## ★ VALUES AND BELIEFS CHANGE AS YOU GET OLDER

---

As you may remember in Marisa's case, values and beliefs change as we grow older. Often it's a change for the better. Look back on your life and see how you've changed. You can also choose to change. It's never too late to become who you want to be.

"He can who thinks he can, and he can't who thinks he can't.  
This is an inexorable, indisputable law."

**- Henry Ford**

THE IMPORTANCE OF  
**BELIEFS**

AND

**VALUES**

WORKBOOK

This workbook is designed to help you identify and work with your values and beliefs. The more honest you are and the more deeply you look within, the easier the process will become. ***Personal clarity is essential for a happy life.***

## ★ IDENTIFY YOUR NEGATIVE BELIEFS

---

Barbara Ann Brennan, in her best-selling book *Hands of Light*, offers an exercise to help you uncover your blocking beliefs. According to her, everyone has these patterns in some degree.

Fill in the following sentences:

All men are:

---

All women are:

---

I will be hurt in a relationship in the following ways:

---

Maybe I will get sick and die of:

---

I will be ripped off in the following ways:

---

I will lose \_\_\_\_\_ if I don't

---

## ★ POSITIVE BELIEFS

---

Write down five of your most deeply felt positive beliefs. For example, “Asking my spiritual mentor for advice will help me live in harmony with the world” is a belief that helps you become the person you’re meant to be.

Once you write these beliefs down, you’ll be able to examine to what extent they affect your life. If you aren’t acting according to these beliefs, ask yourself why. *Is there a way you can practice what you preach?*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## ★ PRACTICE SELF LOVE

---

Brennan suggests that we sit with something we love and give it love. You can use a pet or flowers or a work of art for this. Do this several times. Then when you feel ready, extend some of that love you feel to yourself.

Alternatively, look at yourself in the mirror and love the being you see. Avoid criticism of how you look. If you find yourself critiquing every flaw, start over again.

## ★ IDENTIFY YOUR VALUES

---

When you're about to make a decision and aren't sure which way to go, knowing your values will help. Write down below what is most important to you in life. Make a list of at least five things you feel passionately about.

You could also identify values by asking yourself what you need to protect or defend and what ticks you off. For instance, maybe you can't stand dishonesty. Write that down, too.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## ★ APPLYING VALUES TO SITUATIONS

---

If you think some areas of your life need improvement, examine your values in order to make a positive change.

1. Choose a part of your life you'd like to improve. Maybe you don't like your work environment and want to enrich it.
2. List what's important to you in this context. Chances are that the first few values will come up quickly. Keep thinking and you'll get another batch of values.
3. Now list these values in order of importance. Determine the hierarchy of values by asking yourself which are the ones you can't do without.

**Here's an example:** You may come up with the following values for your job: security, achievement, challenge, power, and adventure. You may decide that security is more important to you than adventure.

4. Next, ask yourself whether there's a value missing. Is there something else you'd like to have in your work environment? Maybe you want greater fulfillment. Give the new value the appropriate place on your list.

## ★ KNOW YOURSELF

---

Your character and actions are a result of your beliefs and values. Examine these closely in order to know yourself.

Write down the answers to the following questions:

What or who is the origin of my beliefs and values?

---

---

---

What are they based on? Am I using reliable evidence?

---

---

---

Do my actions reflect these beliefs and values?

---

Do my beliefs align with my values?

---

How have my beliefs and values evolved over the years?

---

---

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---

How do they help me live a contented, happy life?

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---

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# THE IMPORTANCE OF CONQUERING YOUR FEARS

How to Bravely Banish  
Fear & Anxiety

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## Introduction

Fears are a part of life. Everyone is afraid of something. Whether it comes from clowns or grizzly bears, at some point in your life, you're going to experience some degree of fear.

Fear is a generally a *good* thing. Yes, you read that right! Fear can spur you to quick action, and even save your life, when there is a real danger. While fear typically has a minimal impact on your life, there are times when fear takes over and becomes a detriment.

If fear is negatively affecting your life, fear not! ***You CAN conquer your fears and live a life free from the pain and apprehension that fear has brought you.***

There are many fears you can overcome with a conscious decision to change your mindset. Practicing some fear-reducing techniques, like those found in this ebook, may be all you need to rid yourself of them.

Other fears are so extreme that they require professional help. These are deemed phobias, and while they're tougher to crack, conquering these deep-rooted fears isn't an insurmountable challenge by any means. With some persistence and willpower, you can even overcome phobias.

In this ebook, the topic of fear will be discussed in depth. We'll delve into fear from all angles, including:

- ◆ How fear can negatively affect your life
- ◆ The nature of fear
- ◆ The difference between a fear and a phobia

*You'll also find some tips and techniques to help you overcome your fears*, as well as discover the positive results that come from facing your fears head on.

It may seem overwhelming at first, but when you face and conquer your fears, there are a plethora of positive effects that it can have on your life.

The most immediate after-effect is that wave of relief and joy that you feel, knowing that you're capable of overcoming obstacles. Once you can think of the thing you feared, and *feel* that it isn't really that scary after all, you'll *know* you've conquered it and it can never take you captive again!

*Facing and conquering your fears will also give you a significant boost in confidence.* This will enable you to strengthen other areas of your life, such as:

- ◆ Work
- ◆ Romance
- ◆ Parenting
- ◆ And more!

## The Difference Between Fears and Phobias

Phobias are all the rage in medicine right now. There are phobias for all sorts of things that you wouldn't think could warrant a fearful reaction, like a fear of flowers. But if you're scared of it, it still frightens you and can bring you serious consequences, whether it scares others or not.

*While fears and phobias are similar, there is a distinct difference:*

- ◆ **Fear** is defined as a distressing emotion caused by impending danger or pain; the feeling or condition of being afraid.
- ◆ **A Phobia** is a persistent and irrational fear of a specific object, activity, or situation that leads to a compelling desire to avoid it.

In most cases, a phobia causes a detrimental effect in the lives of the people it afflicts. For example, Agoraphobics (people afraid of open spaces) end up living their whole lives as shut-ins.

The psychological field has gotten so broad that there are phobias for all sorts of fears, such as:

- ◆ **Mysophobia** – fear of germs
- ◆ **Entomophobia** – fear of bugs

- ◆ **Triskaidekaphobia** – fear of the number 13
- ◆ **Coulrophobia** – fear of clowns
- ◆ **Anthophobia** – fear of flowers

And the list goes on. With some of these fears, feeling some apprehension is perfectly normal. We all want to avoid getting sick and we may feel nervous when a bee or wasp comes buzzing our way, but the trick is to maintain control and not allow the fear to *rule* you.

While some of these phobias might appear to be silly at face value, they are serious conditions that should be treated as such. If you've been diagnosed with a phobia, you too can overcome them; it just may require professional treatment.

*Most likely, as in the vast majority of cases, you experience a simple fear, which can be overcome with a few easy techniques and a healthy dose of willpower.*

*“Every time we face our fear, we gain strength, courage, and confidence in the doing.”*

**~ Author Unknown**

## Is Fear the Mind Killer?

Science fiction fans, cult movie fans, or anyone who's seen David Lynch's 1984 film adaptation of *Dune* may be asking whether or not fear truly is the mind killer, as the film states.

The answer, surprisingly enough, is yes.

*Fear has a tendency to overpower rational thought and replace it with sheer panic.* Panic is a powerful sensation that can lead to undesired results. This is why you're prohibited from yelling "Fire!" in a crowded movie theater.

In this sense, it *is* something of a mind killer, as you lose yourself in the fear. Like fear, panic is also something that you can overcome.

**In a fearful situation, it's important to keep these tips in mind:**

1. **Stay calm.** This is one of the keys to keeping your fear and panic at bay. It may sound like a simple platitude akin to telling a heartbroken friend to get over it, but it really is the best way to face your fears. *In many cases, you can remain calm by simply avoiding thoughts about your fear.*

- ◆ For example, if you're afraid of heights and you're about to partake in a ropes course, the only way you're going to get through it is by *not* freaking out about how high up you are. In

such a case, the best way to stay calm is to simply *avoid looking down*. **Focus on your actions** as you tackle the course.

2. **Keep your wits about you.** Many times, all it takes to get past your fear in a particular situation is to *focus on a solution* and take action to implement it.

- ◆ For example, if you accidentally wander into the vicinity of a bee hive or get lost while hiking, you should remain cautious, but keep a cool head. Remember that the bees will not attack you unless provoked, and finding your way back to a main road is usually a simple matter of retracing your steps.

*In more perilous situations, the same tips apply.* It may sound simplistic, but it's true. For many of these situations, the solutions have been ingrained in your memory; the trick is to just remember them at the appropriate time. Consciously quieting your panic can help you recall critical information.

*“Stop, drop, and roll”* sounds simple enough, but when you actually catch on fire, you may not be thinking about that and will panic. Of course,

*“I must not fear. Fear is the mind-killer. Fear is the little-death that brings total obliteration. I will face my fear. I will permit it to pass over me and through me. And when my fear is gone I will turn and face fear’s path, and only I will remain.”*

*~ Paul Atreides, Dune*

anyone would, but you can solve the situation much quicker by focusing on what you *can* do to overcome the situation.

## Knowledge is Power

It is often said that people fear what they don't understand. As such, a natural way to fight fear is with knowledge.

Horror movies often use this to their advantage, leaving certain things *off* the screen to allow your imagination to do the work for you. *The directors know that what you don't see is ultimately going to be scarier than something you do see.*

**You can use knowledge to combat fear in situations such as these:**

1. **Monsters under the bed.** Surely your kids have encountered that age old fear of a monster living in the closet or hiding under the bed. In almost every instance, the parental response is to turn on the lights and run an "inspection."
  - ◆ A good tip in these instances is to let the child see for himself that there's nothing there. While just peaking in the door may work for the night, *showing* the child will surpass telling him that there are no monsters lurking in the bedroom.
2. **Medical procedures.** The doctor's office can be a nerve-wracking place. This is especially true when major procedures are about to

take place. In these situations, doctors will usually take time to explain to their patients exactly what's going to happen.

- ◆ When your doctor gives you this knowledge of the details, it can go a long way toward alleviating your fear. If he doesn't volunteer the information, then ask!

For many fears, a little research to increase your knowledge may enable you to overcome it. *By knowing your fear, you can remain in control of the emotion and prevent it from overwhelming you.*

You can utilize this tactic in many other situations as well. When fear gets a grip on you, it can sometimes cause your imagination to run wild. By filling your brain with facts, it becomes harder for your mind to conjure up doomsday scenarios to send you into a panic.

*All of a sudden, those things that were scary turn out to be quite the opposite.* For example, the lurking shadow on the wall is really just a hat rack!

*“So now you know, and  
knowing is half the battle.”*

*~ G.I. Joe*

## Fear is an Emotion

Show me a person who has never once experienced fear and I will show you someone with a severe case of denial! *While it may seem like a weakness in the human condition, fear is a very natural thing.* Much like happiness or sadness, it's an emotion.

The trick is to keep that emotion in check. You're going to be afraid of something at some point, and *how you respond to the fear is more important than the fact that you experienced it.*

### Example 1:

Let's say you go out camping with a group of friends for the weekend and your campsite is approached by a grizzly bear. You're going to be afraid. It doesn't matter how macho you are, if you're approached by a bear, you're going to get scared.

*In this case, confronting your fear doesn't mean literally confronting the bear.* However, it's still important that you keep a level head and prevent your fear from taking control.

- ◆ If you were to panic, start screaming, and run away, this would only result in the bear chasing you, and that bear can run faster than you can.
- ◆ On the other hand, if you calmly and quietly stand still, you may be able to avoid the bear altogether.

**Example 2:**

Your friends want to go skydiving. You agree, as everyone who's done it raves about how fun it is. You get on the plane and all too soon the guy looks at you and says, "You're up." You look out the hatch and suddenly the idea isn't so appealing. *This is a perfectly natural response.*

- ◆ Will everyone feel that sense of dread as they notice how much space lies between them and the ground? Well, there are those who thrive in such situations, but a vast majority of people are going to have second thoughts once they look down.
- ◆ *It's important to keep panic at bay.* Whether you decide to jump or not, everything will go more successfully if you can avoid panic and allow clarity of thought.

Since it's an emotion, keeping your fear under control isn't too different from keeping your anger or happiness under control. It's going to be a factor one way or another, but as long as you control it, as opposed to the other way around, you'll be fine.

So the next time a street clown comes prancing your way and your stomach starts to feel uneasy, take comfort in knowing that this is a normal emotion. *Each and every one of us feels fear from time to time. It's what you do with it that's important.*

## The High Price of Fear

Fear is a force in and of itself. While it may not seem like it takes that big a toll on your day-to-day life, it can start to add up. The good news is that there's another side to this dilemma.

*"All creatures feel fear... especially the scary ones."*

*~ Thomas Wayne, **Batman Begins***

**By conquering your fears, you open up all sorts of doors! You can:**

1. **Gain confidence.** By casting your fears aside, you become a stronger person. Those things that once stood in your way can no longer impede you as you reach new personal heights.
2. **Enjoy an increased sense of pride.** While conquering your fears will result in more general confidence, you'll also be rewarded with a sense of accomplishment at your ability to master that which has thwarted you for so long.
3. **Experience exciting new opportunities.** Once you conquer your fears, you'll become open to new experiences which you couldn't see before because your fears blinded you to the possibilities. With new experiences, you can live a richer life and become the envy of others around you, who wish they could do what you've done.

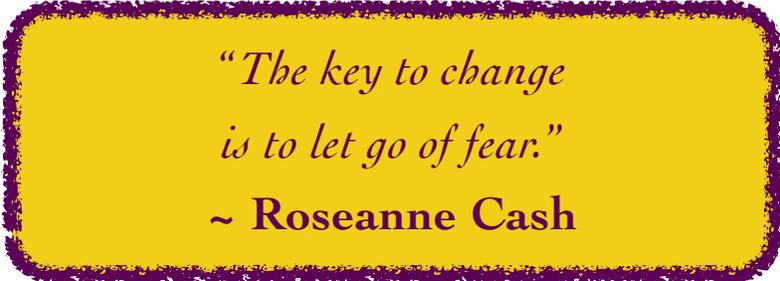
Each of these benefits enable you to enjoy an endless amount of freedom that has the potential to change your life forever. You may even find that the thing you once feared is now one of your favorite activities!

A good example of such a circumstance is with roller coasters. They're fast, they jerk around, and they even have you shooting in a loop. You look at it and think that there's no way you're going to get on one.

Maybe it's only because your friends and family bug you about it, but somehow, somehow, you make your way onto one. There's a sense of dread as you rise up the first hill, the repetitive clicking of the chains making your heart race even faster.

As you peer over the drop, you may feel a sense of doom, but once the coaster starts bolting and the adrenaline kicks in, it becomes one of the most incredible things you could ever experience.

*You, a person who was once wary and fearful of such a pastime, are now clamoring to go on again in order to feel the same rush!*



*“The key to change  
is to let go of fear.”*  
~ Roseanne Cash

## How to Control Your Fear

Practice these strategies to help you conquer your fears:

1. **Take a deep breath.** This is probably one of the easiest ways to alleviate the sense of dread that accompanies a frightful moment. *Taking a deep breath slows down your heart rate and often delivers a Zen-like calm.*
  - ◆ You can use this technique at any time, making it extremely versatile. No matter what you're encountering, taking in oxygen can always help clear your mind and help you get past whatever fearsome obstacle is impeding you.
2. **Hesitation can be a detriment.** More often than not, it pays to take a moment to think before doing something drastic. In some situations, however, hesitating can put you at a disadvantage, and even allow your fear to turn into panic.
  - ◆ Take the aforementioned skydiving situation as an example. In this case, hesitation could actually work against you. The more you think about the idea that you're jumping out of a flying airplane, the more afraid you become.
  - ◆ While it doesn't apply to all situations, there are circumstances where being impulsive can actually be to your benefit. In such situations where immediate action is required, go ahead and

just rush in. *Focusing on your action takes your mind off your fear.*

3. **Remember your training.** Throughout your life, you've been trained for many fear-inducing situations, such as fires, tornadoes, and perhaps even using life saving techniques like CPR. Every time you get on an airplane, they show you what to do in an emergency. *Be confident that you have the capability to get through these crises when they arise.* Then let go of the fear!
4. **Know your enemy.** As previously mentioned, knowledge can ease your fears. By knowing more about the thing that scares you, you automatically reduce the amount of fear because you know the nature of the metaphorical beast. *Research what you fear and you may find just the thing that conquers the fear itself.*

Fear is a part of everyday life, but that doesn't mean you have to be a slave to it. On the contrary, you can overcome it and reap all sorts of benefits.

You can open yourself up to a whole smorgasbord of new experiences and possibilities. There's no shame in feeling fear, and some will take longer to overcome it than others, but make no mistake, *every fear is conquerable.*

With a healthy dose of willpower, you *can* conquer your fears and live a richer, more exciting, and more rewarding life.

# THE IMPORTANCE OF CONQUERING YOUR FEARS

How to Bravely Banish  
Fear & Anxiety

CHECKLIST

## Checklist

- Take a deep breath**
  - Let the calm wash over me
  - Allow other thoughts to enter my mind and ease my fears
  - Slow my heart rate to decrease anxiety
  
- Find internal source of inspiration**
  - Go to my “happy place”
  - Pray
  - Recite a mantra or calming chant
  
- Seek knowledge to ease my anxiety**
  - Learn about the topic to discover as much as possible
  - See what was once unseen
  - Prohibit my imagination from running away with me
  
- My fear is too great, I need:**
  - More time
  - Help from friends and family
  - Professional help to conquer my phobia

# THE IMPORTANCE OF CONQUERING YOUR FEARS

How to Bravely Banish  
Fear & Anxiety

WORKSHEET

# Worksheet

**1. What I fear is:**

**2. Why am I fearful?**

**3. How can I conquer my fear?**

**4. Fear is:** *(Circle all that apply)*

- a. An emotion
- b. Something that only the weak feel
- c. Powered by knowledge
- d. Something that can be overcome by anyone
- e. The mind killer
- f. The little death that brings total obliteration

5. We fear what we don't understand; therefore, getting a better understanding of our fear is a great way to conquer it.

**List some attributes and facts about your fears.**

**True/False:**

- |   |   |   |
|---|---|---|
| 1. Everyone experiences fear at some point in their life. | T | F |
| 2. Fear is a natural emotion like happiness or sadness.   | T | F |
| 3. Any fear can be conquered.                             | T | F |
| 4. All fears and phobias can be conquered immediately.    | T | F |
| 5. Fears and phobias are the same thing.                  | T | F |
| 6. Fear often leads to rational thinking.                 | T | F |
| 7. Conquering fears can lead to a boost in confidence.    | T | F |
| 8. Phobias are rational fears.                            | T | F |
| 9. Phobias have been diagnosed for fear of clowns.        | T | F |

**Multiple Choice:**

**1. A good way to calm yourself in times of fear is to:**

- a. Pinch yourself
- b. Count sheep
- c. Take a deep breath
- d. Drink some water

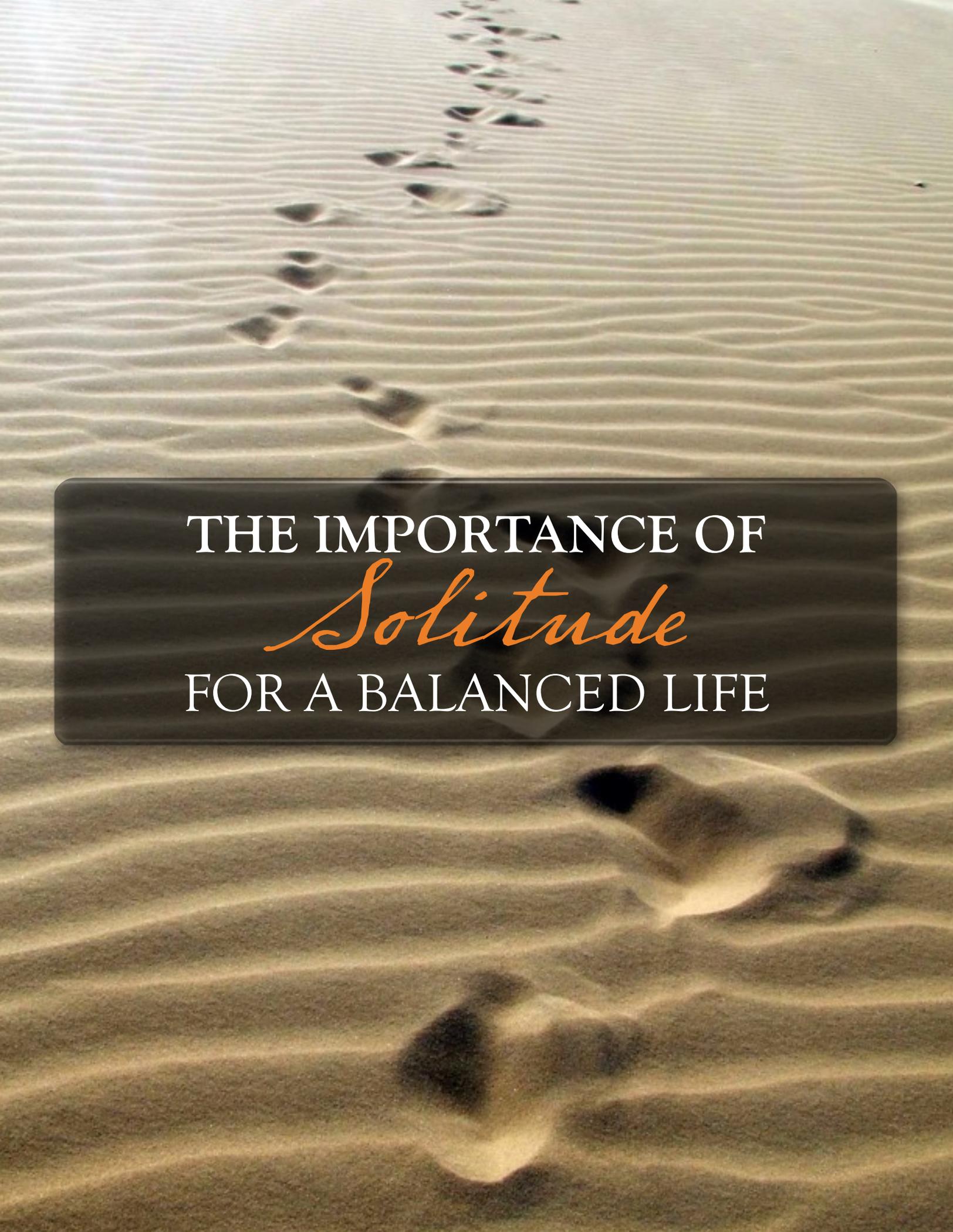
**2. Fear is:**

- a. A distressing emotion caused by impending danger or pain
- b. A sign of weakness or inferiority
- c. Something you have complete control over

**3. How can researching your fear benefit you?**

- a. It gives you something to do to relieve boredom.
- b. Knowledge of your fears can give you the key to conquering it.
- c. Further knowledge can make the fear so intense that you completely avoid dealing with it so you never have to deal with it again.

Answer Key  
Fear is:  
A, D, E, F  
1. T  
2. T  
3. T  
4. F  
5. F  
6. F  
7. T  
8. F  
9. T  
True/False:  
1. T  
2. A  
3. B  
Multiple Choice:  
1. C  
2. A  
3. B

A photograph of a desert landscape with sand dunes. A path of footprints leads from the foreground towards the horizon. The sand is golden-brown and has a rippled texture. The sky is not visible, focusing attention on the ground and the path.

THE IMPORTANCE OF  
*Solitude*  
FOR A BALANCED LIFE

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*Note: This little book is not about forced solitude or how to deal with it. It's not about being lonely or running away from the world into a cave in the mountains. Rather, solitude is an exercise of nurturing your state of mind to achieve interior freedom. Read on to discover the many advantages of solitude.*

## PUT YOUR LIFE IN PERSPECTIVE

Being in your own company gives you the chance to see where you're heading in terms of your relationships, career, and spiritual evolution. If you spend at least a half an hour each day looking back at the previous day and analyzing how you lived it, you'll gain some great insights. That's the power of perspective!

One thing you may realize as you self-reflect is that the greatest amount of time and energy spent on an average day goes into maintaining healthy relationships. But when you're alone, you can decide which ones are worth keeping and nurturing. Remember that ***a good relationship is one that allows both people involved to grow into better people.*** Ask yourself whether your relationships follow this wise counsel.

In the same way, consider your career. If you have a career goal, are you heading in the right direction? Have you been in a hopeless work situation for far too long because you're afraid of change? Is there some other profession that you dream of constantly?

What are your priorities in life? The answer to this question is *extremely* important. For instance, you might think that nurturing your creative pastimes or your children are more important than your day

job. If so, would it make sense to take the plunge and freelance, instead of continuing with your 9 to 5 job?

## LEARN TO BE INDEPENDENT

Psychoanalysts say that the capacity to spend time alone is the mark of *emotional maturity*.

So what is meant by *solitude*? Well, when you're sitting by yourself glued to your cell phone, or browsing your Facebook account, it is *not* solitude.

In fact, in these days of hi-tech gadgets that enable people to communicate with each other regardless of where they may be, it's difficult to find those who actually *prefer* solitude. But perhaps you will prefer some occasional solitude, once you see the many benefits.

For example, if you can't find a companion to go to the movies, do you still go by yourself? Of course, there's no *physical* harm in going alone, is there?

***You don't have to be in the company of others in order to feel fulfilled and happy.*** In solitude, you like your *own* company!

Being alone often helps you to think deeper about the challenges in your life. And when you're emotionally and mentally prepared, you'll be better able to meet them head on.

It's an empowering feeling to figure things out for yourself. You'll begin to love yourself for your own competence and resourcefulness, and loving yourself is important if you want others to love you!

*“It is easy in the world to live after the world's opinion; it is easy in solitude to live after one's own; but the great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude.”*

*- Ralph Waldo Emerson, Self-Reliance*

## GET THOSE CREATIVE JUICES FLOWING

***Creative minds value solitude.*** Even people like Mozart and Brahms, who could concentrate on their creations when surrounded by people, could do so only because they were absorbed in their own thoughts. This was their chosen state of solitude.

However, most creative minds require *physical* solitude. In a special private space created by a lack of distractions from friends and lovers, plenty of growth takes place.

For instance, a creative writer always has the seeds of stories germinating in his brain. These take time to incubate and manifest, and this process requires contemplation. But how can you contemplate when you're constantly with others or enslaved by the telephone and television? And then you might very well complain of the well-known "writer's block!" In creative writing, you need time to be alone and do your research. Doing so will spring more ideas and you'll be able to *actually write!*

Anthony Storr, author of *Solitude*, notes that writers of genius like Tolstoy and Beatrix Potter found their creativity declining when they were enmeshed in family matters and interpersonal relationships.

Storr says: "*Creative artists are quite likely to choose relationships which will further their work, rather than relationships which are intrinsically rewarding, and their spouses may well find their marital relations take second place.*"

*“When I am, as it were, completely myself, entirely alone, and of good cheer - say, traveling in a carriage, or walking after a good meal, or during the night when I cannot sleep; it is on such occasions that my ideas flow best and most abundantly.”*

- Wolfgang Amadeus Mozart

## ENRICH YOUR RELATIONSHIPS

The benefits of solitude are many, yet society primes us to believe that interpersonal relationships are the answer to *every* problem. As psychologists point out, divorce and separation rates are on the rise because couples have to switch from office mode to romantic dinner without any breathing space in between. Does that sound familiar?

***You need a break from your great love on a regular basis.***

Allow her to do the things she wants. Let him spend time with his buddies and his hobbies without complaining. The tighter you hold on to each other, the more hemmed in you'll both feel, which may even lead to resentment and raging outbursts.

You both need your own space to do the good things you desire, so you can put your relationship in perspective. They say that love is blind, but it's crucial for you to be able to see your beloved objectively.

This means that you need to appreciate their positive qualities, but also be aware of their negative side.

Any marriage counselor will tell you that couples who are *always* together are the ones who end up having the most violent arguments. The arguments may just be a subconscious attempt to get some time alone.

So, if he has his breakfast alone once in a while, while you're still in bed and vice versa, it's absolutely all right. Or if you go jogging alone, that's fine too. Both of you need time by yourselves, but not so much that your lover feels lonely and neglected, of course. Try to find the right balance between solitude and intimacy.

*“But let there be spaces in your togetherness and let the winds of the heavens dance between you. Love one another but make not a bond of love: Let it rather be a moving sea between the shores of your souls.”*

- Kahlil Gibran

## CONTEMPLATE AND GROW SPIRITUALLY

Solitude provides us with the opportunity for contemplation and self-reflection – both of which are essential for achieving spiritual

peace. The Buddha attained enlightenment after long and intense meditation on the challenges posed by the human condition. Jesus spent forty days alone in the wilderness, struggling with the tempting devil, before he felt ready to guide others.

In the Bible, we learn that Moses regularly left his family and companions to make time for communing with God. Just like your body, your spiritual self needs nurturing, too. Feed it with contemplation and prayer.

*In solitude, you can see the being within you – the True Self – that is waiting patiently to manifest itself.* Being alone will show you the clouds of doubt and negativity that obscure this self. You will discover the way to dissolve these clouds, and then your bright core will shine through.

*“Unconsciousness creates the pain-body (the false self); consciousness transmutes it into itself (the true Self). St. Paul expressed this universal principle beautifully: ‘Everything is shown up by being exposed to the light, and whatever is exposed to the light itself becomes light.’”*

*- Eckhart Tolle*

## TRANSFORM YOURSELF

Solitude is the tool you require to transform your bad habits and negative emotions. Being alone helps you see yourself clearly, repent your mistakes, and usher in change.

- \* The process begins only when you can pinpoint your negative qualities and shortcomings.
- \* The next step is to think deeply about how you have affected others through your bad habits and unbridled emotions, causing them pain.
- \* The final step is to desire change and make an effort towards it. If you have a strict and loving spiritual mentor who is honest with you, you are fortunate, because he or she can help you see the things you need to change.

Transformation requires a change in mental attitude, which makes solitude indispensable.

When you're constantly in the company of others, there's pressure on you to conform. For instance, it's extremely difficult for people to abstain from drinking and smoking when they are surrounded by friends who indulge in these activities. Or it might be your habit to sit in front of the television, drink in hand. **Observing**

***yourself objectively will help you become a better person to be around.***

*“Solitude is the furnace of transformation. Without solitude we remain victims of our society and continue to be entangled in the illusions of the false self.”*

*- Henri J. M. Nouwen, Out of Solitude*

## ENJOY DOING WHAT YOU LIKE

***One of the greatest advantages of solitude is freedom to do what you desire.*** You can read for as long as you want, watch that TV documentary about space without having to fight for the remote control, get up when you want, listen to your kind of music... the list is endless.

No explanation of Solitude is complete without the inspiring example of poet, philosopher and transcendentalist, Henry David Thoreau, who wrote *Walden, or, Life in the Woods* – a true account of his experiment in self-reliance.

Thoreau lived for more than two years in a cabin he built himself on the property of his poet friend, Ralph Waldo Emerson. The cabin

was on the edge of Walden Pond, and here he spent his days, writing and contemplating himself as well as nature.

With his writings, Thoreau inspired great minds like Mahatma Gandhi and Martin Luther King. ***Today, he is a beacon to those who look to solitude and nature for spiritual harmony within themselves.*** In pursuing solitude, you can look to his writings for some sage advice.

About Thoreau, Emerson said: *“He was bred to no profession; he never married; he lived alone; he never went to church; he never voted; he refused to pay a tax to the State; he ate no flesh, he drank no wine, he never knew the use of tobacco... and knew how to be poor without the least hint of squalor or inelegance.”*

*“The man who goes alone can start today; but he who travels with another must wait till that other is ready.”*

- Henry David Thoreau

## THINGS TO DO IN YOUR SOLITUDE

What, you may wonder, can you do while you're pursuing solitude? Do you have to just sit there and contemplate? No, not at all! There are many activities you can engage in while you're alone.

**Here are some great activities to do while taking advantage of solitude:**

1. **Keep a journal.** Writing a journal is therapeutic and a stress-buster. It also helps you understand yourself because, in a journal, you describe your feelings, conversations with others, hopes and goals, as well as failures and successes.
  - \* A journal is your constant companion, and the most undemanding one. It doesn't ask for anything and is always ready to accept. *Writing in your journal is like talking to a friend.* It could even bring out the talented writer in you. And someday you'll read it again to refresh a cherished memory or go back to a lesson learnt.
  - \* Keeping a journal clarifies your thoughts and beliefs. It helps you look at challenges afresh and find solutions, but you must write every week, if not every day to see its benefits. According to research, *journaling also has health benefits:*
    - ▶ Journaling boosts the function of cognition.
    - ▶ It reduces the severity of asthma and arthritis, as well as other illnesses.
    - ▶ It strengthens the immune system.

*“I guess whatever maturity is there may be there because I've been keeping a journal forever. In high school my friends would make fun of me – you're doing your man diary again. So I was always trying to translate experience into words.”*

*- Anthony Doerr*

## **2. Reduce stress and promote healing with classical music.**

Much has been written about the “*Mozart Effect*” and its ability to improve spatial and visual skills as well as reduce the number of seizures in epileptic patients. But we’ll leave that behind and focus on the stress-relieving effects of listening to classical music.

- \* Dr. Rosalia Staricoff, Research Director at the Chelsea and Westminster Hospital in London, says: *“The physiological benefits have been measured. Music reduces blood pressure, the heart rate, and hormones related to stress.”*
- \* It’s very easy to overtax the brain. You do it when you:
  - ▶ Undergo stressful situations
  - ▶ Don’t sleep your full 8 hours
  - ▶ Drink too much coffee, tea, or alcohol
  - ▶ Smoke

- \* All these activities reduce the blood flow to the brain. The result? Your brain can't work efficiently. Stress releases toxic hormones, which affect your memory centers. ***Prolonged stress destroys brain cells.***
- \* What causes stress? Much of it is subjective and caused by emotionally trying situations. Some common environmental factors include loud noises, air pollution, overcrowding, tobacco smoke, the weather, the clutter and colors in a room, an uncomfortable chair, even the amount of lighting in the room.
- \* ***So listen to Swan Lake by Tchaikovsky, Ravel's Bolero, or Beethoven's masterpieces while you're working or about to sleep. You'll feel the stress melt away!***

*“Music washes away from the soul  
the dust of everyday life.”  
- Berthold Auerbach*

3. **Do some gardening.** Have you ever experienced the pleasures of eating fruit from your own garden? ***A garden is a perpetual wonder.*** Every day you can find something new – a tender shoot, a bud, the first blush of sweetness on a ripening apple, or the full bloom glory of a flower. As the gardener, you're responsible for all this beauty!

- \* In addition, you'll experience the sensual pleasures of soil and velvety petals, the burst of flavor in your mouth, the invigorating and tranquil effect of fresh air and the outdoors. What's more, it's good exercise. It's well known that **human beings have an innate attraction to nature**. Just yield to it!

*“To forget how to dig the earth and  
to tend the soil is to forget ourselves.”*  
- Mohandas K. Gandhi

4. **Read a good book.** Choose what you read with care. Read books that have a positive message or those that teach you something valuable. ***Here are the many benefits of reading:***

- \* Reading boosts your intelligence because it forces you to *actively* process information quickly and with great detail. It's not a passive activity like watching television.
- \* ***Books can teach you how to polish your skills.*** Think of any skill and there's bound to be a book about it.
- \* Reading increases your vocabulary.

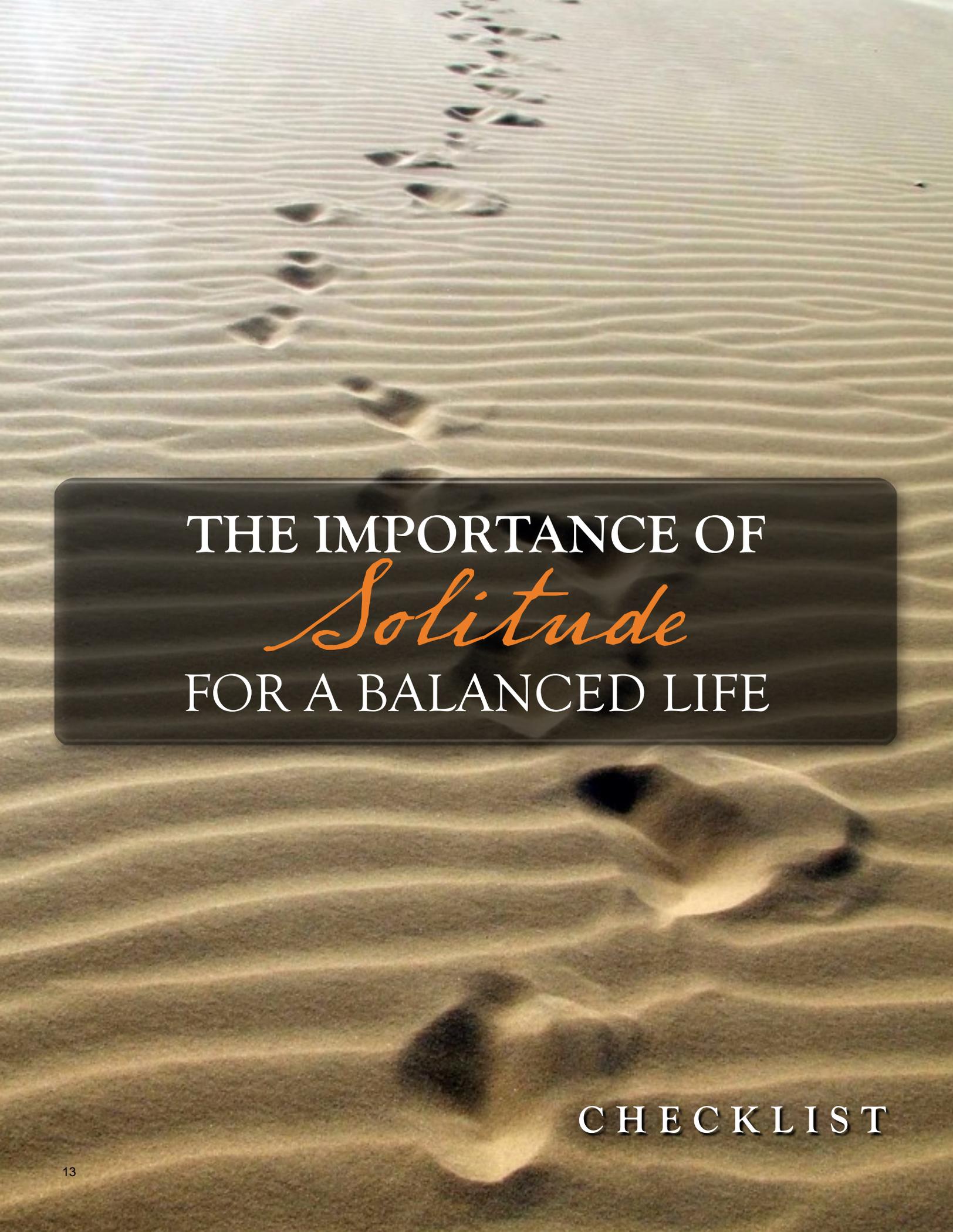
- \* You can engage in some armchair traveling to places you've never seen.
  - \* ***Your stress will be reduced as you lose yourself in a beautiful new world.*** The constantly changing pictures on television, and especially commercials, only increase your stress.
  - \* Reading improves your concentration.
  - \* You'll notice a boost in your memory as you learn to remember plot details and characters.
  - \* Books help to furnish your mind with information on various subjects, which will help your creative quotient soar.
  - \* Reading also makes you more knowledgeable and a better conversationalist.
  - \* ***You'll be able to discover something new and exciting.*** For instance, read *The Secret Life of Nature* by Peter Tompkins, who wrote the best-selling *The Secret Life of Plants*. If you loved fairytales as a child, you'll be glad you did.
- 5. Cultivate a hobby.** Some people are lucky to have a hobby from an early age. Others find a passion for something constructive later in life. So if you don't have a hobby already, ***explore your interests and abilities to find your passion.***

- \* A hobby helps you to:
  - ▶ Reduce stress
  - ▶ Improve your health
  - ▶ Enhance your confidence and self-esteem
  - ▶ Enrich your relationships
  
- \* It's easy to see how a hobby can reduce stress. Naturally, with less stress comes better health. Engaging in a hobby is a great way to unwind and rejuvenate yourself. It'll feel like an oasis in a desert. ***Take a break from the daily grind and focus on something you love to do.***
  
- \* You'll also gain more confidence and self-esteem when you discover you're good at something. As for your relationships with your partner or family, you'll find more harmony and balance.
  
- \* Making someone the center of your life can lead to tension in the relationship, but when you cultivate a hobby, your partner will respect you and admire you even more. This will free them to do the same, and you'll find your relationship becoming happier and healthier.

*“Today is life – the only life you are sure of. Make the most of today. Get interested in something. Shake yourself awake. Develop a hobby. Let the winds of enthusiasm sweep through you. Live today with gusto.”*

*- Dale Carnegie*

As you've seen, solitude isn't a lonely pursuit at all! Alone-time reduces your stress in healthy, enjoyable ways, strengthens your relationships, and, best of all, it helps you be the best you can be. After all, you *deserve* to live a fulfilling, joyful life!



THE IMPORTANCE OF  
*Solitude*  
FOR A BALANCED LIFE

CHECKLIST

# DAILY CHECKLIST

## ✓ PUT YOUR LIFE IN PERSPECTIVE

Being in your own company gives you the chance to see where you're headed in terms of your relationships, career, and spiritual evolution. Each day, strive to spend at least half an hour looking back over the previous day and analyzing how you lived it. It's important to evaluate your relationships with your loved ones and your colleagues on a regular basis.

## ✓ LEARN TO BE INDEPENDENT

Independence also has to do with emotional self-reliance. Spend some time every day without your cell phone or Facebook friends. Doing so will help you learn to enjoy life on your own. After all, you don't have to be in the company of others in order to feel fulfilled and happy.

## ✓ GET THOSE CREATIVE JUICES FLOWING

Are you a creative person like an artist, musician, designer, or writer? Take the time to polish your ideas and projects. Creativity will fulfill you and help you become emotionally independent.

## ✓ ENRICH YOUR RELATIONSHIPS

Give some breathing space to your spouse. After all, you don't have to be together *all* the time. Enjoy activities on your own and allow your

partner to do the same. Doing so will help to make your relationship more enduring. Avoid spending too much time away, however. Try to find the right balance between solitude and intimacy.

### ✓ CONTEMPLATE AND GROW SPIRITUALLY

Are you looking for spiritual peace and tranquility? Spend some time alone in contemplation and self-reflection. Spiritual evolution is the goal of every member of the human family, so work toward it and experience the ultimate joy.

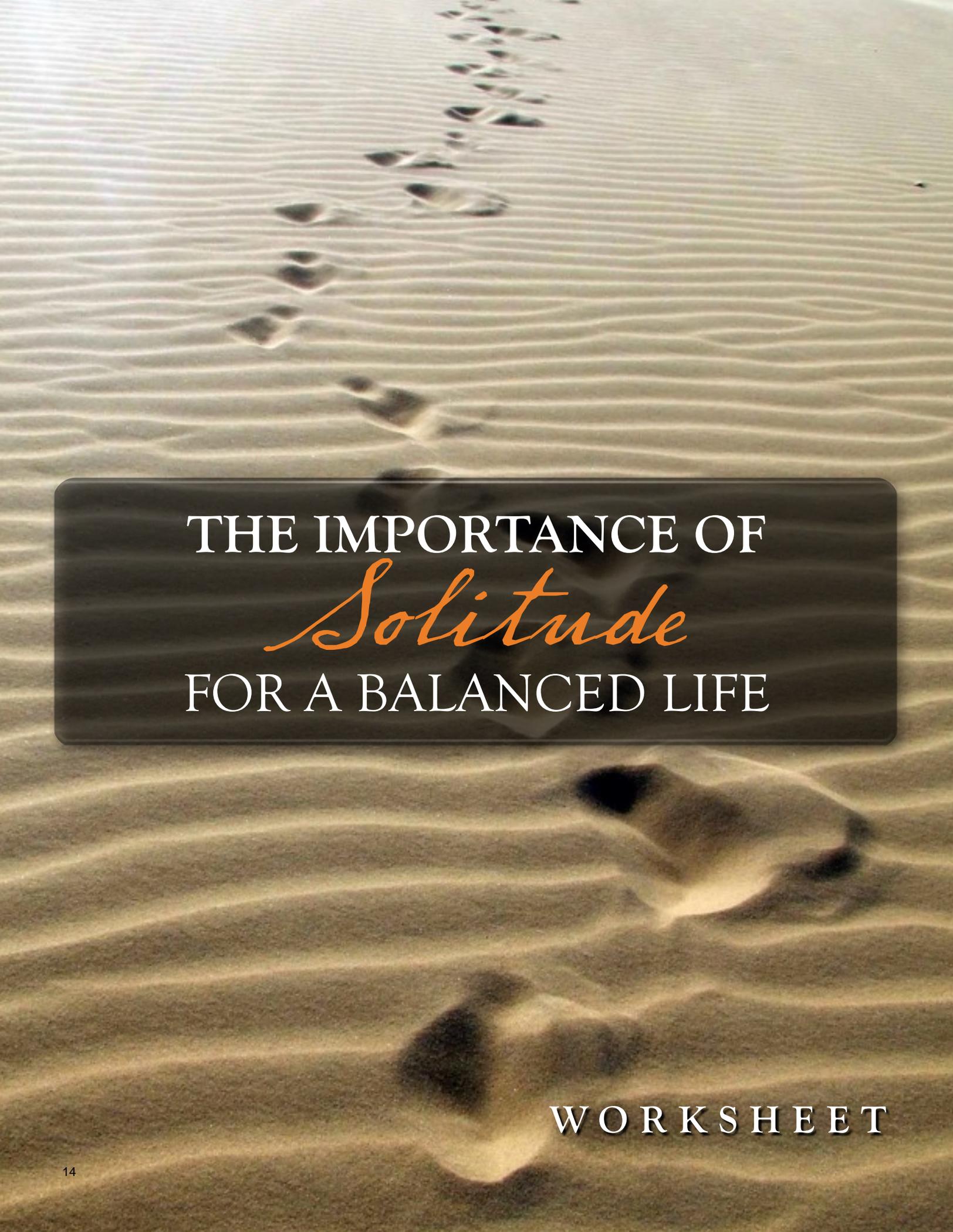
### ✓ TRANSFORM YOURSELF

Solitude will help you transform your shortcomings and bad habits. For instance, it will give you the chance to break away from those who entice you to drink or smoke. You'll be able to see yourself objectively and change for the better.

One way to reflect on this is to think of all those you've harmed and disturbed by your actions and attitude. The next step is to repent and rectify your mistakes.

### ✓ SPEND YOUR TIME ALONE IN A CONSTRUCTIVE WAY

Engage in life-enhancing activities in your solitude: Write a journal, listen to classical music, do some gardening, read a good book, or cultivate your hobbies. Have fun and learn to entertain yourself!



THE IMPORTANCE OF  
*Solitude*  
FOR A BALANCED LIFE

WORKSHEET

# SELF-REFLECTION WORKSHEET

1. After some self-reflection and soul-searching, what are my top priorities? Where am I heading regarding my career? How do I feel about my relationships?

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2. Have I spent some time *completely by myself* today without being glued to my phone, computer, or television? What did I choose to do?

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3. Have I given some space to my partner or am I clinging unnecessarily? What am I afraid of? Am I okay with going out for a walk or spending time apart from my partner? Why or why not?

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4. Have I looked *within* today and tried to nurture my spiritual self? How can I make time for prayer or meditation every day?

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5. Have I considered transforming myself by getting rid of my bad habits and negative ways of thinking? What would I like to change?

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6. Have I used my solitude to do something fulfilling such as: Listening to classical music, gardening, or reading a good book? Have I written in my journal? Have I spent time engaging in my hobby? Why or why not? What is my favorite activity to pursue during my solitude?

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# **The Language of Love:**

Deepen Your Relationship  
With Loving Communication



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*The quest for love may be exciting, but the journey  
you embark on once you've found **true** love  
is much more spectacular...*

# The Language of Love: Deepen Your Relationship With Loving Communication



Just imagine sharing such a deep and everlasting passion that – even after 30 years together – your heart still skips a beat whenever you see each other. Envision everyday life with someone that thrills you so much that they're the one you check out at parties as they walk across the room.

How can you deepen your relationship to such a passionate level? **One of the critical keys to developing and maintaining such a relationship is the language of love.** What is this language and how can you master it? Simply speaking, it's loving communication.

Love language consists of many aspects besides simply speaking. It also includes *how* you speak, effective listening, body language, and being attuned to your partner's needs and desires.

***It comes not only from the heart, but also from a conscious desire to live a passionate and joyful life together.***

Whether you've just found each other, or you'd like to re-kindle the fire in your current relationship, the language of love can enable you to experience the happiness you've always desired.

This guide gives you tips and techniques that will start you on the road to a deeper, more loving relationship. **Practice them each and every day.** Once you've mastered these, your new mindset will never cease to bring you new ways to enjoy your love.

*"We waste time looking for the perfect lover,  
instead of creating the perfect love."  
~ Tom Robbins*

~ LOW KOPPIU?

## Trust

Trust is one of the most important characteristics of a loving relationship. When you and your partner can trust each other, it paves the way for effective communication. On the other hand, without trust, your partner might not believe anything you say and your good efforts may be brushed aside. So do everything you can to establish and maintain trust in each other!

### **Consider the following:**

1. **Tell the truth.** Communication is much simpler when you tell the *whole* truth. Even if your partner doesn't like what you said or disagrees with you, it's easier to deal with your differences when you're being honest.

★ **Honesty builds your partner's trust and respect more than any other quality.** You can be great in every other quality, but that won't make up for dishonesty in your relationship!

2. **Follow through and do what you say you'll do.** Loving communication means more than just saying what your partner wants to hear. When you say you'll do something, then be sure to do it. Your partner *needs* to be able to trust you to do what you say.

★ If you can't do something they want you to do, then work out a compromise that both of you are happy with. This way, you can tell the truth about what you're going to do and then you'll do it. No one has to nag, you build more trust, and everyone's happy!

*"If you tell the truth, you don't have  
to remember anything."  
~ Mark Twain*

~ WALK | MAIL

## Effective Listening

When it comes to communication, listening is just as important as speaking and this is especially true with your partner. ***When you make a concerted effort to let your spouse know that what they say is important to you, it makes them feel important and loved.***

Effective listening also prevents misunderstandings that can lead to arguments. It's easy to *assume* what your partner is saying without really listening, so you tune them out and miss what they are, indeed, saying.

Another biggie in this day and time is only *partially* listening while you surf the Internet or watch TV. In doing this, you may miss something crucial in what they're saying! Later, when something surprises you, your partner says, "*But I told you already. We discussed this!*"

**Use these strategies to make effective listening part of your love language:**

1. **Give them your full attention.** Turn off the computer, put down your book, turn down the TV – do whatever is necessary to show them that they have your complete attention. Then ***look at them while they speak.***
2. **Use appropriate body language.** As your partner speaks, show them you're listening by nodding or smiling at appropriate times. These actions signal that you're paying attention and actually thinking about what they're saying.
3. **Let them finish.** Avoid interrupting before they've finished their thought.
4. **Repeat what they said in your own words.** When you're having a discussion, or even a disagreement, let them know you understand their complete meaning by rephrasing what they've said. This also clarifies it in your own mind.
5. **Ask questions.** If you don't understand something, ask questions rather than assume their meaning.

Once you really start listening to what your partner has to say, you might be surprised at what you hear. Once your partner *knows* that you listen and take whatever they're saying to heart, they'll likely feel free to open up to you and discuss things with deeper meaning.

Sharing your deepest thoughts brings a closeness you can never feel if listening to your partner isn't a priority!

*"I've learned that people will forget what you said,  
people will forget what you did, but people will  
never forget how you made them feel."  
~ Maya Angelou*

~ Μαλα Ψυδερση

## Share Your Hopes and Dreams

Now that you're listening and talking on a deeper level, you can get to know your partner better and look toward the future when you share your hopes and dreams. Discuss them in detail.

- ★ What have you always wanted to do?
- ★ Where have you always wanted to go? Why?
- ★ What's your dream job?
- ★ What kind of car do you really want?
- ★ What does the house of your dreams look like?
- ★ Do you have a family yet? Do you want kids? Boys? Girls? How many? Why?
- ★ What beliefs are most important to you? Why?

As you envision your hopes and dreams together, begin planning how you'll make them happen. You'll now have some exciting things to work toward together! These are things you've wanted your whole life, and now **the two of you can bring these dreams to fruition.**



"Life has taught us that love does not consist in gazing at each other, but in looking outward together in the same direction."  
~ Antoine de Saint-Exupery

~ Antoine de Saint-Exupery

## When You Disagree (And You Will!)

There will inevitably be times when you disagree. This is human nature. After all, no matter how close you are, you're still two different people. However, disagreeing on something doesn't mean you need to escalate the situation into a fight each time!

This is where your love language may take some effort, but with practice, it will get easier and easier until it's almost second nature to disagree amicably.

**Follow these strategies to use loving communication when you disagree:**

1. **Remember your love for each other.** Even if you feel anger at the situation or at something your lover has done (or didn't do), **keep in mind that this person is the most important person in your life.** You may be angry about your partner's actions, but you still love them.
2. **Refrain from name-calling.** This can only bring about more negative feelings and *never* solves the problem.
3. **Focus on the current issue.** Avoid saying things like, "You always..." Discuss the current situation and leave past issues out of it.

4. **Use effective listening skills.** These skills, discussed in a previous section, are most important when you're having a disagreement. Even though you're disagreeing about something, effectively listening to each other prevents misunderstandings and shows your love.
5. **Share your feelings.** Let your partner know your feelings so they can understand why you're upset. For example, maybe when your partner came home late for dinner, it upset you because you felt unloved and disrespected. Whatever it was, clarify it. **Avoid assuming that they know exactly how you feel.**
6. **Apologize if something's your fault.** Take responsibility for your actions and mistakes and say you're sorry. Offer a way to make up for it.
7. **Find a solution.** If you cannot agree on an issue, look for a way to compromise. Be creative. Compromising doesn't always mean someone has to give up something. Find a win-win solution for both of you.
8. **Don't sweat the small stuff.** Just because your partner does something differently than you doesn't mean that they're wrong. Develop patience and pick your battles. Is it really important enough for you to bring it up?

When you disagree, ***the most important thing isn't that you "win," but that the issue is solved*** so that you both are satisfied with the outcome. That way no one goes away angry or holds grudges.

*Never let a problem to be solved become more important than the person to be loved.*  
~Barbara Johnson

# Show Your Love

There are hundreds of ways to communicate your love to your partner and creativity keeps it fresh. Get in the habit of showing your love many times each and every day. The really great thing about this is that ***the more you show love, the more you receive.***



As you each become more attuned to your partner's needs and desires, and fulfill them, you'll find your passion increasing as well!

## Here are some ways to get you started:

1. **Show gratitude.** When your partner does something nice for you, let them know you appreciate it. ***One of the basic desires of human nature is that we need to know we're appreciated.*** Simply saying "Thank you," goes a long way towards fulfilling this need.
  - ★ You can also express your gratitude in many ways. Doing something nice back to reciprocate is always a fun way to show your gratitude.
2. **Do one of your partner's chores.** Especially when your partner is tied down with work or having a tough time, show them you care by helping them out. They'll really appreciate your efforts.
3. **Turn mundane tasks into fun.** Even everyday tasks can provide an opportunity to show your love for each other and bring some fun into your relationship.
  - ★ For example, make dinner together and have fun with it. Feed each other tastes of the food you're making. Have a food fight.

Decorate a cake together – the more icing you get on each other, the better.

★ Need to clean the garage? Each of you take one half of it and have a contest to see who can do the best job in the least amount of time. Doing it together can take the "chore" out of it.

★ Need to water the grass? Have a water fight!

4. **Surprise them.** Leave loving notes and gifts where they'll least expect it. ***You'll brighten their day when they find it, even if you're not there to see it.***

5. **Look your best; feel your best.** Make an effort to exercise, eat right and keep in shape. You and your partner will enjoy better health and greater energy.

★ Also, dress up for your partner from time to time. It lets them know that they're worth the effort.

6. **Take time for yourself, too.** Taking time for yourself reinvigorates you and renews your energy for an active life. Go to a spa, meditate, or just read a good book – whatever relaxes you. ***Treat yourself well and it will be easier to meet your partner's needs, too.***

7. **Pray together.** Bring your spiritual side into your relationship. It strengthens your love and gives you a solid foundation for more loving communication.

*Love grows by giving.  
The love we give away is the only love we keep.  
The only way to retain love is to give it away.  
~ Elbert Hubbard*

~ Elbert Hubbard

# Laugh Together

Laughing together is an important part of the language of love. When you laugh together, you're relaxed, having fun, and enjoying each other. You're making good memories that you both can cherish.

When you have fun with each other, you always look forward to being together. ***It draws you together when you're apart.***

Laughter also helps lighten the mood when you or your partner feels stressed. It gives you a chance to take a step back and bring clarity to your thinking in disagreements. Plus, ***it's impossible to feel anger when you're laughing.*** You can feel love, though!

Share funny movies, books, and jokes together. Just have fun with the humorous side of life. If your partner gets a kick out of your celebrity impressions, then do it!

Having your own inside jokes together also lets you share a secret bond when you're in public. When someone says or does something that reminds you both of your funny joke, your eyes meet to acknowledge it and you share a secret laugh. ***It's one more thing that makes you in tune with each other.***

So be sure to bring laughter into your relationship and your everyday life together. It strengthens the bonds of love and your loving communication.

*Laughter is the shortest distance between two people.*  
~Victor Borge

## Make Time for Each Other

Making time for your partner communicates to them how much you love them. Go out of your way to spend quality time together. It keeps that spark alive, just like when you were first dating.

Although date nights are fun, you don't always have to spend money to spend time together. Having a romantic evening at home can be perfect.

Try new things or take turns picking out new activities to do together.

You can vary the activities you share to keep things fresh and exciting. You could go to the beach, the park, or the museum. Fly a kite or go bicycling. Play a sport together or pursue a fun hobby. Take a weekend vacation. Whatever it is, enjoy life together!

***It doesn't matter what you do, as long as you're enjoying each other's company.***

*Love doesn't make the world go 'round.  
Love is what makes the ride worthwhile.  
~ Franklin P. Jones*

Start a savings fund for a special trip to somewhere you've always wanted to go together, like Hawaii or on a cruise. Planning a vacation to a tropical paradise is exciting and lets you look forward with anticipation to these good times. Every time you put money in that fund, you're sending a message of love to your partner.

***In a nutshell, the language of love is all about sending loving messages to your partner in both your words and deeds.*** Using the language effectively and consistently establishes a mindset of love for your partner.

When your partner reciprocates, it makes a never-ending cycle of love and increases the passion in both of you. ***Your wants and needs are fulfilled and you find a joy in each other and in your life that you never knew existed!***

Use these tips and techniques to get you started with the language of love. As you become fluent, the sky is the limit. Enjoy!



# The Language of Love:

Deepen Your Relationship  
With Loving Communication

## C H E C K L I S T



# The Language of Love: Deepen Your Relationship With Loving Communication

## Daily Checklist

### Trust

- ✓ Tell the *whole* truth.
- ✓ Follow through and do what you say you'll do.

### Effective Listening

- ✓ Give your partner your full attention.
- ✓ Use appropriate body language.
- ✓ Let your spouse finish.
- ✓ Repeat what they said in your own words.
- ✓ Ask questions.

### Share Your Hopes and Dreams

- ✓ Discuss a goal you'd like to achieve in the future.
- ✓ Talk about ways you can accomplish it together.

### When You Disagree

- ✓ Remind yourself of your love for each other.
- ✓ Refrain from name-calling.
- ✓ Focus on the current issue.

- ✓ Use effective listening skills.
- ✓ Share your feelings.
- ✓ Apologize when necessary.
- ✓ Find a win-win solution.

## Show Your Love

- ✓ Show gratitude.
- ✓ Do something nice for your partner.
- ✓ Turn a mundane task into something fun.
- ✓ Surprise them.
- ✓ Look your best; feel your best.
- ✓ Take time for yourself, too.
- ✓ Pray together.

## Laugh Together

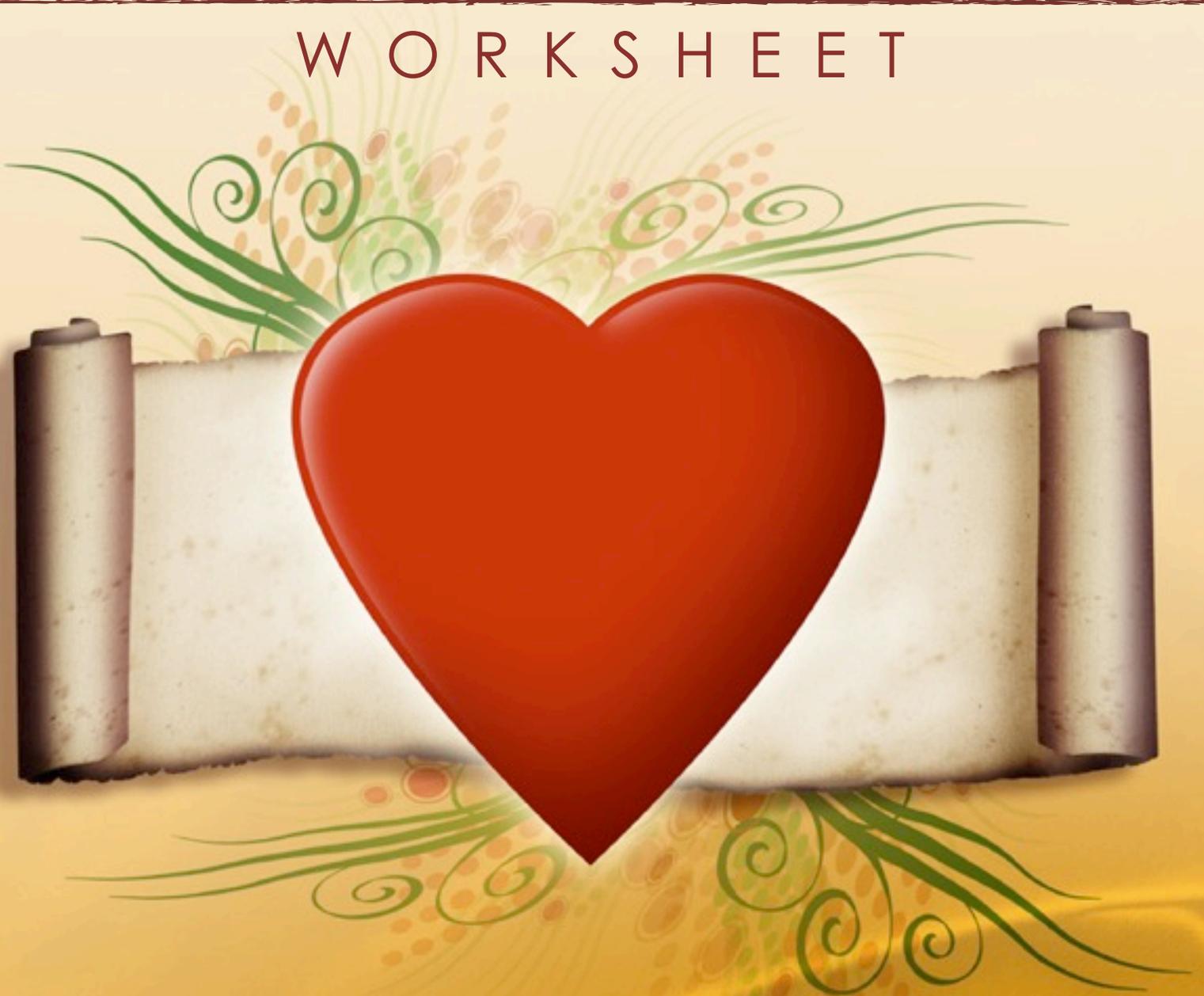
- ✓ Share a laugh.
- ✓ Talk about something funny.
- ✓ Do something fun and outrageous together.

## Make Time for Each Other

- ✓ Make it a point to spend quality time together.
- ✓ Try new activities.
- ✓ Plan a fantastic vacation together.
- ✓ Add to your special trip fund, even if it's only a small amount.

# The Language of Love: Deepen Your Relationship With Loving Communication

W O R K S H E E T



# **The Language of Love:** Deepen Your Relationship With Loving Communication

## **Self-Reflection Worksheet**

**Do I make it a point to be open and honest with my partner, even in tough situations? How can I be more honest?**

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**Do I follow through on what I've said I will do? Do I procrastinate? Why? What can I do to ensure that I always follow through?**

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**How can I strengthen my effective listening skills and devote my full attention to my partner when they're talking with me?**

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**Do we share our hopes and dreams together? What is our action plan of how we're going to make them happen? How can we work toward these dreams together?**

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**When we disagree, how do we handle our differing opinions? How can we turn our disagreements into loving communication?**

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**Do I sweat the small stuff? How can I develop more patience and understanding toward my partner?**

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**How do I communicate my love to my spouse? Do I show my love numerous times each day? What else can I do to show my love and fulfill my partner's needs and desires?**

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**Do we laugh together about something every day? What can I do to bring more humor and fun into our life?**

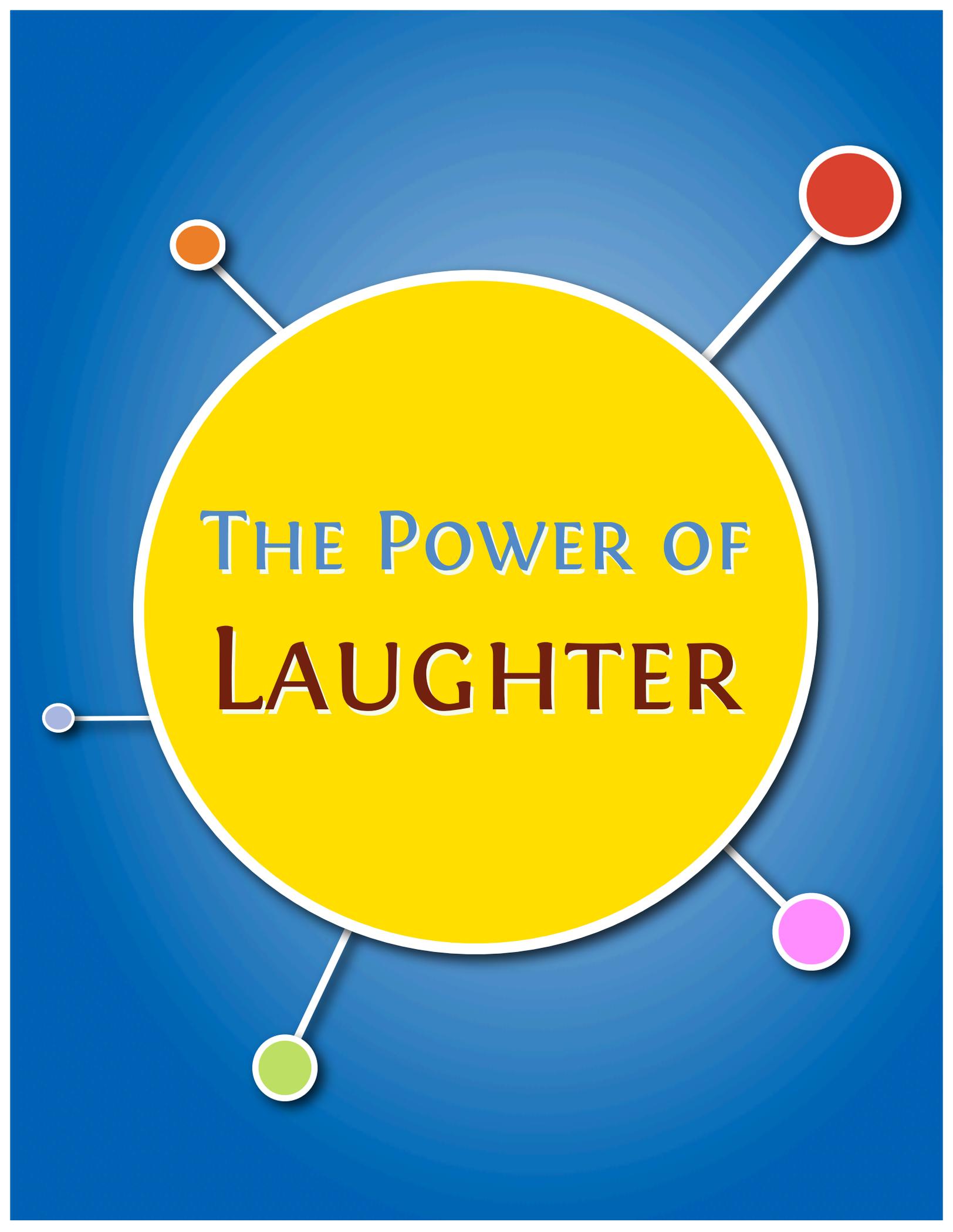
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**Do we make a special effort to schedule quality time together?  
What does quality time mean to me? What does it mean to my  
partner? How can we meet our needs for this time together?**

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**What are some questions, compliments, or constructive feedback  
I'd like to lovingly mention to my spouse?**

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# THE POWER OF LAUGHTER

# THE POWER OF LAUGHTER

Laughter is one of the best emotional and physical therapies for anyone under stress. ***Laughing releases endorphins into the brain.*** Endorphins are like the nerve-numbing drug morphine and serve to reduce harmful chemicals in the body that are released by stress.

As you know first-hand, one of the best ways to increase comfort in negative situations is to break the ice with laughter. When everyone is thinking the worst or feeling anxious about a situation, laughter can dissipate the tension just enough to give everyone a more manageable perspective on an issue.

Of course, serious issues deserve a focused approach. But whenever laughter can be introduced, the resulting release in tension can be a tremendous opportunity to lift above the doom and gloom so we can clarify our minds. We can then think more effectively about solutions for the problem at hand.

## LAUGHTER IS GOOD FOR YOUR PHYSICAL HEALTH

When we think of caring for our health, we tend to think about the quality of our diets and whether or not we exercise, but those are not the *only* things that are good for you!

***The act of laughing can cause beneficial physical changes to your body.*** In addition to relieving stress, laughter gives you a renewed boost of energy and relieves minor pains.

Releasing stress also immediately puts you in a better mood and improves your attitude so you can feel ready to tackle tough situations.

A friend has a teenage daughter who recently went through cancer treatment. She told me that, when they were in the hospital for weeks at a time, the best way for both of them to relieve their stress was to find the funniest (or dumbest) movies on television and just laugh until they cried.

Their laughter helped them forget temporarily where they were; it joined them together because it's something they shared; and it relaxed both of their bodies enough so they could rest for a few hours.

Certainly the cancer drugs were what helped her daughter win back her health, but the laughter acted as a type of natural medicine that helped soothe the stress of the situation.

### **Here are some additional health benefits of laughter:**

- 1. Laughter relaxes the whole body.** You can relieve stress and relax your body and muscles for up to an hour.
- 2. Laughter boosts the immune system.** Believe it or not, laughter can increase your immunity which helps you fight off disease.
- 3. Laughter signals the release of endorphins,** the natural chemical that helps us feel good. Endorphins can also relieve minor pain temporarily.
- 4. Laughter improves blood circulation.** Good hearty laughs on a regular basis help improve the blood flow through your body and strengthen your heart function.

## LAUGHTER IMPROVES YOUR MENTAL HEALTH

Have you ever been walking through the mall or in a parking lot when a complete stranger gave you a smile? Just that little bit of shared happiness can help lift a bad mood and improve your self-esteem.

The same is true for laughter. In a difficult situation, a sense of humor can help you keep a positive outlook. Laughing can also help clear your head so you can find a resolution to any problem that challenges you.

When faced with the loss of a loved one, you can still reflect on the joyful moments of their life. Try to remember the funny anecdotes about your loved one, jokes they might have told, or their silly quirks that always made you smile. Doing so can help relieve some of the grief and despair.

### **Here are some additional mental health benefits of laughter:**

1. **Laughter relieves sad or distressing emotions.** You can't feel anxious, angry, or sad when you're in the midst of a deep belly laugh.
2. **Laughter relaxes your mind and recharges your energy.** A good laugh can reduce your stress, increase your energy, and help you stay focused on the task at hand.
3. **Laughter improves your problem solving skills.** It can help you see another perspective of an issue, thus allowing you to strategize different ways to solve the problem.

## LAUGHTER STRENGTHENS RELATIONSHIPS

Laughter has a way of joining friends or family members together. Think of your closest relationships. What were the most memorable moments together? Probably the times when you were giggling at a prank or laughing at a witty joke together.

***Sharing laughter adds joyfulness to any relationship.*** When you share funny stories, memories, or jokes together, it's unitive, especially during difficult or stressful times.

Think about a child who is mad about something. They usually stand in front of you, arms crossed, lips pouting, maybe stomping their feet in disagreement. Maybe the bottom lip quivers a bit, leading up to a cry.

Quick-acting parents will often tickle the upset child, tell a silly joke, or make a funny face before the waterworks start. Most times the quivering lip turns into a reluctant smile, and the now-smiling child will pretend to be mad after having their mood changed.

Many adults can have their moods changed just as quickly (minus the tickling) just by invoking some humor into the situation.

### **Using humor and laughter in relationships allows you to:**

1. **Be carefree and spontaneous.** Everything in life seems great when you can laugh about it.

2. **Let go of judgments, doubts, and criticisms.** Laughing puts you in a more positive frame of mind, which will then allow you to see the good in everything.
3. **Release resentment.** The fears or resentment that cause you to hold back are replaced with love and respect.
4. **Express your true feelings.** It's much easier to approach difficult conversations when both parties are in good spirits.

## LAUGHTER AT WORK

Laughter at work is a wonderful thing! A little laughter can go a long way in making people more productive and friendly to one another.

When co-workers take a moment from their duties to smile or laugh together, studies show that it can lead to:

- Fewer sick days
- Increased sales and productivity
- A healthier working environment

***Especially when the workload is extremely heavy or the challenges are great because of cutbacks, layoffs, or restructuring, laughter can be very beneficial.***

When staff members are dealing with great stress due to increased workloads or impending layoffs, a hearty opportunity to laugh and share some funny news can be just the kind of “therapy” the organization needs.

When employees are working back-to-back shifts or hours at a tedious task, employers can often realize better productivity if they have breaks that are interspersed with tea time, laughter, and discussion.

### **Here are some ideas for bringing laughter into your workplace:**

1. **Schedule a team luncheon after the end of a stressful project.** Reward your team for their efforts and fill the luncheon with funny stories or jokes. This is not the time to berate other team players or discuss ways to make things better in the office.
2. **Wear a quirky hat or costume to get people talking and laughing.** Are you someone who loves a good joke and likes to be the center of attention? Give your team something to laugh about today.

## **LAUGHTER AT HOME**

Laughing at home is a wonderful way to bring a family closer together. Usually families are most relaxed at home, and a good healthy dose of laughter while sharing the day's adventures can help relieve stress and dispel any bad feelings among family members.

***Sharing laughter is a way to have something in common with someone we care about.*** All families go through periods of stress from time to time and, at those times, laughter can be a tremendous stress reliever.

Laughter with your family can be a unifying and therapeutic activity, especially if there has been tension in the relationships. Forgiveness and a stronger sense of connection are just some of the positive feelings that come from enjoying a nice chuckle with your family.

There are times when you can use laughter to ease the tension in an uncomfortable situation while building family unity, such as:

- Your child breaks one of a vase while showing you a new dance step she learned at school today.
- Your husband brings home a beautiful gift for your birthday... but it's not your birthday.
- Your brother-in-law tries so hard to impress you at dinner by complimenting you on your food that he gets your name completely wrong.

The examples listed above suggest that there are more important things in life than petty grievances over broken objects or mispronounced names. When tension builds because of these issues, nothing can dissipate that tension quicker than a good laugh.

### **Try these suggestions to bring more laughter into your home:**

1. **Keep a joke book in the car.** Instead of cursing the traffic, have the kids thumb through the joke book so you can share a good laugh.
2. **Sing karaoke.** Turn on your favorite radio station, grab your hairbrush for a microphone (just like when you were a kid!) and sing your heart out. Let your kids be the judges and give you a score. Add some dance moves from when you were a kid and see the tears roll down their faces from laughing so hard!

## LAUGHTER WITH FRIENDS

One of the ways that we feel connected with some of our dearest friends is through the sharing of ridiculously funny experiences that define our relationships.

***Laughter also helps create new friendships.*** Have you ever had a preconceived notion about someone, only to have that turned upside down as you and the person broke out laughing together over the same joke?

When we laugh with old friends, we renew and strengthen our bonds. Have you ever connected with someone from your past and it seemed as though you had never lost touch? ***Sharing a common bond and laughing about mutual stories can help to restore a dormant friendship.***

Laughing with good friends can also be liberating. With a circle of friends in your vicinity, you can feel comfortable that your hearty stomach-wrenching laughter will be shared by all!

### **Try these ways to enjoy a good laugh with your friends:**

1. **Leave the kids at home and go out.** Have a family member or babysitter take care of the kids for the night and treat yourself to drinks, dinner, appetizers, or dessert, while you connect with your friends.
2. **Invite your friends to a house party.** Have your friends come over with a favorite food to share. Or host a catalog party where it's half socializing and half shopping.
3. **Start a game night.** This can also work wonders with your family, but can be funnier when playing adult-themed games.

## LAUGHTER WHILE NETWORKING

Trying to break the ice at a networking event can be difficult. People are nervous because they don't know one another and they're concerned with making a good impression for potential friends, business partners, or customers.

If you're the host of a networking event, it would be a good idea to build in some ice-breaking activities that will put people at ease. After all, when people laugh together, they're more inclined to take steps to get to know one another better.

Of course, beware that your jokes aren't offensive. You also don't want to try *too* hard to be funny. ***Working too hard may make things uncomfortable for others.***

### SUMMARY

A good ol' fashioned chuckle is an easy and cost-free way to relieve tension.

***Laughter can help make difficult family or work situations more bearable.***

If you're using laughter to break the ice for guests, be wary of their comfort level. Select one or two games where big laughter occurs, but don't be too adamant about creating a big laugh every time.

If you have tender relations at home, think about using laughter to set the mood before attempting to talk about more serious issues. Laughter won't make problems disappear, but it can soften the mood, which can lead to more open communication.

***Get in the habit of laughing more often!*** Use these tips as suggestions to get you started and you'll soon be finding more and more ways to enjoy your life!

# THE POWER OF LAUGHTER

Worksheet

# THE POWER OF LAUGHTER

## LAUGHTER IS GOOD FOR YOUR PHYSICAL HEALTH

What are some ways I can find opportunities to laugh more each day?

*(i.e. Watch funny movies, play with kittens or puppies, look for humor in everyday situations)*

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## LAUGHTER IMPROVES YOUR MENTAL HEALTH

What tend to put me in a better mood?

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## LAUGHING STRENGTHENS RELATIONSHIPS

How can I bring more playfulness and humor into my relationships?

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## LAUGHTER AT WORK

What can I do at work to lighten the mood?

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## LAUGHTER AT HOME

What can I do to bring more laughter into my home?

*(i.e. Play more games, read funny stories, watch funny movies together)*

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## LAUGHTER WITH FRIENDS

What are some unique ideas to have more fun with my friends?

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## LAUGHTER WHILE NETWORKING

How can I break the ice with some natural humor?

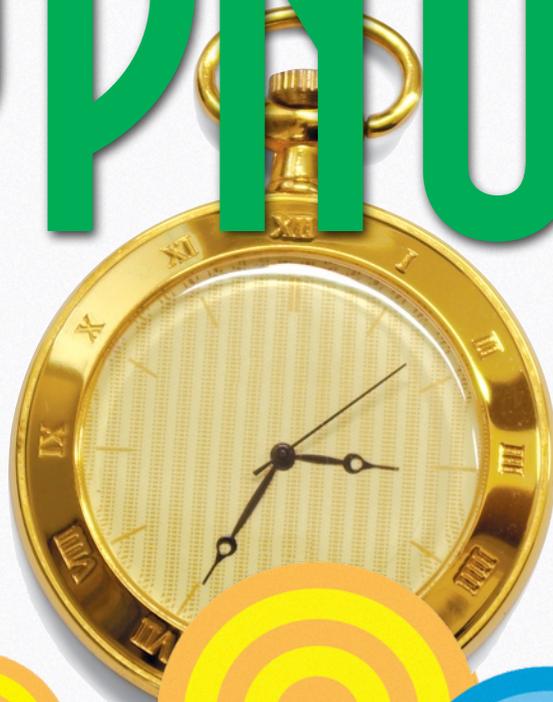
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UNLOCKING  
THE SECRET  
ADVANTAGE OF

# HYPNOSIS





**A**re your bad habits becoming increasingly irksome? Wouldn't you love to erase the mental blocks that are keeping you from achieving the success you desire? The good news is that you can get on the fast track to becoming the person you want to be by using hypnosis.

***Hypnosis works because it allows you to tap into the part of the mind that controls 90% of your beliefs, attitudes, thoughts, and actions – your subconscious!***

Your subconscious is like your autopilot. It runs things without you having to consciously think of every command.

For example, when you breathe, you don't *consciously* direct every muscle that expands or contracts to pull in and push out the air. When you walk, you don't *consciously* tell your muscles to pick up each foot and put it back down for every step. Your subconscious handles all of that for you.

In the same way, your subconscious also directs your habits and other actions based on information it has accumulated and stored throughout your life. It even causes conscious thoughts and physical sensations based on that same data.

Since your subconscious mind is your control center, hypnosis can save you a lot of time by letting you speak directly to your subconscious. ***If there are things about you that you'd like to change, the fastest way to go about it is to use hypnosis.***



This eBook will give you an understanding of the mysterious world of hypnosis: what it is, how it works, and how it can help you reduce pain, eliminate stress, overcome fears, break your bad habits, and achieve your greatest desires.





# HYPNOSIS MYTHS

Before we talk about what hypnosis is, let's take a look at what it isn't! If you're like most people, what you've heard about hypnosis is actually based on myths, fantasy, and fiction.

Part of the reason for these myths is the way hypnosis is portrayed in the movies ("*You're getting sleeeeeeeepy.*") and by attention-seeking charlatans ("*Run around the stage flapping your wings and clucking like a chicken.*")

*Here are some of these misconceptions dispelled with the true facts:*

1. **Hypnosis is magic.** False. Hypnosis doesn't use any type of magic or spells. *It works naturally* with the way your body and your brain already operate.
2. **Hypnosis puts you to sleep.** False. *When you're hypnotized, you're fully awake and conscious.* Your brain is in a very relaxed state, but, rather than being asleep, you're actually extremely focused.
3. **People can hypnotize you against your will.** False. The only way you can be hypnotized is if you *believe you can be hypnotized, want to be hypnotized, and actively participate* to make it happen by entering into a fully relaxed state.
4. **Others can control you when they hypnotize you.** False. This is a very common misconception about hypnosis. Although the effect of your limiting beliefs in your conscious mind is minimized, *you're still very much in control.*
  - *No one can make you do anything that you're morally or ethically opposed to.* For example, if they tell you to rob a bank, you won't do this if you believe that stealing is wrong. In fact, such a suggestion will bring you out of your hypnotic state.





- ***What about the clucking chicken antics?*** In a hypnotic trance, some people will do such silly things because the learned inhibitions of their conscious mind relax enough to allow the creative forces of their subconscious to dominate.

Normally, the only things that keep you from acting like that are your learned social conventions, such as, “*You look stupid when you do stuff like that.*” This is a limiting belief that resides in your conscious mind.

***Think of this:*** When you were a small child, you weren’t embarrassed to be creative like this. In fact, it was often encouraged. But as you got older, you learned that it’s not such a good idea for adults to behave that way ***simply because of what others might think.***

So when you’re hypnotized, suggestions for doing things that simply make you look silly might work with you. On the other hand, if you’re diametrically opposed to it, such a suggestion might just bring you out of your trance instead.

## WHAT IS HYPNOSIS?

Hypnosis is a mental state whereby you can easily absorb new ideas into your subconscious.

In this state of mind, the limiting beliefs of your conscious mind are subdued, while the imagination and creativity of your subconscious mind are enhanced, allowing you to be highly accepting of new ideas. In hypnosis, you tune out all distractions and focus sharply on the subject matter at hand.

***There are varying degrees of hypnosis.*** Becoming engrossed in a good book or movie is a type of natural hypnosis. You tend to tune out everything and become mesmerized by the story.





Hypnosis works so well to tune out external stimuli that it's now an accepted method of anesthesia in some types of surgeries, blocking out the pain.

*Hypnosis is, in effect, a guided meditation.* First, you're guided into a state of deep relaxation, where you can then focus on what you want to accomplish.

## HOW DOES HYPNOSIS WORK?

Innovations in science have been instrumental in helping us determine what happens in our brains during hypnosis.

Your brain puts out different electrical signals for different mental states, whether it's agitated, alert, in varying stages of relaxation, or asleep. We've learned which areas of the brain control which functions, and we can also determine which parts of the brain are more active at any one time.

*Extensive testing on people in a hypnotic state has shown us the following:*

1. In hypnosis, a person puts out the brain wave frequencies of the most relaxed state before sleep.
2. In this state, the left cerebral cortex, which controls reasoning, deduction, logic, and learned inhibitions, shows very little activity.
3. On the other hand, the right cerebral cortex, which controls imagination and creativity, shows heightened activity and electrical impulses.

These tests corroborate with scientific methods that during hypnosis *we can virtually bypass the limiting beliefs of our conscious mind* to relay our desired ideas and behaviors directly to our subconscious.

Once our subconscious accepts these new ideas, it can then direct our thoughts and actions to conform to the new data, attitudes, or beliefs.





# HISTORY OF HYPNOSIS

Hypnosis was “invented” in the late 1700s by Franz Anton Mesmer in his search for a new method to heal his patients of diseases. Although his methods were very different from what we now use today, he was the pioneer in the field of hypnotism.

His methods were known as “*mesmerism*” from his last name, and became popular – so popular, in fact, that this is where we got the term *mesmerize*.



In 1843, James Braid, a surgeon, renamed this field of study *hypnotism*. The word comes from the name of the Greek god of sleep, Hypnos, because of the sleep-like qualities of hypnotism. His research provided a new impetus into the study of hypnotism for healing disease.

In the 1920s and 1930s there was another renewed flurry of research. Then, in the 1960s and 1970s a researcher named Milton Erickson brought the field into its own, providing many of the methods that are popular and effective today.

Erickson brought hypnotism into the mainstream, showing us how we can use it to accelerate desired changes and promote our physical and mental well being.

# BENEFITS OF HYPNOSIS

Hypnosis can help you overcome fears, pains, stresses and anxieties. It can help you break bad habits and develop good ones. It can reduce the symptoms of disease. Hypnosis can help you eliminate your mental blocks to success and encourage successful actions.

***In short, hypnosis can help catapult you into living the life you desire!***





**Here are some examples of how you could use hypnosis to benefit you:**

1. **Reduce your pain.** Do you have a physical condition that causes you a lot of pain? Are you suffering adverse side effects from your pain medication? You can reduce or eliminate your pain with hypnosis.
  - *Ask your doctor about using self-hypnosis for your pain therapy.* Some doctors and physical therapists today recommend this over taking drugs for effective pain control.
  - Hypnosis can even help you with the pain of severe injuries so that your body can heal quicker.
  - If you're contemplating a surgery, ask your doctor to recommend an anaesthesiologist who uses hypnosis instead of drugs. Hypnosis has been accepted by the American Medical Association as a viable anaesthetic during surgery for over 50 years.
  - If you're expecting, *learn how you can use hypnosis for childbirth* and avoid potentially hazardous side effects of drug anaesthesia.
2. **Overcome your fears and anxiety.** Perhaps you have a fear of flying or you're nervous about speaking in public. These types of fears can affect many aspects of your life and career. Many fears can even result in nightmares, but you can free yourself with hypnosis!
3. **Eliminate your bad habits.** You can lose weight and keep it off, stop biting your fingernails, avoid procrastination, and get rid of all your pesky habits by using hypnosis!





4. **Sail past your mental blocks to success.** Do you find that you're always coming up just short of success in every endeavor? What's stopping you from succeeding? It may very well be you! Discover your mental blocks to success and stop them with hypnosis.
5. **Get rid of your stress.** Has too much stress bogged you down lately? Stress can cause serious health issues! Hypnosis can help your mind deal with stress in positive ways so you feel refreshed, energetic, and healthy again.
6. **Conquer your addictions.** Do you have an addiction to nicotine, caffeine, sugar, soda, or more serious drugs? Hypnosis is an effective tool in overcoming addictions so you can take back control of your life!
7. **Find your lost memories.** If you're unable to remember something of great importance, perhaps a traumatic experience has blocked your access to it, try hypnosis. Your subconscious mind is where those memories have been stored, and hypnosis can be your key to unlock them!

## ARE THERE ANY NEGATIVES TO HYPNOSIS?

The biggest problem you may encounter with hypnosis is that *you have to want the desired change* to occur in order to enjoy permanent results. For example, do you really want to quit smoking? If you don't, then even hypnosis won't work to stop your addiction.

Remember, with hypnosis, you're still awake and in control. *No one can make you do anything you don't want to do!*





There are times *you may want to work on increasing your desire for the change* you're trying to effect before you use hypnosis to make the change.

## TIPS AND STRATEGIES FOR SELF-HYPNOSIS

Now that you have a better understanding of hypnosis and how it works, you may be wondering how you can access this wonderful strategy to improve your life.

*Try these tips to make hypnosis an effective part of your journey to success:*

1. **Professional help.** Seek the guidance of a professional hypnotherapist.
2. **Audios.** When meditating, after you've achieved total relaxation, listen to hypnosis audio recordings guiding you through the changes you wish to implement.
3. **Videos.** Hypnosis videos are also popular. Pick a quiet time to watch them so you can tune everything out and focus only on your self-hypnosis.
4. **Affirmations.** You can also use these positive statements in your guided meditations to speak to your subconscious.

You can find these self-hypnosis audios, videos, and affirmations in bookstores, libraries, or on hypnosis and self-help websites. Many of these websites provide instant downloads of MP3s, videos you can watch on your computer, and affirmations.

Hypnosis is an effective tool that you can use to strengthen your strengths, minimize your weaknesses, improve your health, change your behavior, and help you be the best you can be. It can enable you to find self-fulfillment, peace, and happiness.

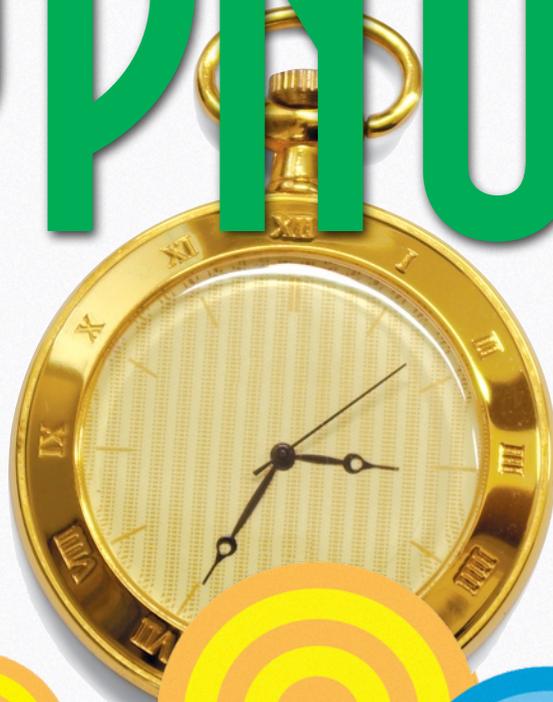
*Embrace it, and live with joy!*



# QUICK START GUIDE

UNLOCKING  
THE SECRET  
ADVANTAGE OF

# HYPNOSIS



1	Hypnosis taps into your subconscious.
2	Hypnosis is a form of guided meditation.
3	By changing your subconscious, you can change your beliefs, attitudes, thoughts, and actions.
4	When hypnotized, you are fully awake and conscious in a relaxed state.
5	You can only be hypnotized if you <i>choose</i> to be.
6	When hypnotized, you in full control. No one can make you do anything against your will.
7	You can bypass the limiting beliefs of your <i>conscious mind</i> to relay your desired thoughts and behaviors to your <i>subconscious mind</i> .
8	Hypnosis can help to reduce pain, overcome fears, eliminate bad habits, and sail past mental blocks.
9	In order to see change, you have to <i>want</i> the desired change.
10	In addition to seeking the expertise of a professional hypnotherapist, you can also engage in self-hypnosis through audio recordings and videos.

# Wealth & Prosperity Checklist

In order to build a wealth and prosperity mindset, you need to equip yourself with the physical, emotional, and spiritual tools necessary to stay the course.

Reflect on the statements below each day to maintain a healthy mind, body, and spirit.

- I focus on positive pursuits.
- I am grateful for all that I have.
- I focus on the belief of an overflowing of abundance.
- I choose to have a positive opinion of myself.
- I refuse to wallow in setbacks – I rise to the challenge.
- I expand my comfort zone through daily challenges.
- I am focused on where I am and want to go.
- I challenge the false perceptions that limit my success.
- I believe that I am worthy of success, wealth and prosperity.
- I am open to new opportunities, even if it appears overwhelming.
- I take bold, consistent actions every day.
- I am confident about my abilities and talents.
- I focus my attention on enjoying each moment of my life journey.

# Wealth & Prosperity Worksheet

## Scarcity vs. Abundance Consciousness

Before you can attract wealth and prosperity, you must transform a scarcity mindset into an abundance mindset. To turn this perception around, make it a point to see the abundance that surrounds you.

**1. What am I grateful for?**

**2. How will I focus on the good in my life?**

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You must deliberately turn your attention away from examples of scarcity, this means training yourself to refuse to obsess over anything that threatens your focus on wealth and well being.

**1. What threatens to disturb my interior freedom and intense focus?**

**2. How will I overcome this challenge?**

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# Breaking Negative Perceptions

You can't have a negative opinion of wealthy people and expect to be wealthy yourself! Every time you speak or think negatively about the wealth of others, you block wealth for yourself. Instead, start paying more attention to wealthy people you *do* admire.

**1. Who do I admire? Why?**

**2. How will I model the success of others?**

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Evaluate your perceived limits when it comes to being successful. Oftentimes, these limitations may be fears and barriers that exist only within your mind.

**1. What is limiting me from the wealth and prosperity that I deserve?**

**2. How can I overcome these obstacles?**

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# Passions and Happiness

The seeds of your wealth are tucked away in a surprising place: in your greatest passions. That means finding a way to use your interests and talents to contribute value to the world.

- 1. What is my passion and what am I going to do to follow-through?**
- 2. How can I use my passion to contribute value and create financial wealth?**

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Money isn't a source of happiness. If you want to be happy, you must decide to be happy, *now* – regardless of your current situation. Having money in the bank won't make problems go away.

- 1. What is my perception of money – is it my only source of happiness or a means to gain the fullness of physical, emotional, and spiritual wealth?**
- 2. How will I focus on the good in my life and be happy regardless of my situation or surroundings?**

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