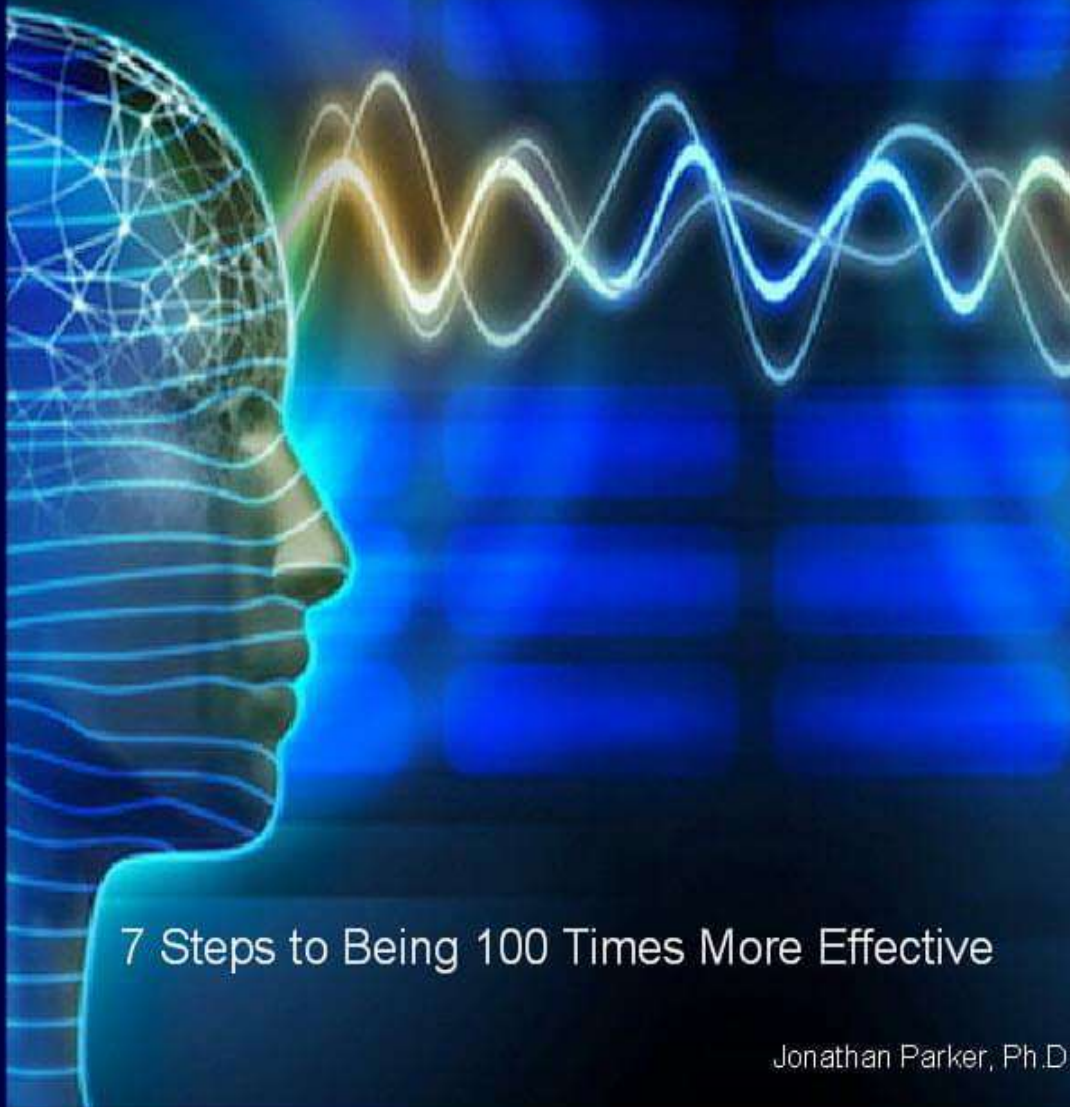


# ***How to Tap the Power of Your Mind***



7 Steps to Being 100 Times More Effective

Jonathan Parker, Ph.D.

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# How to Tap the Power of Your Mind

7 Steps to Being 100 Times More Effective

## Introduction

Many people do not give much attention to the thoughts that go through their mind and yet these thoughts are what form their life. You create and attract into your life according to the thoughts you hold especially those thoughts that are in your deep mind or subconscious mind. In this e-book you'll learn 7 rules of the mind to make reaching your goals 100 times more effective.

Your inner thoughts are composed of your inner beliefs, desires, and intentions. Maybe you haven't realized it before but you have thoughts about everything in your life and it is likely you had thoughts about most of the things in your life *before* they came into your life. For instance, you had thoughts about where you live such as whether to buy or rent, what part of town to live in, how much to spend, what kind of person you'd like to have a relationship with, etc. These thoughts are what move your life in the directions you find yourself heading.

# Chapter 1

## How it All Started

It is common knowledge that most of the issues adults struggle with have their roots in childhood. That is where attitudes, outlooks, expectations, limitations, and beliefs were born. So your self-identity or self-image which shapes your inner thoughts, beliefs, and outlooks began to form through the experiences and viewpoints you had as a child.

The surprising fact about this is that it doesn't matter if the ideas, opinions, and beliefs make sense or not or are true or not. Your subconscious mind operates with whatever it has accepted from what other people told you as a child or you repeated to yourself. This self-image becomes the foundation and operating system for your entire life unless something significant comes along to change it.

The programming most people have is a combination of positive, supportive, and loving ideals along with limiting, self-doubting, and negative points of view. In some cases a small amount of negativity or doubt can undermine a mountain of positive hopes and dreams.

Thankfully, you can override most of the negative programming. So it doesn't matter what you have believed in the past or how traumatic the circumstances may have been. You can regain positive control of your life.

## To Be or Not to Be...What Do You Want?

Oftentimes people do not give much thought to all of what they want in their lives, but they do give thought to what they don't want. In fact, they often have very strong opinions about what they don't want. This can include health issues, relationship issues, financial concerns, and just about every other area of life. The problem this creates is that the subconscious mind focuses on what a person doesn't want and then orients a person's life to conform with it.

Life gives you what you expect, not necessarily what you want. This is why there are so many people living lives they are not happy about. The subconscious mind tends to fixate on whatever negative beliefs and opinions a person has, and it works to bring about the manifestation of whatever it is fixated on whether it is positive or negative.

Your subconscious mind naturally orients your life to attract and create what you don't want if that is what you have put the most energy into and what you feel the strongest about. You probably have a strong aversion or fear of certain circumstances and these feelings are what serve to energize the subconscious mind to create or attract it. This is because your subconscious mind fixates its attention on what you feel the strongest about and fear is one of the strongest of all emotions. The good news is that you can make this trait of the subconscious mind work for you by energizing your thoughts about what you do want.



## Chapter 2

### Do You Talk to Yourself?

You undoubtedly have inner dialogs in your own mind. It is called self-talk. You tell yourself things all day long. Sometimes there is more self-talk than you would like. This is called the "monkey mind." The mind jumps from one idea to another whether you want it to or not.

Self-talk can be in the form of actual words, or feelings, preferences, impressions, images, or urges. From the time you were a child you have been absorbing input from the people around you and forming conclusions about what is true and what isn't. You took on or rejected the opinions of others. You analyzed outcomes and judged and stored all of these outlooks which then become the operating systems you have been basing your life on. This forms your inner thoughts, opinions, and beliefs.

Most of the time this happens without you paying much attention to the process, but none-the-less it goes on almost non-stop. Sometimes it comes in twinges in your gut, or a weight on your shoulders, or tightness in your neck or chest, and at other times it can be a forceful opinion or emotional reaction.

Every time you hear or see something happening you automatically form an opinion about it and store it in your memories. Similar memories tend to cluster together as you formulate your ideas and pictures of how you see life. Over time you have a pretty big storehouse of self-concepts and projections of how you think the world operates, and you tend to attract more and more similar ideas that agree with your own. You are then convinced what you think is truth. The longer you have believed something to be true, the more true it seems to be.

The vast storehouse of everything that's ever happened in your life, everything you've ever felt – failures and successes, happiness and unhappiness – as well as every idea and conclusion about yourself you've grown up with – has influenced the formation of how you see yourself and what is stored in your subconscious mind.

If you heard or thought some negative things about yourself when you were young those beliefs become what you believe to be true. You then look for facts to validate your truth which reinforces the belief and embeds it more strongly in your subconscious. Normally your conscious mind screens what is going into your subconscious. It edits the input to make sure that what is going in matches up with what is already there.

For example, suppose you hear the statement, "You are so smart." Your conscious mind responds by saying, "Are you kidding me? Me...smart? I don't think so. I didn't get straight A's in school."

So with responses like this your subconscious rejects the new input that you are smart. If you own some negative ideas about yourself and your life your subconscious mind directs your life to conform you to the negative person you believe yourself to be. Here are a few more examples:

There is something wrong with me.

No matter what I try, it doesn't work.

I seem to have bad luck.

I'm not talented.

I'm just like my father/mother.

What next?

I'm shy around people.

When it comes to my eating habits I can't help myself.

I never get a break.

I'm over my head.

If only I were taller, smarter, had more money, etc.

"What's the use in trying?"

"If I get it, I'll just lose it."

"Life is so unfair."

"Life is such a struggle."

"I'm not good enough."

"If something can go wrong, it surely will."

## So How Do You See Yourself?



You act and behave exactly in accordance with how you see yourself and consequently bring things into your reality to mirror your inner beliefs. This is your self-image – your mental picture of yourself. But it is important to understand that your self-image is far, far more than the conscious perceptions and beliefs you have about yourself. Otherwise, change and success would be as easy as saying, “Starting right now I'm going to have only positive words and a positive picture of myself being healthy, wealthy, and wise.”

More is required than merely stating a desire out loud. If it were that simple, no one would have any other problems. However, because the ideas housed in your subconscious mind exert the most influence over your life, to change yourself you must change your subconscious beliefs.

### **Your Subconscious Mind: Your Internal Guidance System**

Think of your subconscious as an internal guidance system like an automatic pilot. As you may know, an autopilot is an instrument on an airplane that keeps it flying at a certain altitude, a specific speed and a predetermined direction. After programming it for the correct speed, altitude, and direction, the pilot can release active control of the plane. The autopilot takes over and keeps the plane on course. If the plane should stray a few degrees, the autopilot steers it back to the intended direction.

Your subconscious works in much the same way. It is programmed by the beliefs and attitudes you have about yourself. If those beliefs are composed of positive words structured for your happiness and success, then your subconscious, like an autopilot, will steer you in that direction. If you drift off course, it will take over and get you back in the right direction. On the other hand, if your subconscious has been programmed with negative thoughts and beliefs, then it will direct you along that path.





## Chapter 3

### Negative Thoughts Can be Stopped - Here's How!

There is something very powerful about how your mind works that can make a profound difference between your success and happiness or a life of struggling and being disappointed. This is a really important subject to understand as it affects virtually every experience you have whether you are looking for financial success, relationships, or good health.

When you feel bad do you have a discussion in your mind with **negative thoughts** such as: "Well, let's see, since I just received this horrible unexpected news I have to decide how I should feel about this. Since this is not good news that means my reactions need to be angry and depressed. So I will ramp up my emotions to feel really upset."

No, your feelings don't seem to stem from a logical, conscious process do they? Whether you realize it or not, neither are they determined by events or even other people. They come directly and automatically from your subconscious evaluations, attitudes, and beliefs.

In other words, you feel bad if you perceive and evaluate an event as bad or sad on a subconscious level--which explains why many people have a hard time fully understanding how emotions work. It's because most people are unaware of their own deepest subconscious beliefs, which often were established many years ago. And the often surprising discovery is that your subconscious mind may have beliefs that are completely the opposite of what you believe consciously.

The problem with this is that the subconscious mind tends to fixate on whatever **negative thoughts** and opinions a person has, and it works to bring about the manifestation of the fixation. There is a commonly recognized reality to how the subconscious mind works and it states that whatever we resist persists.

#### Your Life Experiences are the Result of Subconscious Programming

Your subconscious mind is very much like a computer program. It directs just about everything in your life--your emotions, your habits, your relationship quality, your financial situation, your self-image, your health, and more. How your life turns out depends on what your subconscious mind's programming consists of.

How does your subconscious mind get programmed in the first place? It doesn't happen overnight, but rather over time and with reinforcement. Basically, your

innermost beliefs stem from your personal experiences, the repeated statements of other significant people in your life, and your own habitual thinking about yourself and the events in your life, beginning at a very early age and continuing on throughout life.

For example, a young child is told by a parent: "You've got to work hard to amount to anything in this world. What makes you think you're so special that anything good will happen to you?" Let's say the child hears this message and others like it many times while growing up. As a result, the child becomes self-conscious and self-doubting.

The child may become anxious, nervous, or driven to please everyone by excelling in some areas such as academics or sports. Furthermore, not achieving can mean feeling guilty, "small," and "bad." These **negative thoughts**, ideas and feelings gradually solidify into beliefs in the subconscious mind, and they therefore become one of the driving forces of a person's life. As an adult a person may not remember where the insecurities came from or why they believe it, and they may not even consciously think about it or know it is inside of them. Yet, like a program operating in the background on a computer it may continue to affect a person's relationships, career success, and physical and psychological health.

Fortunately, we can reprogram the beliefs running in our subconscious mind by utilizing some of the same techniques that put the programs there in the first place.

Repetition is one of the best ways to reach the subconscious mind. It is important to develop a positive relationship with yourself and this includes respecting yourself and being positively oriented toward life. You can utilize affirmations like the ones below to solidify a positive attitude toward yourself.

I feel good about myself.

I respect and value myself.

I appreciate my body.

Every day I am becoming more positive and healthy.

Practice repeating statements like these several times every day can erase the negative thoughts and replace them with positive beliefs. You can even record them and listen to them while you exercise or get ready in the morning.

## Chapter 4

### It's All About Your Subconscious Mind



There are a few things you should know about the way the subconscious mind operates that will help you in getting it on your side and supporting you in your goals. One, is that it will hold onto its beliefs and points of view until they are replaced by another idea. Once an idea has been accepted it tends to remain in the subconscious even if your conscious opinions change. In other words, you can actually believe something consciously that is in opposition to what the subconscious mind holds onto.

What this means is that if you formed a conclusion when you were younger that "I am not very good at math, so I'll always be this way," even if you try to get good at math, your subconscious mind, like an auto-pilot, will tend to bring you into alignment with your inner belief. You might think of it as having a mental block. When the conscious mind and subconscious mind are in opposition, the subconscious positions usually win out. This is how habits are formed and why they are so hard to change. Thankfully, no matter how fixed ideas are or how long they have been present, they can be changed with simple techniques that access the subconscious mind.

## **Your Subconscious Operating System**

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The child may become anxious, nervous, or driven to please everyone by excelling in some areas such as academics or sports. Furthermore, not achieving can mean feeling guilty, "small," and "bad." These negative thoughts, ideas and feelings gradually solidify into beliefs in the subconscious mind, and they therefore become one of the driving forces of a person's life. As an adult a person may not remember where the insecurities came from or why they believe it, and they may not even consciously think about it or know it is inside of them. Yet, like a program operating in the background on a computer it may continue to affect a person's relationships, career success, and physical and psychological health.

### **How to Reach Your Inner Control Center**

It is important to develop a positive relationship with yourself and this includes respecting yourself and being positively oriented toward life. Your self-talk has strongly influenced your life. That's why it's been said that we create our own self-fulfilling prophecies. Fortunately, we can reprogram the beliefs running in our subconscious mind by utilizing some of the same techniques that put the programs there in the first place. Repetition is one of the best ways to reach the subconscious mind.

Now, if your conscious mind filters what goes into the control center of your subconscious mind, how do you reprogram your subconscious with the beliefs and instructions you want it to have? One big key is through positive affirmations. Affirmations are positive, present Affirmation means "to make firm." An affirmation is a simple, present tense positive statement such as "Everyday and in every way I am more and more happy and successful." Positive affirmations can be about your health, success, or relationship goals or anything else. Affirmations can be spoken aloud, said silently, or written down. They are particularly valuable when used in conjunction with positive visualizations of the outcome you want. Affirmations are a way of strengthening or "making firm" what you are imagining in your mind's eye.

You can just as easily make positive self-statements as hold negative thoughts. The subconscious will react just as readily to life-enhancing messages that bring happiness and fulfillment as it will to those that prevent you from having the kind of life you really want.

Remember, the patterns and beliefs in your subconscious mind have been there for years, so it is likely to take weeks or months to reprogram your subconscious programming. Be assured, however, if you persist you will succeed. The affirmation process forms the basis for new beliefs, qualities, behaviors, or experiences you want to manifest in your life.

### **Believe it or Not**

Beliefs are what underlie emotions. Your feelings may seem to arise out of nowhere, but in fact, there are always beliefs that cause the reactions. It's just that some beliefs are completely unconscious and may be the opposite of what you believe consciously. I remember a woman I counseled once whom I told this to and she said, "So that's why I feel guilty every time I have a glass of wine." I asked her, "What do you mean?" And she said, "Well, when I was young I grew up in a household that taught me that alcoholic beverages are a sin. I no longer believe that, but every time I have an alcoholic drink I feel guilty." That is precisely what I'm talking about. It's what is in your subconscious mind that drives your life.

Your beliefs color your outlook and create your feelings which either support you or undermine your efforts to be a success. You see a belief only means you believe something to be true. It may not be true at all, but people have died clinging to false beliefs. Now since what you believe about yourself greatly influences how you live your life and what degree of success you experience, you can easily see how important it is to have positive beliefs. Essentially everything you say and do arises out of your beliefs.

Experiences create your Conclusions  
Conclusions create your Beliefs  
Your Beliefs create your Feelings  
Your Feelings create your Behaviors  
Your Behaviors create your Results.

That's how it all works, so if you want better results you have to go to your experiences and change your conclusions and beliefs about yourself.

## Chapter 5

### Ways to Program Your Mind for Success



#### **Repetition is the Mother of Change**

A big secret to making affirmations and visualizations work is repetition. It's important to remember that a single affirmation, said or written once or twice is not going to immediately manifest in your life. Repetition is the key. Through repetition the ideal image of yourself gets embedded deeper and deeper, throughout all levels of your consciousness. In this way you can be your own success coach.

Just as water can wear away the hardest stone, so will repetition of your positive affirmations dissolve away negative thoughts and eventually work dramatic changes in your life. Affirmations are most effective when done as you are falling asleep or just after you wake up since your subconscious mind is most receptive at that time. To help keep your goals and positive beliefs on your mind, post affirmations on your mirror so you see them as you get ready in the morning.

Combining creative imagination with positive affirmations gives you a penetrating combination of techniques that take advantage of one of the major keys to the mind—its responsiveness to repetition--that's usually how the negative, self-defeating messages and program got in there in the first place! With visualizations and affirmations you can counteract the negative effects of your past.

It is repetition that impresses the subconscious mind. The constant flooding of your mind with positive affirmations and thoughts will cause any negative ideas to lose their power and completely dissolve. If possible, do at least one visualization a day in which you imagine yourself having and being the success you want. Do this while in a relaxed state and repeat your positive intentions and affirmations at least 7 times each.

Repeating positive affirmations is one of the easiest and most effective means for realigning your conditioning and conclusions because through repetition you replace negative programming with positive programming. They effectively put a new operating system in your subconscious mind. They repaint the image you have of yourself and they can turn your life around. However, there are ways to make them a hundred times more effective than just repeating them.

There are many thousands of positive affirmations and phrases that you can incorporate into your life that can keep you on track for manifesting all you want.

## **5 Steps to Create a Mental Movie to Achieve Your Goals**

We all have something in life (or work) that we want to achieve. Most of the time we don't know how to go about achieving these goals. Often when we do know how to go about achieving them we just allow ourselves to fail by simply giving up. Creating a mental movie can increase your chances of success as it is a creative and simple way to program your mind.

A mental movie is a creative visualization technique used by Neuro Linguistic Practitioners to help clients reprogram their mind to overcome fears or phobias, heal past traumas or to achieve work or life goals. If you know the goal you want to achieve then you can take advantage of this powerful tool to help you create a successful outcome.

### **Step 1: Decide your goal.**

It is essential that you can identify the goal you want to achieve. It must be precise. Write it down.

### **Step 2: Create a blueprint.**

You know the end point; the goal. It is important that you create a blueprint describing the exact change you want to make. For it to be useful and generate a successful outcome it must use all five senses, be very descriptive, and have them written in the present tense



For example, if your goal is to become more confident in social situations your blueprint might look like this:

I am at a party for a colleague's birthday. The room is brightly lit with music playing. There are red, blue, yellow and green balloons everywhere. I can hear people talking and laughing. I am standing in the centre of a group of colleagues talking about a movie. Everyone is listening. They are smiling at me and I feel happy. The beat of the music pulses through me making me feel invigorated. I feel comfortable talking and listening with others.

With every sip of my drink I feel stronger and more confident. Each bit of the delicious food makes me feel happier. I am smiling...

You can include different scenes, just like in a real movie. So change the situations to include any that are important in helping you to create the movie of the life you desire.

### **Step 3: Relax**

It is important to relax as this is how you will get your subconscious mind to open up and be receptive to your mental movie.

Find somewhere comfortable. Close your eyes. Tense every muscle in your body and then release. Repeat twice more. Next, breathe in deeply through your nose to a count of five and out through your mouth to a count of eight. Repeat this three times or until you feel relaxed.

To achieve relaxation you have to take your brain to Alpha level. This is the level where you are able to 'speak' directly with the subconscious. Alpha level brainwaves are experienced first thing in the morning as you first awaken and last thing at night just before you go to sleep. In Alpha level you are awake (conscious) and aware of your surroundings but your subconscious is fully alert and you are most responsive to learning and accepting new ideas. You can achieve Alpha level by practicing relaxation techniques.

### **Step 4: Play your movie**

This is where the mental programming takes place. You play your mental movie visualizing you living the goal you set. It is important that your movie is played as if you are living it now. Feel the emotions, experience the sights and sounds. Don't forget to include all your senses to make the experience feel real.

To make sure that your new mental program is fully installed you will need to repeat steps 3 and 4 every day for 30 days for best effect.

Picture your goal as an image or movie with you 'in the moment'. It must be in the present so you must be living it. Use all of your senses to make it as real as possible.

Tell a story and if you can add some humor even better. Your subconscious loves stories and it loves humor. By fully engaging your senses it becomes more real. Make the scenes really bright and colorful. Hear the sounds, Feel the emotions. Touch and taste things.

When visualizing always answer these questions:

What can you see?

What can you hear?

What can you feel? (Physical touch as well as emotions.)

What can you smell?

What can you taste?

### **Step 5. Affirm**

While visualizing yourself living your goal it is also important to affirm this. You can either say your affirmations out loud or just think them. To make them even more powerful and effective you can write them down and display them wherever you will see them regularly throughout your day. You can also record yourself saying them out loud and listen to them first thing in the morning and last thing at night.

Affirmations must be:

- In the present tense.
- Said with positive conviction. (You must believe in what you are saying.)
- Include emotion.

For example: I am giving a presentation to my department and superiors. I am standing at the front of the room. I feel confident and calm. I am speaking with conviction. I know my topic. My presentation is interesting and fun to give. The audience are listening intently. They are smiling and nodding their heads as I speak. My voice is confident and easy to hear, even at the back of the room. I am standing tall wearing my favourite navy suit. I feel smart.

## 7 Suggestions for Using Positive Words

1. Use only one or two phrases of **positive words** in any given session.
2. Repeat the **positive word** or phrase out loud a few times and then begin repeating it silently.
3. Even though you are repeating the **positive words** silently you will find it helpful to move your lips.
4. This process is often found to be most effective when done in the middle of the night or early in the morning.
5. There are often shifts or breakthroughs at 20 minutes, 40 minutes and 60 minutes.
6. While repeating the **positive words** intend to connect more and more deeply with the intention behind the words.
7. Repeat it silently to yourself and be aware that the embodiment of the words live within your heart. This helps to incorporate the creative power of positive feelings with your words. Listen and attune to the qualities that emerge within you as you repeat the positive words.

### A Concluding Word on Positive Words

Of course there are thousands of **positive word** phrases to choose from and you will want to choose ones that are based on your specific needs and background.

After you repeat the **positive words** for the designated time and you have decided to stop, remain in a peaceful still state or bring an inquiry to mind. Speak into the stillness and ask for clarification or elaboration on the subject of your **positive word** practice. Such questions as, "Is there anything important for me to know at this time?" Then be receptive to see or hear what arises. Periodically ask, "Is there anything else I need to know," or "tell me more." Allow the insights to bubble to the surface. They may come as flashes or glimpses. Sometimes they come as single words, sometimes as feelings, and at other times deeper insights unfold. Use whatever arises as springboards to formulate more **positive words** for your next session.

"Whatever the mind of man can conceive and believe, it can achieve."  
- Napoleon Hill

## Chapter 6

### 7 Secrets to A Powerful Transformation Program



**First** of all determine what you want. Be specific and write it down. This brings focus to all you do. What you expect is what tends to manifest. If you worry or are anxious that is simply your mental expectancy that something you don't want to happen might happen.

On the other hand, you probably have seen some people who are like a cat and always land on their feet. They seem to be blessed by a lucky star because good things seem to keep happening to them. This results from inner beliefs they deserve to be successful because we tend to become what we think about.

**Second**, put that desire into a short positive phrase or sentence. The mind cannot hold two opposing beliefs at the same time. If a person tries to do this they end up in conflict which undermines their overall goals. Eliminate all negative words from your affirmations.

For instance, you would not want to say, "I am not nervous and I don't worry." You don't want to create a negative word picture for the subconscious mind to fixate on, so you would say, "I am calm, relaxed, and confident." You wouldn't want to say, "I am not tired all the time." You would say, "I am energized and filled with vitality." A general affirmation could be, "Everyday and in every way I am happy, healthy, and prosperous."

**Third**, be sure to word your desire in the present tense. You want your affirmations to be presented as if they are already accomplished facts. For example, you can utilize affirmations like the ones below to solidify a positive attitude toward yourself.

I am calm and relaxed.

I feel good about myself.

I respect and value myself.

I appreciate my body.

Every day I am becoming more positive and healthy.

The only exception to this rule is if you are dealing with a physical condition such as a broken leg. In those cases you would use the progressive form of the present tense to by-pass the mind rejecting the affirmation. So if you were to say, "My arm is strong and healthy" your conscious mind would reject the statement as being untrue as evidenced by the fact that you are wearing a cast. So you could say, "Each day my arm is becoming more and more strong and healthy."

Even suggestions for future events need to be worded in the present tense such as, "Next Saturday I am automatically focused and energized as I play tennis."

Correct: I am... it is... I feel.

Wrong: I will... It will be... I am going to...

**Fourth**. To fully empower your positive affirmations it is important to repeat them while energizing them with positive feelings. Repetition with feelings is what embeds the positive directives into the subconscious mind which in turn works like an autopilot to align your life with your beliefs.

One way to energize your affirmations with positive feelings is to include words that trigger positive feelings. For example, wonderful, powerful, radiant, exciting, beautiful, abundant, generous, vibrant, sparkling, thrilling, happy, fulfilling, etc.

Another way to put positive feelings into your affirmations is to center yourself in your heart as you repeat them. To help you with this rest the palm of one of your hands on the center of your chest. Leave it there as you repeat your affirmations. As you do this you will notice it is easier to sense joyfulness, beauty, peacefulness, happiness, and positive expectancy.

Here's a big secret. By repeating your intentions in the form of positive affirmations slowly, softly, and silently you connect with and become one with what the words and phrases represent.

**Fifth.** Spend at least 10 minutes at a time repeating your affirmations. If you only repeat your affirmations a few times a day, you are not likely to achieve the results you want. Of course, it is helpful to repeat your affirmations at odd moments throughout the day, but to maximize the effectiveness of your program you need to be focused on your affirmations for an uninterrupted minimum of ten minutes each day. If you can do it for ten minutes more than once a day so much the better.

**Sixth.** At least some of the time, repeat the affirmations slowly with your eyes closed while you are in a relaxed state.

Deep physical relaxation helps bring about mental relaxation which opens the doorway to your subconscious mind. When your conscious mind is relaxed, the screen is set aside, and this enables you to get to the source of beliefs that are limiting your personal happiness and success. When you are deeply relaxed, the subconscious is most receptive and the door is open for you to remove old negative mental patterns and replace them with new positive beliefs that can permanently change any area of your life affected by your beliefs.

There are two times of the day that this occurs naturally and automatically--when you are going to sleep and when you are waking up. For instance, you have probably noticed that at times when you awaken from a deep restful sleep and are lying in bed with your eyes closed that your mind is quiet. You are there in bed, fully aware and awake, but your conscious brain activity hasn't gotten into full swing yet. It is during the times when the conscious mind is settling down at night or is at peace in the morning that you can most easily access your subconscious mind.

To help you get the most out of your positive affirmations repeat them out loud or sub-vocally. That means to form the words with your lips and tongue even if no one hears what you are saying. It is similar to a whisper. Formulating your intentions and desires into specific word phrases increases the level of focus to most effectively reach the subconscious mind. Then when you repeat the statements over and over the subconscious mind will eventually accept the new programming.

**Seventh.** Find pictures that represent what you want in your life and put a positive affirmation on the picture. Locate it where you will see it everyday, such as on your bathroom mirror or your refrigerator. The subconscious mind responds well to symbols so pictures are a good way to embed the outcomes you want in your subconscious.

Another way to do this is to find a word or phrase which symbolizes the feeling and content of what you want to have in your life. For instance, if you are having

trouble sleeping some good symbols would be an image of a baby peacefully sleeping while you say to yourself, "sleep like a baby." Another image you could use is a "peaceful lake." If you are wanting to lose weight, you can have a picture in mind of the weight and size that is your goal and couple it with words such as "size 10," or "slender and attractive."

Practicing repeating positive statements utilizing the seven steps above can erase negative thoughts and replace them with positive beliefs. You can even record them and listen to them while you exercise or get ready in the morning.



## Chapter 7

### *Your subconscious beliefs determine your life*

Fortunately you can change your thoughts and behavior by rewiring your brain. This rewiring or changing connections is Neuroplasticity. Studies have shown that connections in the brain can be changed and these result in a change of habits, thoughts and feelings.

The key to successful mental programming is... *you!*

If you want to create a change in your life then you need to believe in yourself, your ability to change and to succeed in making the change. It is essential that you are fully committed to making the change.

*"Our life is shaped by our mind; we become what we think." Gautama Buddha*

To create a new mental program you need to identify the change you need to make and choose the method to reprogram your brain. This could be coaching, self-hypnosis, the use of visualizations, or affirmations.

Mental reprogramming works by changing the connections in your brain. If you want to increase your closure rate on sales then you will need to change the way you think and feel about making the sale. Instead of worry that the customer won't be interested and triggering a negative reaction in yourself which can impact on the way you come across and speak to the customer, you need to imagine yourself closing the sale. It is important to see yourself as closing the sale, hearing the tone of your voice, feeling the sensation of success, and seeing the face of your happy customer as well as your ecstatic boss.

If you have decided to make a change then you will need to:

1. Identify a change you wish to make (a goal);
2. Understand how you feel at the moment and what makes you feel that way;
3. Know why you want to make the change;
4. Understand how you will feel once you have made the change; and
5. Know what you and your life will look and feel like once the change has been made.

Make sure you write your responses to the above points down using all of your senses. Paint a really detailed picture as your subconscious mind needs to be engaged and to change those neural pathways you need to create emotions.



## **One Simple Yet Effective NLP Technique to Program Your Mind**

In the 1970s Richard Bandler and John Grinder devised Neuro Linguistic Programming (NLP). It is based on the way our brains interpret our experiences through language and senses.

Neuro - how the mind processes information through the senses

Linguistic - use of language

Programming - the way the brain interprets experiences

By understanding yourself your attitudes, habits and beliefs it is possible to change your life and experiences for the better. NLP is therefore a really effective tool for mental programming.

One NLP tool that is really effective yet incredibly simple is The Swish.

### **The Swish**

This technique can reprogram your mind by changing the perceptions of and responses to situations. It is frequently used to help with fears, phobias, confidence and changing habits.

1. Identify the change to be made. For example, you wish to remove your fear of spiders.
2. Identify the cue picture (visualize). This is the image you see or the trigger (thing that you do) immediately prior to the thing you want to change. For example, a person with arachnophobia will see a spider. Use your senses to fill in lots of details.
3. Identify the desired outcome. It is important to use all five senses so imagine what you can see, feel, hear, taste and do in the situation. You are visualizing the future. The important thing is to create a very bright and sensual image.

Using the arachnophobia example still and visualizing the future the desired outcome might look like this: I am in the garden weeding. The sun is shining and I feel happy. I am pulling up weeds and tossing them. I move the plants aside and as a spider scurries away I continue with my task. The sun feels warm. My breathing is normal and steady. I'm being productive. I can almost taste the lemonade that's waiting for me when I finish my task. The flower bed is looking tidy. The leaves are so green and the flowers smell so fragrant. I can brush any spiders or other insects away with my gloved hands or the trowel and continue with my task.

4. Now you swish.

Start with your cue picture. Make it large and bright in your mind. Experience the emotions and sensations.

Add your desired outcome to the bottom corner but make it small and dark.

Say 'Swish' and as you do so quickly dim and shrink the cue picture and grow and brighten your image of the desired outcome. Make sure the desired outcome becomes very bright and feel the positive emotions associated with it.

Repeat the Swish starting again with the cue picture but this time lessen the image's strength and associated emotions. When you say, 'Swish' increase the speed of the desired outcome growing and strengthening. Really feel the emotions.

Repeat again and this time your initial cue picture should be so dim that it is almost, if not, negligible. The desired outcome should be really bright and you should feel the emotions and sensations really strongly.

5. Test your cue. Can you picture the cue image? Does it still trigger the behavior?

If the cue picture still triggers the behavior or emotions then repeat the Swish until it is gone.

If the cue picture doesn't trigger any response then you have successfully reprogrammed your mind!

## **Breakthroughs**

A breakthrough can be experienced differently by different people. For some there is a sudden dramatic shift. The shift can occur on a physical, mental, or emotional level. In reality, as you consistently fill your mind with positive words and phrases change occurs all along on a subconscious level.

If you were to put the rosebud in a vase on a table and position yourself at the table until the bud had fully flowered, you would probably not actually see the movement of the rose opening its petals. The same is true for your self-improvement program. Changes take place over time. Even if you just feel better, you are experiencing change, which means you *are* progressing.

Since words are what make up how we describe our lives, they are powerful determiners of what directions our lives take. If the words we say to ourselves are

positive they strongly guide our lives into positive directions. Much of this happens automatically through the direction of our subconscious mind which regulates our lives much like an autopilot on an airplane.

The use of positive words or phrases in the form of positive affirmations have been used for thousands of years as a part of spiritual practices in prayers, mantras, and affirmations to facilitate transformation and realizations. This is testimony to the power of the practice of repeating words as a means of attaining the positive outcomes wanted. Many have found that repeating specific words can help open and integrate a person with their deepest inner connections as well as lead to the positive outcomes desired.

After you repeat the positive words for the time you have designated and you have decided to stop, remain in a peaceful still state and let the affirmations integrate. This is also a good time to bring an inquiry to mind. Speak into the stillness and ask for clarification or elaboration on the subject of your positive affirmation practice. Such questions as, "Is there anything important for me to know at this time?" Then be receptive to see or hear what arises. Periodically ask, "Is there anything else I need to know," or "tell me more." Allow the insights to bubble to the surface. They may come as flashes or glimpses. Sometimes they come as single words, sometimes as feelings, and at other times deeper insights unfold. Use whatever arises as springboards to formulate more positive affirmations for your next session.

You will find many examples of positive affirmations on my website ([www.JonathanParker.org](http://www.JonathanParker.org)), and most of my audio programs utilize the tools described in this e-book to make the process as easy as possible for you.

There you will find free articles and many choices in the descriptions of products on hundreds of subjects. Select a subject that you would like to construct positive affirmations about and type them into the search box at the top of the page and you will discover many resources to help you.

Mental programming is a very powerful way to change your mind and your life for the better. As Norman Vincent Peale said,

***"Change your thoughts, and you can change your world."***

[www.JonathanParker.org](http://www.JonathanParker.org)