



## CONTROL YOUR MIND, CONTROL YOUR FUTURE

You have two distinct parts to your mind, the conscious and subconscious. The conscious mind (CM) gives direction and deals with day-to-day decision making, plus it has the power of reason. It questions information it is being fed and decides whether it will accept it as true or reject it as false. In contrast, the subconscious mind (SM) does not have the power of reason; therefore, it accepts what it is fed as true and goes to work to find ways to make it a reality.

### **Q. Why do I need to learn how to program my mind?**

Experts agree that what you tell your self each minute of each day is one of the most important factors in your success. Researchers have shown that most people have 40,000 to 50,000 thoughts per day and as many as 80% of those thoughts have a negative component. Many of these are quick thoughts, so you can have several in a few seconds. Since most of your thoughts are negative, reprogramming your CM and SM to be more positive has been shown to cause profound changes. If you can get your SM to be working toward your goals all day and night, even when you are sleeping, it makes sense that you will have a much better outlook and a stronger likelihood of reaching your goals.

What I am referring to as your “SM” some call your spiritual self, inner voice, inner self, or intuition. Some experts would draw detailed distinctions between these, but we will treat them as the same. Generally, your SM functions as your “worker bee” all day by screening out lots of unneeded information. And when your SM is functioning optimally, it feeds you only the information you need to make the choices that lead to your goals.

If you are a little hyperactive like me, meditation and connecting to this subconscious level is more difficult, but practice will make you better. The key is to reach this deeper level and listen to its direction. Techniques in this book will help you tune in to your inner self, form good habits, and overwrite bad habits that hold you back from achieving your potential.

### **Q. How do I control my SM?**

People accomplish what they *believe* they can rather than what is truly possible. Your belief system is very powerful and ultimately controls your behaviors. Therefore, if you change your beliefs, you change your behaviors. (Read the rest of this section slowly, it gets a little hairy.)

When we are born, we start recording our thoughts as emotions (“I’m cold, I’m hungry, I’m tired...,” etc.). As we understand pictures, we add them to these emotions, and then we label these pictures with words as we learn them. As adults, we use these three dimensions (emotions, pictures, and words) to form thoughts that feed the self-talk that goes on in our mind all day. Self-talk is what your mind says to you as you encounter experiences throughout the day (no you’re not a freak, it happens to everyone).

Self-talk triggers these pictures that bring out the related emotions. Every thought formed by these dimensions leaves a record of what we *perceive* is happening and these perceptions form our personality. Perceptions are personal to you based on the accumulation of your prior experiences. Through different sets of prior experiences perceptions will be different; therefore, siblings from the same family form different personalities.

The key becomes controlling what we think and our perception of reality. Once we accept something as our reality, it continues to confirm our belief, whether or not it is accurate. Our SM cannot accept conflicting beliefs, so once we accept something as our reality, we gather additional information that supports our belief to alleviate the stress caused by any conflict. If this belief is not reality, the acceptance of the belief can work against us because our internal defense system will continue to believe what we've told it is our reality, and it cannot reason its way to actual reality. This is why we need to analyze our beliefs regularly to see if there is a more realistic belief that we should adopt. We tend to fight this because we don't want to see that we are wrong.

The accumulation of perceptions of our experiences, our thoughts, opinions, and self-talk form our beliefs and self image. You can change your self image by controlling your self-talk through goal setting, affirmations, visualizations, and other techniques. We are stuck with this self image until we use our CM to change what is stored in our SM. Remember the SM has no reasoning ability so it accepts what you feed it as true, regardless of the real truth or reality. As you feed it the same thought multiple times, it becomes dominant and we act on these beliefs, as if they are true.

Also recognize that your SM does not differentiate between reality and an imagined thought. For example, if someone calls you fat and you accept that as true, it is recorded in your SM. Now each time your mind goes back through that thought, your SM records it as true and it becomes a more dominant thought. It has established a thought pattern that you will only be able to change using your CM and these techniques to feed it new thoughts.

Affirmations, which become positive self-talk, help to change your SM. It is proven that at least 30 days of hearing new, positive self-talk at least three times per day, along with other techniques I will be explaining, will start to reprogram your SM, overriding conflicting negative self-talk, thereby redirecting your thinking. Techniques for detecting and correcting negative self-talk can be used effectively with affirmations. This reprogramming will build good habits that your

SM will continue to perform as it accepts them as true. The above concepts are explained in more technical detail in *Beyond Positive Thinking* by Dr. Robert Anthony so refer to his book if you really want to fill in the gaps as I've explained it.

At a real estate investing conference, I learned about another effective reprogramming process. Doug Ottersberg, a successful investor and certified hypnotist, showed that he can change habits more quickly through hypnotism. Consider this alternative and decide for yourself. ([www.automaticsuccessattractor.com](http://www.automaticsuccessattractor.com)) If nothing else, you might be clucking like a chicken and everyone else would enjoy the show.

Now that you have finished this section, go back and re-read it slowly to try to get a general understanding of how your mind is working. You don't need to understand everything in detail. I will explain the techniques in more detail as I cover them in the next few chapters.

### **Q. What is the law of attraction I've heard about?**

This is not a new concept. The law of attraction and mind control has just become more well-known with the popular movie and book called *The Secret*. The basic concept is that positive thoughts create positive vibrations that attract positive things to you and vice versa with negative thoughts. Please understand that great things don't just automatically happen for you, but using these techniques gives you direction to take actions that cause these positive things to occur. At one point in my life, I proved the negative side of this equation. My negativity brought more problems and conflict to my life. Using these techniques, I have been able to become more positive which led to greater happiness.

### **Q. What are the primary techniques used in reprogramming?**

Positive affirmation statements and goal-specific affirmations will improve specific areas of your life. Visualizations, which are clear, detailed pictures that represent your completed goals, stimulate the mind and your emotions to help you connect to your goals more effectively. Meditation and yoga help clear your mind of clutter allowing

you to focus and connect more directly with your subconscious mind without interference from other matters. Gratitude and success journals are additional techniques that build and maintain a positive demeanor, confidence, and self-esteem. These techniques will determine how you treat yourself and affect how you are treated by others.

Taking 20 to 30 minutes daily to read, watch, or listen to positive, motivational materials will help you master these skills. The following chapters outline these in more detail. Jack Canfield's *Key to Living the Law of Attraction* guide also gives good directions on these techniques.

### **Q. Why is it important to be emotionally tied to my goals?**

The stronger your emotions and the greater number of different emotions you can activate in going through these techniques, the quicker you will reach your goals. Emotions activate your mind and cause it to work on your goals more frequently. The more vividly you experience each goal in your mind, the more motivated you will be to reach it quickly.

I use a digital recorder (you can use your cell phone, mp3, or iPod) to record goals and affirmations so I can listen to them in the car or anywhere when I have a few minutes. I recommend that you say them aloud, but even if you don't, they will make a strong impact as you take them in. Getting your SM to accept your goals as true will get your mind to work for you all day. The more you see, hear, and vividly picture these images in your mind, the faster your SM will believe them.

### **Q. This is "out there"; how do I convince myself to try it?**

Not everything in life is going to be black-and-white. But this doesn't cost you any money, unless you buy some additional materials, and it doesn't take a lot of time or effort. What do you have to lose by trying these techniques? At worst, it could be a small waste of time. But it has such a great upside potential that it is at least worth a try.

Many of the techniques should be done in private and in a quiet setting, so you don't need to worry about others making fun of you. In my experience, some of these skills take time to master, but if you just

stick with them, you will get better with practice. Once you see some positive results, they will encourage you to continue with the process.

### **Q. Why does it take 30+ days to reprogram my SM?**

Brain researchers and many studies have proven that it takes 30-plus consecutive days (without skipping a day) of hearing a message three or more times (aloud, if possible) to make a positive difference. Give it a full 30 days before evaluating whether the technique has made a positive impact for you. Realize that your beliefs have been ingrained by thoughts that have been fed to your SM for months or years, so your mind has already accepted these as true and it has formed this pattern of thinking. When you put 30 to 45 days up against that time period, it doesn't seem very long to change a bad habit or belief and overwrite it with a good one.

Once your SM is consistently fed your new message so many times, it records it as true and overwrites the conflicting belief. Don't just stop at 30 days, even if it has worked perfectly. Continue to build upon the new, positive pattern you have created so it will be tough to revert back to the negative pattern.

### **Q. How do I know my SM works for me when I am sleeping?**

If you want to analyze or try to remember something, read it a number of times and think about it before going to bed. Your SM will work on it while you sleep. I've dreamed about solutions to problems that I focused on right before going to bed, which shows that my mind was still concentrating on the subject. While I slept, I came up with two alternative solutions for resolving a big case I was defending against a state tax bureau, and then I wrote them down right when I awoke. We used both of them to resolve the case favorably for the company I represented.

### **Q. How do I counteract fear-based, negative thinking?**

Realize that people tend to live in little private mental (not metal) boxes constructed by what they have heard and experienced rather

than what they know is possible. They tend to pass this limitation and fear-based thinking on to the people they are around, which allows negativity to spread widely. Sometimes people are more comfortable with negative thoughts and not taking chances. If you think something isn't going to work, then you are not likely even to attempt it and risk failure. Many people tend to fear what they perceive as failure the older they get, so they take fewer risks and miss opportunities for growth.

Surprisingly to many, successful people fail regularly. They are successful because they learn from each of these trials and get better; they don't view them as failures. If you take no risks, you will not grow and experience much of what is available in life. It's the old adage: if you continue to do the same things the same way, you will get what you have always gotten. Is that acceptable? If the answer is no, you need to change your actions and get in the game.

One way to break patterns of fear and risk avoidance is to consciously take calculated risks each day. This gets you out of your comfort zone, which allows you to grow. At the beginning of each day, write down at least three things you are going to do to get out of your comfort zone today. Realize these don't have to be big things. For example, calling someone you have lost track of, talking with a stranger at the grocery store, researching a class at a community college you're interested in taking, calling instructors for guitar lessons, etc. The key is to break your mental shackles and go after things that you would like to do, but have held off on. It's a big world with unlimited possibilities. You just have to look for them and take action to get them. Turn off the TV (you'll hear who got booted from *American Idol* or *Survivor* on the morning news), drop the unnecessary activities, and go for it.

**Q. Am I being myself or allowing others to control me?**

Do you ignore what you believe others might think of you? Or do you fret and worry about what someone said, how they looked at you, or what someone else told you someone said about you?

Overachievers and perfectionists—and I am guilty of being both—fall prey to this bad habit easily. This is generally referred to as being a “pleaser.” Pleasers try to please and impress everyone they are around to the point that they forget to live their life how they want to live it. Instead, they live based on the thoughts they perceive others have of them. Most of the time, pleasers don’t know what others are thinking, they just believe they do. Morty Lefkoe teaches a process to eliminate the negative beliefs associated with the need to please others at [www.recreateyourlife.com](http://www.recreateyourlife.com).

But please understand that you will need to conform to some degree to be accepted in the settings and roles you really want to be in. Piercings, tattoos, pants hanging low, ultra-short miniskirts, mohawks, pink hair, cursing, etc. are not going to be acceptable in many settings. So if you want to achieve specific things where those are not the norm, you too will have to adapt to be accepted. This does not mean you should not “let your hair down” and let your true, unique personality show when you are not in professional settings, but there is a time and place for that. Just don’t forget that this is your life and you should live it as you see fit.



## A Lesson I Learned from “The Street”

When I became a “corporate guy” at 19 years old, I acted like I felt I needed to in order to get respect as a much younger person, and I abandoned many of my convictions. By the time I was 20 years old, I was the Chief Financial Officer who reported directly to the CEO and two boards of directors. I made certain I didn’t look immature and learned to control my emotions, regardless of whether I was freaking out inside. I actually had a fellow director twice my age compliment me in a letter of recommendation for being calming to him and others. Go figure.

I felt I had to dress and act a certain way to be accepted in the corporate world. So I gave up much of my personal style and concealed my true personality to portray a more conservative image. Unfortunately, I did not let loose and enjoy myself as much as I deserved. As I look back, I realize that I sort of lost who I was for some time.

It was tough to break out of that corporate mode after more than 20 years of being what I felt I should be in the roles that I held. I had been told you need to do this, act like that, have these degrees, and have X amount of experience, so I did those things to get that great job and reach the goals I had set for myself at that time. After selling my company and finishing law school, I faced more struggles than any other time in my life. I did a lot of soul searching and introspection to determine who I was and what I really wanted. Using some of the techniques described in this book, I realized that it is OK to be myself. I don’t have to be a boring “suit” and go along with the crowd to please everyone. I finally stopped being critical of myself for not fitting into that basic mold and listened instead to my unique, inner self.

Most of the people I worked with for years and tried to please have not been in contact with me since I left those companies. So now it seems silly that I allowed them to control how I lived my life when they were not a significant part of my life in the grand scheme of things. My own involvement in personal development for several years has broadened my perspective on what is possible when I follow my inner self and take action. I have read many times that your life will be the same 10 years from now, except for what you read (and act on) and the people you interact with. I’m now seeing the truth in that statement.

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## WHAT WOULD JEFF DO?

(Fun action steps to try this stuff out)

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- 1 Start today and listen to the thoughts that go through your mind daily to become aware of what you are saying to yourself.
- 2 Each day, pick one of your current beliefs. Analyze it and come up with other possible versions of that belief that could be true. Assess whether any of the other possible beliefs are more realistic based on your knowledge now as compared to your knowledge before. Is there a more realistic version of your current belief you should adopt to overwrite the more unrealistic initial one?
- 3 Try to detect negative self-talk right at the time it occurs. Write down the negative things that you tell or call yourself and become more conscious of those thoughts. Ask yourself whether you would say that to someone you care about. Change that negative to a positive to start reprogramming your thoughts right now.
- 4 Starting today, take at least 15 minutes a day to read or listen to positive motivational materials. Pay attention to how you feel when you are finished.
- 5 Read, think, and focus on a project or problem you need to retain right before bed for at least 20 minutes and see if ideas or solutions come to you while sleeping. When you wake up, write them down quickly. You can do the same exercise with information that you need to retain.
- 6 Write three minor (to start out) risks that you have been avoiding that will get you out of your comfort zone. Commit to taking those three risks before noon, if possible (the earlier in the day, the better). Note how you feel once you are done with each risk. Do this each day going forward and you will grow daily.
- 7 If you fall into the pleaser category (and most people do to some degree) catch yourself at least once per day thinking a pleaser thought or taking a pleaser action then stop doing it right then. Work on thinking for yourself and pleasing yourself first.

Once you've finished these steps, write me to let me know what happened and what you learned at [stories@lifescheatsheets.com](mailto:stories@lifescheatsheets.com).

Now, think like Nike and Just Do It!

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