

The Power of Self Mind Control

By Burt Goldman

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INTRODUCTION

Your Birthright is Free Will

It distinguishes the human species. But exactly what is will? Simply put, will is your desire. Desire is the motivator for action. When you have a strong desire, you act. You do only those things you have a desire to do.

You can however, desire many things and not go after the getting —then will turns into a daydream. When the will is not free you have no choices. Without the advantage of free will, you must be good, or bad, or indifferent; no choice, just listening to whatever inner voice is directing you.

But free the will and things change. Suddenly there is choice. One can choose to be a saint, or one can choose to be a sinner, but choice is available to those who have free will. That is our birthright, and that is one of God's gifts.

Four of the Saddest Words in the World

It Might Have Been.

There are those who allow the world to bounce them from one place to another, allowing others to choose for them. They take whatever comes along — living joyless lives, contributing nothing, gaining nothing.

How sad it is, to think at the end of one's life, the words, "It might have been." If only a choice had been made, an action taken. Those who have a wonderful life, a life filled with joy and vitality, are people who make choices.

Some realize they have the ability to choose early in life, for others it comes later. It's sad when the realization never comes. When it does arrive it comes as a sudden insight that the world is what we see, and how we see it. But, you might exclaim, every one sees the same world, it's the world that's there. Well it ain't necessarily so, as Gershwin's *Sportin' Life* might have said. You are free to view it any way you like, and therein lies the rub. That's what free will is all about. You want to see the world as a dark and gloomy place? You're free to do so. You want to see the world as a miracle of nature with beauty everywhere you look? Well you're free to do that as well.

There is a story that most children know. It's about five blind men in India who were led to an elephant.

One grabbed the tail and said "An elephant is like a piece of rope."

Another grabbed an ear and said, "No, an elephant is like a leaf."

Another felt the tusk and said, "You're both wrong. An elephant is like a smooth, long vase."

Another took hold of the trunk and said, "An elephant is like a boa constrictor."

Another felt of its side and exclaimed, "An elephant is like the side of a barn!"

If the moral is unclear, perhaps the following example will make for a better understanding.

Gladys Sherman and Margie Carrier were two schoolteachers who were assigned to a depressed area of Los Angeles. When she heard the news of her assignment, Gladys created an

image in her mind of being locked away forever in a cement-block room with a bunch of screaming demons. She looked forward to her assignment with trepidation and dread.

You might say she felt the elephant's tail and thought that was all there was to it, not realizing there is a big, big world out there. If you believe your world consists of a concrete-block room, you're going to view things as though you were looking through a smoked up, dim, dark glass. Instead of a golden life, Gladys leads a dull, insipid, hazy life. But Margie's different. Margie Carrier saw the assignment as an opportunity, a challenge.

Margie's life was a joyful life because she wanted it so. Margie couldn't wait to get started. She looked forward to a few unruly youngsters. She'd read a lot of material on the subject and was eager to try it out. She told me that after one of our sessions, she sat at her desk and decided to challenge herself. That was her choice. She was going to an area where the students, for the most part, had problems. She was going to get through to them. Her goal was to change the life of at least one of her students. But which one? That she would discover when the school year started. She had fantasies of the students learning. She mentally saw them years later calling to tell her that she had influenced their choices in life. Margie looked forward to her assignment with confidence. She chose to adjust her attitude, and that is what free will is all about.

Happiness has to do with the acceptance of things you cannot change. You accept things by adjusting the one thing that is always under your control — attitude. Control that and the promise of a joyful life is yours for the taking.

The Secret That Attracts all Races, Classes, Ages, and Occupations

What is it about a positive-thinking philosophy that sets it apart from all others? Where does the phenomenal growth come from? What is the secret that attracts all races, all religions, all classes, and all occupations to the positive thinking presentations? It's actually quite simple. As you read through these pages you will discover secrets that few people are privy to. Secrets of definitions — secrets of techniques — and the secret that changes lives — attitude adjustment.

The Positive Thinking Method threatens no one. Rather the opposite. People trained in the Positive Thinking Method report that they are more secure in their beliefs than ever before. The method validates all the positive aspects of their lives. Appetites for life improve, relationships improve, health improves, and with the knowledge of Positive Thinking you become more aware and more understanding of others, tending to glide easily through life with the knowledge that people are not only responsible for their reality, but in fact they created it, and can control it.

The Power of Self Mind Control program embodies additional problem-solving techniques to help you understand how you are affected by outer influences in your life. You will find within these pages ideas and techniques on how to control your mind and free yourself from the negative influence of others. Here you will learn to exercise direction over your health, fortune, relationships, mental well-being, and virtually all aspects of your life.

Here you will find new techniques that were conceived, tested, and fine-tuned by hundreds of thousands of participants throughout North, Central, and South America, Europe, Africa, Australia, Asia and the Middle East.

Our goal for you is that of a joyful life, a life free of stress. A joyful life is a life with peace of mind, success, and good health, but most of all, a life that is seen through the raw power of

your attitude and viewpoint. When you control your mind, you use more of it — that is where the power is —using more of your mind. That is our goal with this material, to develop, in you, the ability to use still more of your mind. You are capable. All you now need is a bit of direction. You'll learn techniques, a few mental conditioning exercises that are in the Appendix, a few new ideas, a few walls crumbling down, and it's yours. Positive Thinking through Self Mind Control.

Here, within these pages, you will find the great principles and concepts of Positive Thinking. In reading and absorbing the material — almost like magic —you change, you evolve.

Health Improves with Self Awareness

In part, the material you will find here will give you a stronger sense of self awareness. One of the first effects noted is a diminishment of stress and an improvement in general health. To use the material most effectively we recommend, initially, a cover-to-cover reading. Then, to find help with a particular problem, refer to the table of contents or the index.

Have a fight with a family member? See Chapter 21 on solving family problems. Going into business? See Chapters 23 through 26. Need a boost in confidence? See Chapter 10 on self-esteem. Tense and stressful? Chapters 1 and 6 deal with stress removal. For problems with a relationship, refer to Chapter 20. For a problem with flagging desire, read Chapter 19. Are fears a problem? See Chapter 7.

Been on a lot of diets? You will find answers to weight control in Chapter 16. Chapter 13, “Past Self, Future Self,” shows you an effective method of overcoming problems that stem from past incidents. But the centerpiece of the book would have to be Chapter 2, “Switching Your Viewpoint to Love.” Here you will find an explanation of the concept of the positive viewpoint presented so that you not only understand how an understanding of what love is can help you immediately, but also how it can become an invaluable resource in your life.

Chapter 4, “The Seven Mighty Principles,” will help you to understand the rules of life as they apply to all things great and small. These principles clarify fear, courage, guilt, self-forgiveness, resentment, beauty, ugliness, hate, and love.

Mental Creations Are Under Your Control

All emotions and viewpoints are mental creations and therefore under your control. Imagination, visualization, and all the inner constructs that correspond to the outer senses — these, too, are mental creations. Chapter 5, “Golden Images,” deals with the creations of the mind and shows you how, through enhanced visualizations, to control those images to give you better control over your own mind.

The Power of Self Mind Control is based on the fact that perceptions stem from the use of the imagination. When that image-making faculty is directed in a negative manner, the world is dark and gloomy. When the imagery is directed in a positive manner, the world becomes bright, joyous, and cheerful. You gain better control of your mind through the simple use of the concepts and techniques. And you can direct that dynamic imagination to make a better and better life for yourself.

This 2003, state-of-the-art edition, includes material from the *Silva Mind Control Method of Mental Dynamics* and *How to Better Your Life with Mind Control*.

The Power of Self Mind Control has more information on the dynamic usage of your mind along with new techniques and ways to live a wonderful life. Here you'll find additional ideas on creativity, productivity, relationships, success and good health. In short, all the things you are entitled to in order to achieve a wonderful life.

Burt Goldman

Palm Desert, California, 2013

If after reading The Power of Self Mind Control you have what you consider an interesting comment do let us know. Burt Goldman, P.O. Box 2158 Rancho Mirage CA 92270

PART ONE

The Power of Self Mind Control

**The world has a magic about it to those who see without the distortion of past programs,
associations and faulty beliefs.**

Chapter 1 First Stage Meditation

The Brain's Rhythm is in the Form of Waves

Each color of the spectrum has its own rhythm. Your heart pumps blood through your body in rhythmic beats. Similarly, scientists have discovered in recent decades that the brain produces measurable waves that vary according to your level of sleep or wakefulness, serenity or agitation, concentration or distraction, and health or disease.

The rhythms of the brain — brain waves — are stimulated by emotions: desire, anxiety, stress, love, hate, anger, fear, calmness. — In short, all the various states of the human condition. Wouldn't it be wonderful if these rhythms could be controlled? For by controlling the brain waves, you would have control over your emotions.

One of our most fundamental goals is to accomplish just that. Over the years our techniques have been developed and refined. Millions of graduates have found that the ability to control brain waves can literally change their lives. In this chapter we'll take a look at the way these brain waves function, their effect on one's total being, and some methods and benefits of controlling them.

Four Types of Brainwaves

Scientists have identified four basic types of brain waves — Beta, Alpha, Theta, and Delta — corresponding to four levels of brain activity. The frequency of each kind of brain wave, measured in cycles per second, is visible in graphs generated by an electroencephalogram (EEG) hooked up to a person's skull.

At the lowest end of the scale of possible brain-wave activity is the production of one-half cycle per second; at the highest, eighty-five cycles per second. These figures are extremes for the deepest kind of sleep at the low point, and an epileptic seizure, when the brain is at its most excited state, at the high point. More common is four to forty cycles per second, representing deep sleep through intense excitement.

While each of the four areas overlap with other adjacent areas, and every individual has a slightly different rate, the following generally holds true:

When you are in Delta, you produce brain waves of from one-half to four cycles per second (CPS). Delta is the zone of deep sleep, a little-known area of total unawareness.

When you are in Theta, you produce from five to seven CPS. Theta is the zone of deep, comfortable sleep, an area of complete and utter satisfaction.

When in Alpha, you produce from eight to thirteen CPS. Alpha is the area of relaxing sleep and dreaming, sometimes also called REM (for rapid eye movement) because eyes flicker rapidly when you are dreaming.

When in Beta, the outer conscious aware state, your brain produces waves of from fourteen to forty CPS, and higher under special emotional circumstances. You are in Beta as you read this.

The average person, at an average time, during an average day, is in the Beta area producing twenty-one CPS (cycles per second.) When excited by anger, resentment, jealousy, fear,

nervousness, apprehension, or any stirring emotion, that rhythm increases and the brain activity rises to twenty-two, twenty-five, or more CPS. Poor health, excitability, poor learning ability, and weak concentration are due in part to an excessive degree of brain-wave activity.

The rhythm of good health, the rhythm of intelligence, the rhythm of concentration, the rhythm of ease — indeed, the rhythm of pure genius — lies in the area of brain-wave production that falls below nineteen cycles per second.

Let's look at the consequences of high brain-wave activity and contrast that with the benefits of lower rates.

Normal Brainwave Activity

Stress and anxiety are associated with a brain-wave production above twenty-one cycles per second. Almost everyone in the scientific and medical community agrees that stress is the underlying cause of many health problems. When the brain activity is above twenty-one CPS (the area of normal conscious activity,) the mechanism that controls the envelope of outer immunity is depleted and the germ/virus community that is ever present is in some manner invited in. When the germ/virus enters the body, the inner immune system, functioning normally, destroys the invading forces of germ/virus and the individual remains healthy. When the immune system is depressed, however, the germ/virus multiplies and overwhelms the cells of the body, causing illness and disease.

Excessive brain-wave activity causes other problems besides ill health. When brain activity is above twenty-one cycles per second, concentration is ruined. The thoughts of the individual go through an upheaval and are barraged by a series of inconsequential matters. Thousands of constantly changing thoughts, seemingly out of control, keep the mind from concentrating on what is important.

In the high Beta area — forty cycles per second — it becomes increasingly difficult to concentrate on any one subject for long. You find yourself uneasy and cannot sit still. The mind flits from thought to thought like a bee buzzing from flower to flower; before the complete formations of one thought you're on to still another. It's difficult to remember things, and even your last thought vanishes like a dream that fades when you come to full wakefulness.

When excitement creates a high rate of brain-wave activity and increased brain energy, it builds forces that must be released. The mind dissipates this force through physical actions, and so the body is harassed and ordered about and you often find yourself doing things you later regret. The body, unable to utilize its natural consciousness and blocked by the demands of the psyche, grows weaker and less effective in fighting off the many problems presented to it.

If an excessive degree of brain-wave activity is at the root of so many problems, it would follow that the ability to control brain waves could help us to solve many of our problems. Indeed, keeping brain-wave activity to a lower rate has innumerable benefits. For one thing, it fosters the opposite of disease, or dis-ease.

When you are at ease, you are comfortable and relaxed. When you are at ease, your brain waves show a slower rate, generally around nineteen cycles per second. A normal, healthy person producing less than twenty cycles per second of brain activity cannot be in a state of dis-ease; on the contrary, the person is at ease. When you are at ease, your defense mechanisms via the immune system are strong and you are usually able, unconsciously, and automatically, to fight off the hordes of germs/viruses.

The mid range Alpha state — around ten cycles per second of brain-wave activity - a restful, relaxed state, Consciously lowering your brain waves, you become focused and able to concentrate well.

Achieving brain activity in the midrange Alpha area is useful for any activity requiring thought. Thoughts are more concrete here; you are better able to examine them and to become more aware of all their dimensions. This is the state of being in which the mind tends to separate from the body, and the bodily intelligence, with no interference from the mind, adjusts and heals itself.

Psychosomatic Problems

Psychosomatic problems are simply problems caused by the mind (psyche) getting in the way of the body (soma.) By relieving the body of the problems of the mind through the Alpha-generated separation of psyche and soma, physical problems often resolve themselves.

The natural and normal rate of brain activity when you are awake is the lower twenties and the high teens. The body's healing abilities at a lower rate of brain-wave production are seen in the way brain waves slow down naturally during an illness. When you are not feeling well you get lethargic and enervated. Rather than drive, walk, or even eat, you prefer to sit and doze, relaxed to a state in which the brain is producing fifteen cycles per second (Beta bordering on Alpha.)

Self Mind Control and the Senior Citizen

Elderly people often find themselves nodding off into a state of Alpha with increasing frequency. This is nothing to be feared but rather to be welcomed. Because the cells take longer to restore themselves and work hardest to maintain the correct sodium-potassium balance, the mind temporarily relieves itself of the body so that the body can do its work of reconstruction in a natural manner. Alpha is a healing state of mind.

An easy way to achieve the Alpha state of ten cycles per second is through the meditative process. Meditation has a rhythm all its own, as does excitement, or anger, or for that matter any emotion that either stirs one up or calms one down. What meditation does is to slow down the brain waves and separate the mind from the body. This enables the mind to concentrate better, since it does not have to deal with the body's nervous or emotional manifestations, or its reactions to outer or inner stimuli. This is mind control — self mind control.

As far as the physical body is concerned, without the mind to harass it, the bodily intelligence can do its work. Its main job is to keep the cells in an energized balance so that it can be stabilized in a healthy condition. The major health benefit of meditation is keeping the mind from interfering with the body so both may do their respective jobs — the body healing itself when ill, and maintaining health when healthy.

The meditative technique that we teach during Positive Thinking Self Mind Control programs we call “going to level or simply meditating.” By level we mean the ten-cycle-per-second, or Alpha level of brain-wave activity. Through much research and feedback we have determined that virtually everyone can achieve the level of ten cycles per second while maintaining awareness. By so doing, practitioners find themselves restored mentally and physically, and well rested for the daily routine of living.

Going to the alpha level is one of the basic building blocks of the Self Mind Control Method. In the chapters that follow, you will encounter many examples of advice and techniques that entail going to the alpha level. As well as being a method that is rewarding in itself it is also an essential part of other problem solving procedures. Going to level is the first stage of meditation, the initial step in consciously relaxing to the alpha level of mind and a slower brain-wave frequency. In later chapters we will introduce methods of attaining still deeper levels of meditation.

First Stage Meditation — Lowering Brainwave Frequency

Here is the method for first-stage meditation — going to your Alpha level.

Find yourself a comfortable place to sit; a couch or chair is fine. It is best if you can sit with your back straight and your spine supporting you. Close your eyes and take a slow, deep breath. As you slowly release your breath, mentally repeat and visualize the number three; say to yourself mentally, “three, three, three.” Then do the same with the number two, and once again with the number one.

At this point you should be somewhat relaxed. If you are not, then start again and this time pay particular attention to the numbers. Visualize them clearly, make them brighter — mentally paint them a color of your liking. That should focus your attention and relax you.

Take another deep breath and as you exhale, mentally say the word relax, very quietly and very slowly (mentally.) Feel that each exhalation takes you deeper and relaxes you more.

Start again — this time with the number ten, and count down, concluding with the number one. Feel yourself getting more relaxed with each descending number and you will be more relaxed.

How long you stay in your Alpha level, and what you do there, is up to you. You may simply relax there for a few minutes as stress dissolves; you may use it to open the channels of creativity or to ponder a sticky problem. As the following chapters suggest, you may use it to reinforce efforts to break unwanted habits, or to change yourself in ways you’d like — the possibilities are endless.

To come out of the alpha level, count from one to three and tell yourself that at the count of three your eyes will open, you will be wide-awake, alert, and that you will feel better than before.

That is all there is to it.

As with any endeavor, you will improve as you practice. Improvement in this case means that ultimately you will simply close your eyes, take a deep breath, and be at Alpha level.

How to Get To Alpha

When taking the three breaths, if you follow these directions precisely you will find yourself at Alpha every time.

Keep your eyes open, focused on a spot on the wall in front of you a hand’s width above the horizontal plane of sight. Take a deep breath, and when your lungs are filled with air, mentally say THREE. Begin to release the air from your lungs and when half the air is breathed out through your mouth, repeat the number three, but softer. Continue to breath out the air through your mouth and when it has all been released repeat the number three a third time, but still softer. All this mentally of course.

Take another deep breath and repeat the process with the number two, mentally saying the number a bit softer each time.

Take another deep breath and repeat the process with the number one, mentally saying the number a bit softer each time. As you exhale, and after repeating the number one for the second time, close your eyes and you should be in Alpha.

This is a wonderful resource to use during any anxious moments in your life, such as a stress-filled meeting, or boring moments like a long plane, train, or automobile trip (when you are a passenger,) or even while sitting in a dentist's chair awaiting the drill. When you use the Alpha technique be sure to visualize the desired end result of what you are programming for. If it is simply to relax and remove stress from your life, get a mental image of yourself at ease and meditating.

After practicing this method a few times you will find it quite easy to reach the Alpha level of mind. We recommend going to the Alpha level at least once each day, just before bedtime if you have a sleep or health problem. If you are in good health and have no stress-related problems, practice going to level when you are more energetic than you are just before sleep; late afternoon before dinner is recommended.

If you have a health problem or are involved with any stressful situation, we recommend first-stage meditation three times a day. Five minutes each time is adequate at first — if comfortable, you may stay in the alpha state as long as fifteen minutes.

Actually the brain produces Delta, Theta, Alpha and Beta waves simultaneously; the amplitude, length, and frequency of waves determine the predominant area of activity.

Summary

High brain waves diminish one's ability to think in a logical, creative manner. You use less and less of your mind when you produce higher and higher brain waves. When you are fearful, your brain frequency rises, when in a state of panic the frequency rises still more. When you are angry, your brain frequency rises, when in a state of fury the frequency rises still more. You cannot think when in a state of panic, or when you are furious. High brain waves diminish your capacity to think.

Low brain-wave frequencies enhance your ability to think. When you wish to diminish fear or anger, or when you wish to think about a future goal, both short and long term, simply lower your brain waves.

To control fear, anger, or any emotion, lower your brain waves.

We define an emotion as any thought or feeling that has a degree or more of like or dislike attached to it. The more like, the stronger the emotion. The less like, the weaker the emotion. When a thought has neither like nor dislike, when you are neutral about a thing, you do not think about it at all.

A high state of emotion would be panic or fury. In either of those instances the brain-wave activity would rocket upward and the thought processes would diminish to the extent that one could not think rationally at all. During a state of fury, consequences are not considered, and that is when people kill people. During a state of panic, people are like sheep, running helter-skelter into pits of trouble.

Even during the positive emotions, thoughts are not logical. A high state of lust for a desired object, which would be akin to a distorted type of love, would raise the brain activity to a

level where logic and consequences are not considered, and the next morning there are powerful feelings of remorse and bewilderment.

High brain-wave activity hampers creative, logical thought.

Low brain-wave activity, such as thinking at ten cycles per second, stimulates creative, logical, helpful thought.

By lowering your brain-wave activity through the meditative exercises, you will find yourself living a better life.

Example of Use

George Stepaline arrived at his office early. Ippokrotis Street, as usual, was a stream of automobiles and motorbikes. It was Tuesday, the second of September. A friend had dropped him off. George's automobile license ended with the number three and so, because of the recent clean air laws that went into effect in Athens, he could drive his car into the city only on even-numbered days. The following day would be his turn to drive his friend whose plate ended with the number six. It was a hassle, but anything to diminish the smoggy, yellowing air that seemed to grow denser with each passing year.

Walking slowly to the tiny elevator, he punched the button for the fifth floor and was soon opening the door to his company, Cefalonia Olives. Soon, sitting at his desk, his mind still foggy with the morning, he waited for his coffee, staring at the wall, thinking how nice it would be if he had a few more hours of sleep. Soon, the door opened and Gregor came in carrying a tray with a tiny cup of dense Greek coffee. George put it to his lips and sucked it in with a loud inward hiss. He nodded at Gregor, put the empty cup back on the tray and turned to his work as the coffee peddler left the building.

Grinding his teeth, he thought about the burden he had to contend with. Every time he reached a plateau and thought he could take life easier, something seemed to come up. This time it was a letter from the principal of Kritinos, his twelve-year-old son Alexander's school. He was late with the tuition and the letter informed him that if the balance was not paid within ten days they would, with regret, have to terminate Alexander's attendance.

George's son was a gifted child. He took to the piano like it was invented for him alone. Kritinos was the finest music school in Greece, George would sacrifice anything to keep Alexander there. But how? Leaning forward over his chair with forehead resting on the palm of his hand, elbow on the desk, he thought about his financial situation. Stomach acids rose through his esophagus and he belched out a cloud of sour coffee fumes as a familiar pain rode up his throat demanding release. He reached for the antacid and swallowed three pills dry, chewing them up with a wry face.

He seemed to be at an impasse. His stress level was high enough to create a battle of cells within the confines of his immune system. He already felt a cold coming on. A thought came to him. He picked up the phone and dialed his accountant. "Marcos," he said, "I need to raise some money on the Plaka apartments. How soon do you think I could realize some?"

Marcos Metaxatou said sadly, "Forget it George. You've already borrowed to the hilt on it. What's the problem?"

"Alexander. I need a year's tuition and I need it by next Saturday."

"Sorry, but your assets are non-existent. You are broke, my friend."

With a sigh and a heavy heart, George placed the phone back in its cradle. His blood pressure was rising, his head was pounding, and his brain-wave activity had soared.

What to do, what to do? His mind was in a fog. Thoughts flew through his head, but none of a helpful nature. After a while he sat up straight in his chair, took a deep breath, and relaxed. He concentrated his attention on a spot on the wall. Staring at the spot, he selected one thought. He imagined a fifty-foot-high ladder standing just behind him. His intention was to have the ladder represent his brain waves. He knew that by now they were sky-high and climbing. He had to do something to bring them down or he would never solve the dilemma.

He closed his eyes and concentrated on the top of the ladder. He imagined a large gold coin resting there. The coin represented both the level of his brain-wave frequency and money. He focused on the coin slowly bringing it down the rungs of the ladder one by one. As the coin was moved from rung to rung he could feel the sense of relaxation coming to him. His thoughts began to clarify. The gold coin was bright and clear now. Down it came. As the coin moved downward, George's brain-wave frequency lowered. Soon he was at ten cycles and well satisfied. Now he knew that more of his mind was available to him. Now he knew that he could use more of his mind to think. He thought of Alexander, the school, and the principal.

"What would my life be like if the tuition were paid for the year?" he thought.

He saw happy events. He noted relaxed and playful people around him. Then he put the question to himself. "Where will the money come from to pay the tuition?"

Concentrating on lowering the coin still further, and deep in Alpha, George relaxed to a lower level. His brain frequency was at eight cycles, low Alpha. More of his mind was now available to him. His body tingled with energy. Breathing deep, he cleared his mind and waited for inspiration. Time passed.

Then, bang — just like that, the answer came.

He opened his eyes and punched out a number on his phone. After three rings he heard the voice of his biggest client, Maurice Prokopolous. "Maurice, it's George Stepoline. I've got a proposition for you. How would you like to buy your usual twenty percent of my olive production for next year at today's prices?"

"Why would I do that, George?" was the response.

"Because," George paused for effect and continued, "I'm going to guarantee you the lowest price now. You know that next year there's going to be a fluctuation. This is what I'll do for you. Buy the crop now at today's price and if the price is higher next year you've made yourself a killing."

Maurice answered ruefully, "Yes, but what if it's lower?"

George's smile could be heard in his voice as he said, "That's the best part. If it's lower, I'll credit you the amount to equal the price. You can't lose."

"What's the catch?" Maurice asked.

"You pay tomorrow. We'll figure the same tonnage as this year. You can't lose."

"But I pay tomorrow."

"That's right."

There was a long silence. George could feel his stress level rising as he waited for the answer. Finally he heard the response, "OK, I'll do it, George, but only if we can double the order. Send over a contract. I'll have a check drawn up for you this afternoon."

Hanging up the phone, George called down for another cup of coffee. He got up and paced as he waited, more relaxed than he had been for a month. The answer had been obvious. It was

right there in front of him all the time. Why hadn't he thought of it before this? He could have saved himself weeks of suffering.

The Answer is Always Available

Answers are always available but are buried deep within your inner consciousness. When they are finally released, and flow to the outer consciousness, it's obvious they have always been there, just waiting to be thought of. It's simply a matter of using more your mind. When you do, the problems resolve as answers come.

Chapter 2 What is That Thing Called Love

The Most Used and Least Understood Word in Any Language

That word is love. Over the centuries more atrocities, more mayhem and torture, more murders have been conceived and committed under the banner of love than in the name of any other concept. For love, nations have attacked nations, families attacked families, all seeking to force their interpretation of the word on others, all thinking that they're right. Their "rightness," of course, makes everyone else "wrong." Enforced and reinforced by the club, the axe, sword, arrow, and ultimately the gun and the bomb, love became justification for any act by the "right" toward the "wrong."

What really is that thing called love? The word love is truly an abstraction; having no meaning in itself, it is given meaning only when we attach something to it. The Greeks have many definitions for love; agape, meaning spiritual love; philos, brotherly love; eros, erotic or romantic love. But the definitions, too, are abstractions; they add little meaning to the word. Just what does philos mean? It's certainly a word for one aspect of love. Eros is still another of the many facets of love. But what is love?

To arrive at an answer, let us rely on the useful and frequently invoked technique of polarization. The polarization technique is based on one of the fundamental principles of The Power of Self Mind Control—indeed, one of the basic principles of life (see Chapter 4, "The Seven Mighty Principles"). According to the principle of polarity, all things have an opposite and opposites are the same in nature, differing only by degree.

Applying that principle to help understand the nature of love, imagine a gauge — a straight line, similar to a yardstick. On the left end of the line is the negative, on the extreme right is the positive, and in the center is the neutral area. Let us call love a viewpoint, and examine the word from that perspective. On each end of our gauge we'll put the word viewpoint. On the positive end we now have a positive viewpoint, and on the opposite end a negative viewpoint. Above the positive viewpoint we'll put the word love; and above the negative viewpoint we'll put the word hate.

Define love as a positive viewpoint, and you find that love and hate differ only by degree. Let's see if it fits.

Imagine a person who is a recipient of absolute love. Absolute love would be on the farthest right end of the scale where there are no negatives, only positives. You would view this person from a purely positive viewpoint. You would find only the positives in this individual, no negatives. Whatever this person does, says, or acts like, is seen in a positive light. You view everything about this person with all of the aspects of love.

Few people are the recipients of love to this degree, with perhaps two exceptions. There is an entire class of people who tend to receive love of this magnitude — babies. Parents and grandparents see only the positives in their babies and grandbabies, at least until the age of six months.

Sometimes young couples, too, respond to one another with the same extreme degree of love, seeing only the positive aspects of one another. Whatever the other person does or says is wonderful; whatever the other person looks like, he or she is seen as handsome or beautiful. Then

time goes by and attitudes change. The viewpoint moves a bit toward the center of the scale, from 100 percent to 90 or 80, and the two begin to see what was always there but was overlooked in their starry-eyed, exclusively positive viewpoint. Love diminishes and may settle in to a nice comfortable level at which each person sees the negative aspects of the other but accepts them. They may try to change one another. They may try to avoid one another at certain times of the day, month, or year. But they have accepted one another and so they are content and happy with each other.

Love Defined

Love, then, is a positive viewpoint.

Let's see how this definition is useful in your everyday life.

Sparkling Up the Kitchen

If you have a sink filled with dirty dishes, chances are it will fall on the negative end of the gauge. You have a dislike viewpoint toward dirty dishes. If dirty dishes are hateful, the best way to deal with them is to change your viewpoint. Do not think about washing dirty dishes any longer, for that image resides on the negative end of the scale. Instead, go into your kitchen to sparkle it up, because a sparkling-clean kitchen is on the positive side of the gauge. Everyone loves a sparkling-clean kitchen. Simply switch your viewpoint — instead of going in to wash dirty dishes, go in and sparkle up the kitchen. The dishes will be in the way of the sparkling clean kitchen, but when you deal with them you will not be washing dishes, but rather sparkling up the kitchen. The result: A sparkling clean kitchen.

Using Love

To use love as a force in your life, simply change your attitude or viewpoint toward the troublesome situation or event. Love is always a workable solution when it is seen as a positive viewpoint. Say that we had not been told to “Love thy neighbor,” which is incomprehensible (especially if you were the lord of a castle and your neighbor was a goatherd), but rather, “See thy neighbor from a positive point of view.” That you can do. You can see the positive aspects and the good points of your neighbor. See the positive aspects not only of another person, but also of another country, another race, another profession. What a difference seeing the good in others makes in your attitude.

With the ability to switch your viewpoint, you have a wonderful tool at your disposal, a resource always available for your use. You can call upon this resource to change a gloomy, rain-laden day into one that fills you with wide-eyed wonder and excitement. Almost any negative factor in your life can be changed into a positive one.

Consider how many things there are that disturb you at present. The reason these things are troublesome to you is that you are seeing them with a negative viewpoint. If your viewpoint was of a positive nature the things wouldn't be disturbing. Whether you realize it or not, you hate these things. Your hate could be mild, falling midrange on the negative side of the gauge rather than on the extreme end, but you can bet that it is on the negative side, for if it were not, the things would not bother you.

Don't wash dishes — sparkle up the kitchen. The dishes get washed but you're not washing them. When you pick up a dish, swipe it a few times with a soapy sponge, rinse it, dry it and put it away. You weren't washing dishes, you were sparkling up the kitchen.

A Honeymoon Disrupted – Polarizing Attitudes

Two recent graduates of one of our seminars in Miami, Harold and Grace Morley, were on a honeymoon in Europe. They were swimming in the Mediterranean when someone ran off with their rented car and all of their possessions, including Grace's purse and Harold's wallet. Of course they were upset, but they asked themselves how in the world they could have a positive attitude about that. They talked the situation over with one another and decided that their honeymoon would become a grand adventure, with great opportunities to do things they never would have been able to do had they followed their original plan, which had been structured for them by a Dallas travel agency.

They reported the theft to the local police. When the officer they spoke to heard their story, he was so impressed by the attitude of pleasant acceptance and their new plans that he invited them home with him, treated them as family, and put them up until they could arrange to have relatives in Texas send additional funds. By the time the money arrived three days later, Harold and Grace had made so many friends that they decided to spend the remaining week of their honeymoon right there in the small village of Autheuil Authouillet, in Normandy. If they were to do it again, they've said, they would not change a thing, including the theft of the auto.

But wait! You might well say, that was a fluke; what if there were no kind-hearted police? Now they're stuck with nothing but an American accent in a foreign country. What then, Mr. Have a Positive Attitude? What then?

Well that actually happened to one of our fellow instructors. Dr. Robert Stone was registering at a hotel in Paris. He put his suitcase down. It had all his important papers, spare money, and passport in it. He looked away only to fill out the registration form, and by now — you have guessed it — someone stole his suitcase. He was stranded. Nothing. The clerk asked him for his passport. That's when he realized he had suffered a monumental loss.

What would you have done in that kind of situation? What would you have done if you acted with love? If you saw only the positive nature of what had happened. If you could not imagine anything negative. What would you have done?

When you go through something that seems to be negative in nature, remember there is always an opposite side. Change your attitude toward the situation and see it as a great challenge to be overcome, a test. When you do your best to get through it you will be the better for it, so long as you use your positive viewpoint. Be the best you can and life will be more pleasant and occasionally exhilarating.

Bob sat down with a sheet of hotel paper and drew out a list of things he had to do to get back on track. The U.S. consulate was first on his list; a call to all the credit card companies he had cards with was next, followed by a call to his local sponsor where he was lecturing. Before long, he had a long list of things he had to do.

With his positive attitude, the loss triggered his creativity. He sat down and penned a few pages on the situation, which ultimately turned into a chapter in one of his books. Robert Stone has written over 80 published books, many of them on the concepts of Positive Thinking.

The Positive Viewpoint Gauge

To help you switch your viewpoint, go to the alpha level and think about the matter that bothers you. Use the polarization technique to change your viewpoint from the negative to the positive. Visualize a horizontal gauge with degree marks on it.

At the left end, the negative side, pile up all the negative things you can think about regarding this matter.

On the right end, amass all the positives. Visualize a marker on the gauge at the negative end. Now mentally move the marker over to the positive side and at the same time concentrate on the positive aspects of the thing you wish to switch from the negative.

Going to the alpha level, in of itself, should relieve you of much of the stress of the matter. This will allow your mind the freedom, and generate the creativity, to come up with many positive ways of perceiving things.

Changing a Viewpoint

One day, during a recent seminar, Jim Pearson, a furniture retailer who owned a few large stores, told the class about something that was a source of constant irritation in his work: the many complaints that he would get. He sold fine, expensive furniture, carpet, and draperies, and dealt primarily with decorators, who, wishing to please their clients, assured them of absolute perfection. Jim could not produce perfection. Occasionally a minor blemish would appear on one of his couches or chairs, or a dye lot would differ slightly from the original sample.

Three people who worked at a switchboard near his office in the main store handled the complaints. Although it was only one part of their job, people who were on that desk continually quit. No one liked complaints. His employees didn't want to be targets of the abuse they received.

So our businessman, tired of constantly hiring new people for that job, went to his meditative level and thought about the problem. Jim thought about this business of love being a positive viewpoint, and he thought about the dirty dishes and the sparkling-clean kitchen. How could he take the dirty dishes of the complaints, he wondered, and turn them into a sparkling-clean kitchen?

He reported that he pondered the matter for a good many days. He knew that somehow there had to be a way in which he could switch his viewpoint and that of his complaint department personnel. One morning when he woke up it came to him. He snapped his fingers, and for the first time in many a month couldn't wait to get into his office. Jim Pearson called a sign maker and had a large sign painted. At the top of the sign appeared these words: MANIAC OF THE MONTH CLUB. The board was separated into three columns, each headed with the name of one of the three people who were currently working the complaint desk.

Whenever a complaint came in, he told each of the three, give it a rating from one to ten. One was to be the mildest complaint, while a ten was irresolvable. He told them that if the complaint could be settled by them over the phone, it was a one; if a person had to be sent to the job to solve the problem it was a three; if he himself was the only one who could solve it, it was a five; and if it seemed to be unsolvable, it was to receive a ten. He expected most of the complaints to be threes and fives.

Those working the complaints had to be honest about their ratings, for there would be a reward for whoever got the worst complaints each month.

There was a lot of excitement in his store the day he explained all this to the three working the board. Every time a complaint came in, whoever was on the phone would nod and smile to the others — a far cry from the earlier grimness about the ordeal. His complaint taker would hang up the phone, run to the new board, and write down the rating — usually 1, 3, or 5.

The next day, all three of them were in the store right at the dot of nine, fired up and waiting for the phones to start ringing with complaints. The inevitable problems would begin, and every now and then somebody would yell out, “Oh boy, you ought to hear this one.” And on the board would go a big number 5.

Soon the complaint desk became one of the most popular departments in the store. The businessman gave a reward of \$100 at the end of each month for the employee who had the most points. Instead of threatening to quit, people began asking for a turn at the complaints.

Jim had done it. He had changed a hateful job into one that everyone wanted simply by switching viewpoints: the worse the complaint, the better they liked it. They no longer washed dirty dishes. What they were now doing was sparkling up their kitchens.

What is it in your life that you can sparkle up? Use this concept of love to change bothersome aspects of your life. Use this concept of love by switching from a negative viewpoint to a positive one. Especially in conjunction with the “Five Rules of Happiness,” the ideas and techniques here offer you the basis for changing your whole life.

The 13-Year-Old Super Salesman

An event that took place after one of our seminars is a good illustration of the dynamic use of this principle. One day Roger Grey phoned one of our instructors to report how effectively he had used the Positive Thinking Method to solve a problem involving his thirteen-year-old son, Shawn. Shawn wanted to earn some extra money and had his father drop him off in a nearby neighborhood with a basket of stencils, paint, and brushes. Shawn was going to paint numbers on the curbs in front of houses. The numbers would make it easier to identify the address. Shawn would sell his service for one dollar.

Roger, a salesman, was easing his son into the profession. Even if Shawn did not take to sales, at least he would have a better idea of what his father did, and that was Rogers’s primary interest. He felt that this was an easy sell and that his son might even make a few dollars at it. Shawn, who had never tried anything like it before, was excited and could hardly wait to begin.

Roger dropped Shawn off in a residential neighborhood and promised to return within two hours. An hour and a half later Roger pulled up to a curb where Shawn sat, his chin resting on his fist, with a dejected look on his face that brightened when he realized his ordeal was over.

Dropping his basket on the floor of the car with a bang, he sat heavily on the back seat and sighed. “Dad, I don’t know how you do it. That was the worst experience I’ve ever had in my whole life. I don’t ever want to do it again.”

Needless to say, his father was disappointed. He asked, “What happened, Shawn? Didn’t anybody buy the service?”

“Oh, yeah,” replied his son, “a few people paid me a dollar to paint numbers on the curb. It was the ones who slammed the door in my face that bothered me.” And shaking his head he asked again, “How do you do it, Dad? How can you take that?”

“Take what? What are you talking about, son?” Roger asked.

“You know what I mean. People are so nasty. They cursed me, and threw me out of their houses. Some of them yelled at me. I didn’t realize that people were so mean.”

On questioning, it turned out that none of these things were really happening, although Shawn thought that they were. For the first time in his life he had faced the bane of the sales profession, rejection.

At age thirteen, he had never gotten so much of it in so short a period of time. Everyone, it seemed, rejected him — which to him meant that they didn’t like him. It was too much; he couldn’t handle it and would never expose himself to that experience again. “Well, did you sell any?” his father asked.

Shawn reached into his pocket and pulled out a crinkled dollar bill, and then a few more until he had accumulated a small pile. His father’s eyes opened a bit wider as he asked, “How much is there?”

Shawn counted and said, “Six dollars.”

“Six dollars!” his father exclaimed. “But Shawn, that’s terrific. You were only out for an hour and a half and you made six dollars. I think that’s pretty good.”

“No, it’s not” was the reply. “I’m not going out there again, I hate it. I’d rather do anything than knock on doors again.”

“How many people did you call on, Shawn?” his father asked.

“About a thousand.”

His father shook his head seriously and said, “Shawn, you must be mistaken. You weren’t out long enough to call on a thousand people.”

“Well then, maybe fifty or sixty,” he said after thinking about it for a moment.

“You know, Shawn,” his father began, “if you called on sixty people and made six dollars that means you sold ten percent of them. That’s a pretty good average.” Shawn’s features took on the look of total misery at that statement, and his father chuckled and quickly added, “It’s okay, son, I’m not going to make you go out anymore.” He shrugged and continued, “At least you know what it’s all about now.”

Roger reported that here was a good test case for the changing of a viewpoint for him to use. Shawn had a negative attitude toward selling that Roger was going to turn around so that his son would have a positive attitude and taste success.

Shawn was a recent graduate of the Positive Thinking children’s class, and he had seen some spectacular events take place at the seminar for youngsters. He had been a participant in many of them, so what Roger said did not seem at all strange to him.

“Shawn,” his father asked, “how would you like me to put a spell on you so that every time you knock on a door, the person answering will pay you a dollar to paint the house number on the curb?”

“Every one of them?” Shawn asked.

“Every one,” Roger answered.

“Sure.”

For it wasn’t the selling he feared; it was the rejection. If it could be guaranteed that he would make a sale in every house, then he would not have to fear rejection. The most timid salesperson in the world would have the courage of a tiger if every call were guaranteed to result in a sale.

Thirteen-year-old Shawn G. stood outside the car while Roger put the spell on him. Pointing his index finger at Shawn’s chest Roger quickly moved his arm to describe a five-pointed star in

the air, finishing with a dot in the center of the star as a nice flourish, while Shawn stood with his chest out as though catching the symbol.

“That’s it,” Roger said.

“Now let me get this straight,” Shawn said. “Every person will buy?”

“Yes,” Roger said. Shawn grabbed his basket of paint and started off. “Wait a minute,” his father cried. Back Shawn came to hear what more he had to say. “You know, Shawn,” Roger said, “on second thought it wouldn’t be fair if you were to sell every one. Have you ever heard me speak about paying your dues?”

He had, and Shawn understood that if it was too easy it might hurt his growth and that he had to take a few knocks just so he could experience what people with less resources had to experience.

“Well,” Roger said, “this is the way the spell is going to work. You call on fifty people. The first forty-five will all say no. The next five will all buy. Can you handle that?”

“Sure,” Shawn said, “but I’m going to get past them as quickly as I can.”

“That’s all right,” Roger replied, “so long as you knock on fifty doors. But, Shawn,” he continued, “I really don’t have complete control over this spell. Some of the five might slip into the forty-five, so here.” Handing him a piece of paper and a pencil he said, “Every time you speak to a person, make a mark here so that you can keep score, and if one of the five slips in and you accidentally sell them, circle the mark. When you get to number forty-five, if two people have bought, then only the next three will buy.”

Off he went, skeptical but game. Roger left to have a cup of coffee and returned about an hour later. Shawn was walking briskly down the street, paint all over his shirt and pants. When he noticed his father he waved and Roger pulled over.

“Wow!” he exclaimed. “That spell really works, I’m selling like crazy. Dad, how about leaving me here? I’ll take a bus back. I don’t want to quit just yet, there’s plenty of paint left in the can and I have the rest of the next block to work.”

Roger told the story just as it happened. The method worked; his son’s viewpoint changed. The first time he knocked on doors, every door was a potential rejection. Shawn hated that. He hated the feeling that his finger on the doorbell or his knuckles knocking on the door would bring a person who rejected him. He couldn’t deal with that for very long.

But after the so-called spell, which you might liken to the placebo effect because Shawn believed that the spell was going to influence the people he called on, everything changed. Forty-five people were going to say no. That’s not rejection. That’s just a job to do, to get past those forty-five as quickly as possible so he could get to the five who were going to buy.

As long as he believed that, he could be a tiger. He not only didn’t care any longer if they slammed the door in his face, he welcomed it, and the quicker they did it the better. He would scratch off one more on his way to number forty-five.

Of course what was happening was that his enthusiasm and courage showed through and the percentage of his sales increased dramatically. More and more of the magic five slipped through. By the time he reached the forty-fifth person he was so involved with the spell that counting was no longer necessary and when he was greeted with a resounding “no” he responded with an “Oh boy, another one out of the way.”

His viewpoint had changed. Instead of seeing the door from a negative viewpoint (hate), he began to see it from a positive viewpoint (love), and that helped him to achieve his goal.

Incidentally, there is a postscript to the story. Roger had inadvertently created a monster. Shawn’s introduction to sales took place during summer vacation, and it wasn’t long before he

was making \$200 a week and had two of his friends working for him. It took all of his father's power of persuasion to get him back into school at vacation's end.

Apply the Technique in Your Own Life

How can this be applied in your own life? Consider something that you are now doing but not enjoying. If you must do it, for whatever reason, than use the tools you have learned. Think about the positive aspects of the thing that you are doing. There must be some positive aspects to it — otherwise, why are you doing it? When you have determined its positive aspects, go again to your Alpha level and focus in on them. Visualize what there is to enjoy. Imagine yourself enjoying it. And then enjoy it.

Make the big switch from hate to love, and you will enjoy life more. Then the affirmation "Every day, in every way, I'm getting better and better" will truly take root and your life will indeed get better and better.

Applying the Technique – An Actual Incident

Joan Cassidy was depressed. She'd just called on her fifteenth client that month and still no sale. An entire month without the glimmer of a sale. The housing market was in the pits but something should have happened. Fifteen calls with no sale. How do you see the positive side of that? She e-mailed her friend Lori on the east coast. They'd been in touch for months now, ever since she started to use the Internet in her business. She wasn't yet what you would call adept in computer use but e-mail she understood. Lori was also in the real estate business and they often competed with one another throughout the year. So far it was no contest. Lori had sold three houses and made more than thirty thousand dollars, while Joan's production for the year was zero.

After a light dinner, a glass of wine, a quick shower and a change into her evening smock, she sat down at her desk and composed her letter to Lori.

'Hi Kiddo,

Well it happened again. Zilch. This can't go on much longer. I clunked out again. A nice couple too. I thought I showed them the perfect home, price was good too, but they decided against it. What in the world am I doing wrong. Lately I meet a client almost expecting to fail. I just hate rejection. Any advice Lori? And please, please, don't tell me you made a sale last night. I'm not a bit jealous, but, well, maybe I am. I take it back. I hope you did sell something since my last e-mail.

Best...

Joan

Joan didn't expect a quick reply — the three-hour time difference meant it was one o'clock in the morning on the east coast. Joan read for a while, flipped on the TV, watched a no-brainer, then slid into bed with a sigh and soon fell into a deep sleep.

Upon awakening Joan turned the computer back on to see if any messages were on the computer. Sure enough, she had a message from Lori. She opened it and read. . .

Hi there,

No, I didn't sell anything last night, but I've got a hot prospect coming up later on today. Honey you've got the wrong attitude towards this thing. I'll tell you how I got rid of rejection.

Like you, I make an average of ten thousand when I sell a house.

Like you, I make a lot of calls before I sell one. I track my calls and know the figures. I average 20 calls for every sale. I figure I make five hundred dollars every time I make a call whether I sell them or not.

After all, if I have to make 20 calls every time before I sell a client then I may as well lump them together and divide up the money. That way, I don't care if they buy or not. I've made five hundred dollars either way. I'm not afraid of rejection because there is none. Get it?

I no longer think about making a sale everytime I start my day, I think that I make a kind of a mini-sale every time I call on a client. It works like magic and I feel a power that I've never felt before. It really works Joan, do it and let me know how you make out. I know you'll do well.

Good luck kiddo, and remember, you make money on every call.

Lori

Chapter 3 Five Rules of Happiness

Are You Happy When You're Happy?

You know when you're happy, and certainly no one has to tell you when you're sad. But what is it that makes a person happy? You might initially think of all kinds of experiences. Music makes you happy, money makes you happy, winning makes you happy, ice cream makes you happy, or he or she makes you happy. On the opposite side of the coin you may think that housework makes you unhappy, or that Aunt Mabel makes you sad, and so on.

It is important to realize, however, that what makes you happy might depress another person. There are people, because of guilt, a feeling they do not deserve what they have, or a feeling they will lose what they have that makes them unhappy when they should be happy. A fourteen-foot motorboat will make some people ecstatic. The high point of their lives could be the attainment of that boat. But to someone who covets a thirty-foot yacht, that fourteen-foot runabout could be a source of disappointment and unhappiness. Those who don't care at all for boats would be neutral about the whole thing. One person you present with a cute little puppy is delighted; another might be allergic to dogs and can't stand them.

Possessions are a poor measure of happiness. Possessions are subjective and relative to the individual and the individual's viewpoint. Instead, we will use a philosophy as an example.

This philosophy is about enjoying things you like, avoiding or changing things you do not like, and accepting what you cannot avoid or change by the skillful use of your viewpoint. The use of this philosophy, as embodied in the five rules, will allow you to test many problem areas in your life and find solutions.

Here, then, are the rules of happiness.

Rule Number One: If You Like a Thing, Enjoy It.

Now that seems outrageously simple. At first you might say, "That's ridiculous, of course if I like something I'm going to enjoy it." But when you stop to think about it you'll probably agree that there are many things in life that we like but don't enjoy. The reasons we don't enjoy things we like are (a) guilt, and (b) fear. You will not enjoy something you like if you feel guilty after having done the thing, or if you are fearful of the consequences of doing it.

Rule Number Two: If You Don't Like a Thing, Avoid It.

The second rule seems simple enough, but reflect for a moment on how many people are involved with things they do not like — a job, a person, a vehicle, a type of food, any one of a thousand things — and for some reason they don't avoid those things. "Well, I can't avoid it. I have to work there because I need the money." Or, "I have to be involved with this person for many valid reasons." How many justifications can you think of for not avoiding the things you do not like to do?

Rule Number Three: If You Don't Like a Thing, and You Cannot Avoid It, Change It.

Here again, the answer is simple: change it. But just as in avoidance we rationalize that we need something about it — the money, the time, the security — something is holding you to that particular thing if you don't like it, cannot avoid it, won't change it, but are still involved with it.

Rule Number Four: If You Don't Like a Thing, Cannot Avoid It, and Cannot or will Not Change It, Accept It.

Acceptance — now there is a catch. How can you accept something you don't like? You may have a favorite aunt whom you love very much but whose upper plate drops on her lower plate with a clack every time she says a word with an s in it; and your name is Shirley. You detest that and yet you love the woman, so you cannot avoid her; and you've tried changing her by offering to buy her another set of dentures but she likes the one that she has for whatever reason and so you cannot change her either.

How in the world do you accept something like that? How do you accept a situation that you're not happy with? How do you accept a person that you're not happy with? Well, you really don't have to accept anything; you can, of course, be unhappy. If you don't like it, won't change it, cannot avoid it, and will not accept it, I guarantee that you will be unhappy. There are, however, five rules to the secret of happiness, and within the fifth lies the key.

Rule Number Five: You Accept a Thing By Changing Your Attitude Towards It.

You are the result of your viewpoints and attitudes. Everything is relative to the person experiencing it. There are no absolutes — nothing is good, nothing bad, except as it relates to you. Nor is life good or bad. Life simply is. You change those things you wish by changing your viewpoint about them. How to change your viewpoint is discussed in Chapter 2, "Switching Your Viewpoint to Love." For now, a brief example should serve to illustrate this fifth rule of happiness.

Self Mind Control

When you change your viewpoint, when you switch attitudes, what you are actually doing is controlling your mind. It all begins with the mind's creation of images that we call imagination—image making. That's self mind control.

During a lunch break at our seminar, one of our participants, George Schultz., decided to drive to a nearby restaurant. He walked out to the parking lot and saw that his car had a fresh dent in the right front fender. Somebody had backed into his automobile, dented the fender, and driven off. He didn't like it; he couldn't avoid it, it was there; and he couldn't change it.

That left him with the choice of being either happy or unhappy about the experience. George chose happy. He chose to change his viewpoint. When he looked at the fender, he no longer saw a dent that would cost him lots of money and the time it would take to have it repaired but instead

saw it as a stimulus to achieve something positive. Trying to imagine a positive outcome of the dent, he determined to earn triple the amount that it would cost to repair the fender. The body shop quoted a price of \$250 to fix the fender, and he set a goal for himself of earning \$750. And he did.

George had totally polarized his relationship to the dented fender.

He didn't like it, he couldn't avoid it, and he couldn't change it, but he could change his viewpoint.

When he looked at the fender he saw \$750. He set a goal for himself to earn the money and so he did. He earned his \$750, paid the \$250 repair bill, and actually came out \$500 ahead and with happy thrown in for good measure. He stayed happy even though he had an experience that would cause most people a time of some anguish.

After going to your meditative level and using these five rules, you'll find yourself being reacquainted with happiness. You'll realize why people are unhappy. Eventually it will become automatic, and you'll find happiness a predominant state of mind. Once you realize the ease of acquiring this emotion, you develop an entirely new scale of highs and lows.

Unremitting happiness, of course, is not a possible or desirable state. According to the principle of rhythm (see Chapter 4), there is always an inflow and outflow, an ebb tide and a flood tide. You'll always have highs and lows — there's no way to avoid that. However, your highs will be higher and your lows will be higher. You'll then find that what is a happy state for you might be a state of depression for someone unaware of the Five Rules of Happiness.

Oh yes, Shirley, how did she accept the clacking dentures? Shirley wanted a new television but didn't want to part with the money it cost. She told herself that she would go over to her Aunt's house and count how many times the upper plate fell onto the lower plate with that familiar clack that drove her up the wall. If it fell 21 times, she would buy herself a new TV. Now it was a game, she went and actually looked forward to the clacking. It was a long visit. The teeth only clacked fourteen times but Shirley bought the TV anyway. Result was, she accepted the unacceptable by changing her attitude towards it.

Chapter 4 The Seven Mighty Principles

The Messenger of the Gods

In Greek mythology he was identified as the messenger of the gods. Hermes Trismegistus, “three times great.” The Romans called him Mercury and pictured him with winged shoes and hat. Known as the father of science, eloquence, and cunning, Hermes was also the protector of boundary lines and commerce. He founded alchemy, which ultimately became the art of chemistry and medicine; astrology, which formed the basis of astronomy, and mathematics, philosophy, and virtually all of the modern sciences.

Hermes, reputed to be a contemporary of Abraham, developed much of what was to become the basis for all esoteric teachings. The “Hermetic principles” can be found in both the most ancient of the Indian teachings and in the scrolls of the ancient Egyptians. Wise men came from all lands to sit at the feet of the Master Adept. For more than a millennium his teachings have remained hidden, known to very few.

They became enshrouded in the mysteries of occultism when the dark ages settled over Europe and the land was rife with the guardians of the faith who would torture and kill all who dared investigate the “dark secrets.”

Today much is written about the knowledge of Hermes and especially about the seven principles he posited, which form the keystone of all knowledge. The rediscovery by scholars unearthing ancient manuscripts in the quest for the age-old wisdom has brought the seven principles widespread interest in recent years. We offer the principles to you in the hope they will serve to help you too to grow and mature.

To gain the most benefit from the Seven Principles you should go to level and meditate on each one. As you do, your sense of awareness will rise and you will be a step further on the road to enlightenment. Do not expect understanding to come as a flash of inspirational lightning; rather, it comes gradually as each principle is thought about, digested and used.

The Seven Principles influence all things and are immutable. They cannot be changed, modified, or destroyed. Their function can be likened to the rules of the road. Because they are universal rules, they govern all things, from the smallest particle to the expanding universe itself. An understanding of these rules gives you a step up on the game of life. These principles are the rules of life.

The First Mighty Principle is Mentalism.

The principle of Mentalism states: The universe is a mental creation of God. Now immediately we run into the great problem with this principle: it is generally misunderstood by most people. Does it mean that we are a dream of some infinite entity so far removed from us that we may never hope to gather a glimmer of understanding of the nature of God, and therefore ourselves? Are we powerless robots of some omnipotent lab scientist? Not so. Just as the character in a novel is a creation of the novelist and is, therefore, an aspect of the novelist, so are we and everything else in the universe a part of the Creator. We are aspects of the totality of Creation. As we are relative to God, so is our universe relative to us. Your world is very real and

very much yours. But it may not be my world at all, for in the relative sense, my world is a mental creation of my mind, just as yours is of your mind.

This principle can lead to a better understanding of our own minds and how they work. Mental power, or as we call it, self mind control, works because the universe is mental. All things are seen from the relative position of your mind and what you think you see. You may think you see a tree, whereas a squirrel thinks it sees a home. Your friend may think that a Picasso is a fine wall decoration and you may think that it's a great investment. You may see a situation as a problem and your spouse may think that it's a challenge and see the solution. Of course, everyone is correct for what you think you see, you do see. The Positive Thinking Method is based on the fact that the mind can control forces and events outside oneself. This is a fact only because the world we see is our own mental creation; that being so, if we created it, we can recreate it. Positive Thinking graduates use their minds to change and to control their world.

The Second Principle is the Principle of Correspondence.

The principle of Correspondence states, "As above, so below; as below, so above."

As it is on the physical plane, so it is on the mental plane, as it is on the mental plane, so it is on the spiritual. To understand the mental, study the physical. To better understand the spiritual plane, study the mental. Just as your brain waves may be in high Beta at forty cycles per second, so is your emotional experience one of extreme agitation. Just as the universe is a mental creation of God, so is your personal world a mental creation of your own.

Understanding this principle will help you to unlock many emotions both positive and negative. It also helps you to tackle any problem area that has a range of manifestations: by dealing first with the easier, less intense manifestation of your problem, you will be solving, in some measure the same problem in its most extreme form (see Chapter 17, "Assertiveness and Unvictimization"). There are many ways the principle of correspondence applies to your everyday life.

The Third Principle is That of Vibrations.

The principle of Vibrations states: All things are in constant and never-ending motion. Energy is a manifestation of the principle of vibrations.

A change in the vibration causes a change in the manifestation. Health has a vibration. Illness has a vibration. Success has a vibration and failure has a vibration.

By changing the vibration you change the manifestation. Water at a high vibration is steam. Water at a low vibration is ice. But water, ice, and steam are the same, differing only in the vibratory note, which causes the change in the manifestation.

The first note on the musical scale is A. On the piano, the A just above middle C vibrates at the rate of 880 cycles per second (if the piano is properly tuned.) Therefore 880 CPS represents A. Every single time. If you had a guitar and loosened the A string so that it vibrated at 870 cycles per second, the sound would be a bit off. A fine ear would say that it's flat. The A, you might say, would have a slight cold; it would be a bit ill.

Loosen the A string still more so that it vibrates at 860 CPS and it would be way off. Even if you do not know an A from a G, you would know that it doesn't sound right. The A is now very

ill; it has pneumonia. Loosen the string more and the A is no longer recognizable; it died. But not to worry, it's easy to resurrect an A. You simply tighten up the string.

As above, so below; as below, so above. As it is with a guitar string, so it is with your body. When you are ill, your vibrations are off. Adjust the vibrations to the proper level and a healing takes place. That's what healers do, raise the energy level (the vibrations) to health and transmit that to the person with the problem.

The Fourth Principle is the Principle of Polarity.

The principle of Polarity states: All things are dual. Everything has its opposite. Opposites are the same, differing only by degree.

Tall and short are the same. There are tall little people and there are short basketball players.

There is no such thing as tall or short, only as it is relative to you.

Hot and cold are the same, as seen in the principle of vibration. A hundred degrees Fahrenheit may be hot when you are outside and that is the temperature of the weather but cold if that is the temperature of your oven and you are cooking a turkey.

We use polarity to swing from dislike to like, from fear to faith, from hate to love. It helps us to go from guilt to self-forgiveness, and from anger to forgiveness.

We use this principle frequently to shed light on the meaning of words like love, fear, and anger, defining the word by examining its opposite. Take the word fear, for instance. What is it? A negative, certainly. But a negative what? If you were to draw a scale of polarity with a negative on one end and a positive on the other, you would place fear on the negative side. After some thought you would conclude that it was an expectation. Keeping within the nature of the word, you would place expectation on the negative end and also on the positive side.

Fear is a negative expectation; you are expecting something bad to happen.

Faith is a positive expectation; you are expecting something good to happen.

Therefore fear and faith are the same, differing only by the degree of positiveness or the degree of negativeness. Change the degree and you change the emotion.

The Fifth Principle is the Principle of Rhythm.

The principle of Rhythm states: All things are born, grow, peak, diminish and die.

All things rise and fall. There is a rhythmic cycle of birth, growth, deterioration, and demise in all things. There are cycles and rhythmic functions that affect us constantly, every moment of the day.

When you wake up, your day is born. You begin the cycle of the day. When you eat breakfast, you start a cycle that concludes when you finish breakfast. Your day dies when you go to sleep, at which time your nighttime cycle is born. Your dreams are a cycle. Everything you do during the day is a cycle. You never know where you are on that cycle except in retrospect.

Things taken at the flood are more likely to be successful. We all have a high point in our cycles, and a low point. This includes the sleep cycle, health cycle, energy cycle, success cycle, luck cycle, and so on. Each cycle has a different time period to run.

The cycle of the moon, like the menstrual cycle, runs twenty-eight days; the sleep cycle runs ninety minutes. Most of the other cycles, however remain hidden from us. If you were to chart

your life with respect to colds, energy, luck, romance, enthusiasm, and lethargy, you would find a rhythm just as you will in all things.

To discover more about your life cycles, go to the alpha level and tell yourself that you wish to examine and become more aware of whatever cycle of activity you want to know more about. Gambling during the high point of your luck period would bring you good luck. Shopping for a house at the height of your success period will find you the best house. Salespeople will find there are certain periods of the month when they can do no wrong. And so it goes.

The Sixth Principle is Cause and Effect.

The principle of Cause and Effect states: Every cause has its effect and every effect has its cause. All things happen according to law. Accident and coincidence are the result of unrecognized cause.

A brief story will illustrate third principle. One day a leaf fell in a California forest. It landed on the forest floor, and a fat green caterpillar that was inching along had to make a sharp turn to avoid it. The caterpillar came to a log and crawled up the side. Just as it reached the top of the log, a man came by and sat down, squishing the caterpillar. The man jumped up and felt the goo on the seat of his pants. On returning home, he changed clothes and took the pants to the local cleaners. While there he met a young woman and they began a conversation, which continued at a nearby coffee shop. They began to date, fell in love, married, and had a child. Their son, being very clever, did well in school, became an attorney, and then went into politics, rising in his party.

And so, because a leaf fell in the forest one day, Richard Nixon became the thirty-seventh president of the United States. Cause and Effect. From insignificant cause, great effects take place. Through many of the Positive Thinking techniques, you instigate insignificant cause for desired effects.

The Seventh Principle is the Principle of Gender.

The principle of Gender states: All things have a masculine and feminine aspect.

Gender manifests on the physical plane, on the mental plane, and on the spiritual plane. The masculine force is the outgoing, the positive, the instigative, The feminine force is the incoming, the receptive, the negative, the creative. This has nothing whatever to do with the male and female sexes, although they are manifestations of the principle of gender on physical planes. A dynamic speaker, for instance, is producing a masculine force while speaking, whether the speaker is male or female. This principle is treated more in depth in Chapter 24, "Communication."

Immutable Laws of Nature

The Seven Principles are Immutable Laws of Nature. They cannot be changed or destroyed. However, law can be used against law, the higher against the lower, the lower against the higher. A log being swept down a stream is at the mercy of the current.

A person swimming in the stream can use the principles of cause and effect, action and reaction to gain the shore. It is not necessary to have an understanding of these laws to be able to

reach the shore; you simply swim there. However, an understanding will enable you to think at the shore what could be done if you were to fall into the river. Carrying the metaphor forward, we might say that the universe is a river, the planet is a river, the mind is a river.

These principles are for you to meditate on, to understand, and to work with so that they can help you in all aspects of your life. The usefulness will unfold as you continue to grow and to evolve.

Many of the manifestations of the principles are obvious. Others are more difficult to see, but every one of them underlies the chapters of this book — and, you’ll discover, all other things as well.

We program for a thing or event by sending out a mental message via the programming concept (Chapter 12). See how the forces of gender are at work. Or when using assertiveness to unvictimize yourself, see the correspondence principle at work. See how the principle of vibration works with respect to illness and health. Have a better understanding of cause and effect and create new cause by setting goals, as described in Chapter 23, “Setting and Achieving Goals.” Use polarity to change from the negative to the positive, from fear to faith, from hate to love.

Chapter 5 Golden Images

A Sparkling Clean Kitchen

People who enjoy washing dishes go into the kitchen to clean up with a vision of a sink-top clean and neat, cupboards filled with fresh, dry, clean dishes, the stove sparkling, and the utensils all put away. This is the subconscious mental image created by the person who loves doing dishes. This person does not visualize a sink full of dirty dishes, but rather a sparkling-clean kitchen.

The person who dislikes doing dishes has a visual image of dirty dishes, a stain-filled sink, a messy stove, and grease and dirt all over the place. It's no wonder that person hates to do dishes.

Mental imagery makes us the people we are in every aspect of our lives. Our world, our realities exist in our mind. Mental images can make the world a paradise or a hell. Recognition of this fact has given rise to one of the most versatile and powerful techniques in our repertoire, that of the Golden Image.

The Power of Imagery to Affect Behavior

The concept of the Golden Image is based on the power of imagery to affect behavior. The technique involves diminishing the image of things that you wish to rid yourself of and enhancing the image of things that you want to enhance and attract in order to give you better control over your life. When something bothers you, or causes you to be fearful, guilty, or resentful, you have created a negative image of the thing.

To overcome a fear, bring in a positive image of the fear. If you feared heights, for instance, you could imagine that you were an eagle soaring joyously over the frightening area. If you feared worms, you might picture them industriously at work aerating and fertilizing the ground so that giant plants can grow and feed hungry children. Fearing public speaking, you could visualize yourself addressing a rapt audience and being congratulated after a successful talk.

If you have a habit you want to break, determine what you would like to substitute for that habit; this is the experience and picture you will use. Say that you wish to stop smoking and the habit you would like to substitute for the cigarette smoking is sipping a bit of water, so that every time you have a desire to smoke, you will now want to sip a bit of water.

The basic difference between visualization and daydreaming is that the former is consciously creative and has a time element. Daydreaming is recreational with no concern for the passage of time.

Golden Images — The Technique

Sit comfortably and go to the alpha level. Visualize yourself smoking. Make the scene large, colorful, and dynamic. Give it movement. Bring in as many senses as you are able. Get a sense of the odor of cigarettes, of touch, of taste. Make the scene three-dimensional.

Next, create an image of the thing you wish to substitute for the habit. Make that image quite small, about a tenth of the size of the first image. Imagine the small image at the lower left-hand corner of your image screen. Put a picture of you sipping from a glass of water in the lower, small screen. Leave the scene fuzzy, black-and-white, flat and small.

When you have both images set, count to yourself, “One, two, three.” At the count of three, say “Switch” and switch images. Now the large image with the picture of you smoking is the smaller and the other image of you sipping a glass of water is the larger. Put the smaller image at the lower right side of the now larger sipping water image.

The positive image always represents what you want to enhance. The negative image always represents what you want to diminish.

The next step is to make the scene golden. You enhance the larger image. You diminish the smaller scene. Make the sipping water scene larger, three-dimensional; give it more depth, more color, more vividness. Bring in other senses such as taste and touch.

Do the opposite with the smoking image. Make it smaller. Make it fuzzy, out of focus, black-and-white. Make it still smaller, flat and one-dimensional.

You see yourself smoking in the smaller image but cause the scene to get so small that soon it is the size of a bean. In the meantime the sipping water image is growing larger, brighter, and sharper. Finally, the smoking image disappears entirely.

See yourself sipping water. Make the image a golden image. As though the sun has permeated and colored the image.

That is how you can deal with a fear or a habit. But there is much more to it than that. To illustrate, we’ll tell you the story of Stanley Rositer and see how you can use it for motivating yourself.

Stanley’s Use of the Golden Image

Stanley, a Power of Self Mind Control student, had a problem. He procrastinated so often that he seldom got anything accomplished. He attended the class to see whether there was something there to help him overcome his problem. Stanley was five feet eight inches tall, weighed some 240 pounds, smoked a bit too much, drank a bit too much, and after work would sit in front of his TV until it was time for sleep.

He enjoyed fishing but kept putting off going; he always seemed too tired, and the TV was convenient and more comfortable. He enjoyed movies, but that meant leaving the house and so he seldom attended one. He wanted to go to the Caribbean for a vacation but that would require so much effort that it was out of the question.

In his bedroom was a corner that he used as an office. It was stuffed with papers, pencils, bric-a-brac, paper clips, and trash of all sorts that he was going to straighten out one day. But the call of the TV was overwhelming, and try as he might, it seemed that all he had to do was to begin a cleanup campaign and he would invariably wind up sipping a beer while watching TV.

Could Golden Images help him to overcome the devilment of procrastination? He wondered. It was worth a try and so he attended.

“How can I wipe procrastination out of my life?” he asked the instructor on the first day.

“Why do you want to do that?” he was asked in response.

Stanley looked bewildered. Everyone would want to do that, he thought, but he said, “Because procrastination is ruining my life. It controls me. It uses me. It won’t let me do the things I enjoy.”

The instructor laughed and nodded; that was an old story. But his reply was “Procrastination can be a valuable resource in your life, a great tool. Why not control it? Why not use it?”

He really looked befuddled now. Scratching his head, he said, “A resource? But it’s such a negative thing. How can I possibly put it to any constructive use?”

“We’ll see in a minute. Come on up here.” Stanley went up on the stage for a brief demonstration of the use of Golden Images.

A Demonstration of How the Mind Works

The instructor was going to demonstrate for the group how the mind worked.

Seated and relaxed, Stanley was asked to imagine that he was back home, He was to describe everything that came into his mind, including the clarity of the images.

“I’m in my bedroom working,” Stanley began. “I’ve got a small office area in a corner of the room. There’s a pile of papers on the desk that looks like a small mountain. It’s six o’clock, Captain Kirk comes to mind, a rerun of ‘Star Trek’ is on, now I’m watching the TV. I’m smiling.”

The instructor broke into Stanley’s description. “While you’re in your bedroom office, try straightening out the papers and report what you’re thinking about. Describe your thoughts with all the actions. Tell me if the images are clear or fuzzy, bright or dim; be as specific as you can.”

Stanley was quiet for a long moment as he sat at ease with his eyes closed. Finally he said, “I’m still there. I see the pile of papers on the table. It’s a mess. It’s not too clear. I think the color is, well, there’s no color, it’s a black and white and gray scene. Bang, there’s a picture of Captain Kirk, I can see the inside of the enterprise. Sulu is smiling, and there’s McCoy and Spock.”

Again the instructor broke in, asking, “Stanley, I want you to describe the intensity of the mental image. Are the people of ‘Star Trek’ bright and clear?”

Stanley smiled. “Yes, they’re clear as a bell. Full color and three dimensions. I can practically touch things. And every now and then I zoom in on someone.”

“What about the office images?”

He shook his head. “Oh that’s nowhere, it’s fuzzy, small, hazy, dim, and yukko.”

“So,” the instructor said, “your office image is fuzzy and small, and the ‘Star Trek’ image is clear and large. Now, then, I want you to enhance the ‘Star Trek’ image. Make it colorful. After you do that diminish the office image and put it in the lower left quadrant of your image screen. I’m going to count from one to three and then say ‘switch,’ and I want you to switch the two images. The office image will be clear and large and the ‘Star Trek’ image will be small and fuzzy. One, two, three, switch.”

The image in Stanley’s mind changed. His office was now clear and bright, three-dimensional and vivid. He was told to enhance the scene so that the office image was not only in front of him but alongside and behind him as well. Then he was told to visualize the office neat and spotless. His office image was clear, vivid, sharp, colorful, and large. His office looked as though a tasteful decorator had just arranged everything. The ‘Star Trek’ image had already disappeared.

Stanley opened his eyes and smiled. He reported that he couldn’t wait for the seminar to end so that he could get to his office and sparkle it up. He fidgeted for a while in his seat thinking about his great office. He thought about it in a totally different manner. His image of the place had changed along with his viewpoint.

Then the instructor looked again at him and asked, “Stanley, have you ever been on a diet?”

He nodded. “Sure, lots of times. They don’t seem to work for me. I can’t wait to stuff food down my throat, diet or no diet.”

“Well, you’re pretty good with procrastination. Why don’t you use that ability to put off eating?”

Stanley once again looked confused. “What do you mean?” he asked.

“What you do when you procrastinate is to diminish the image of the activity you do not really want to do, that thing you have a small desire for, and you enhance the image of the activity that you want to do. Procrastination is always a substitution of one thing for another. The substitute is something that you want more. You invariably will create a strong, bright image for that thing.

“Knowing that, you can use procrastination to put off smoking, drinking, or stuffing food that you don’t really need or want into your mouth.

“How about anger, resentment, jealousy, guilt? How about using this procrastination that you seem to be so good at for putting one of those things off? How about using procrastination to put all the negative things in your life aside for a while? How about putting off old age? Why not put off getting a cold, or illness in general? How about putting off things like that?

“You have a wonderful, positive resource there and you’ve been using it in the wrong manner. Or rather you have not been using it at all, it’s been using you.

“How about putting off putting things off?”

The class laughed at that one, and Stanley smiled as the concept dawned in his mind. He was good at it. He began to understand how to use it. He really did not want to repress it. Why lose something that could be a valuable tool in your life? All he had to do was gain a better understanding of the concept of the Golden Image, and there it was, clear as a crystal goblet.

Procrastination Can Be a Valuable Resource

Why not put off the bad things in your life? Procrastination — creating weak, dim images — can become a valuable resource for you. Say that something unpleasant occurred in your past. The reason you feel bad about it is that you have created a strong mental image of the event. You’ve learned that procrastination is a dim image in your mind, simply turn down the intensity of the unpleasant image; dim it, fuzz it, diminish it, and soon it will no longer bother you as you put off thinking about it. Instead think about something brighter and clearer. That’s the way the mind works. That is controlling your mind. It’s a conscious effort to change the images of your mind. It’s mind control, your own self-mind control.

Notice that when you understand the concept of Golden Images, things clarify. Isn’t it the same — intensifying the mental picture of you, in the chair, feeling pain — when you are fearful of the dentist? What you do is conjure up images of pain and difficulty, thereby making the visit an unbearable experience. When that happens, you’re making the wrong image golden.

Instead, put the thumb and forefinger of your stronger hand together (our Power of Mind Control trigger device) and create an image of yourself leaving the dentist’s office with your teeth repaired and a smile on your face. Make that the Golden Image while diminishing the other one. The trick is to use the Golden Image consciously, and to know which images to diminish and which to enhance.

How the World Thinks

To think about a thing, other than daydreaming and recreational thinking, you bring in an emotional reaction. Using the yardstick of emotions being a like/dislike event you can judge and critique what is happening to that thought. To put it another way every thought has a measure of like or dislike attached to it. When you think about another person, you automatically either put that person on a scale of like or dislike. It could be a minor degree or a major one.

Think about someone now. Are they in the like column, or the dislike column? If they are neither, they would be very difficult to think about at all as to think about anything is to bring in a measure of like or dislike. Things that are totally neutral are not thought about at all.

Think about your left foot. If you were thinking about your left foot before reading the preceding sentence you either have on a tight shoe or there is something wrong with your foot. People do not think about things they are unemotional about.

Definition of an Emotion

An emotion is any thought that has like or dislike attached to it. The stronger the emotion, the more dislike or like. The golden image strengthens the like portion of the thought and thinking is enhanced.

Mental Positions

When you think about a thing, person, or event, that thought has a particular position in your mind — in the area of your mind where you sense things. If you were to think about an orange and you placed a hand where you felt that thought to be, in all probability your hand would be placed about a foot or so in front of your nose. That's your position for neutral thoughts. Unemotional thoughts. When you think about an orange there is not a whole lot of either like or dislike involved and so the thought position is centered on your mental screen, (the area you visualize things.) However, when it is an emotional thought and like or dislike is brought in, you will find the position of the thought changes.

Think about a rotten apple, sticky and covered with stink. Put your hand where you visualize that and you will find it's in a different mental position. Think about your favorite food and that will be in a still different position.

Emotions determine the position of the thought. You're emotional about the apple and your favorite food because you dislike the rotten apple, and like your favorite food. An emotion is any thought that has like or dislike attached to it. You dislike the rotten apple and you like your favorite food. You will find them to be in different locations of your mind.

Emotional Self Mind Control

Once you have determined the mental position of things you like and dislike you no longer need the content to control your emotions, only the position of the thought. If the position of the rotten apple (dislike) is at the upper right portion — the two o'clock position, that would be the position for food dislike.

Now for the usage. Say that you have a problem with chocolate. You love it, but you do not want to love it because it causes problems with weight and energy. You eat it all the time. Chocolate is an enhanced golden image for you and creates problems.

Think about chocolate and you find it's at nine o'clock, or the left center segment of your mental screen. If you were to take the chocolate and mentally move it to the two o'clock position you would find that you no longer like chocolate. It's as simple as that.

IMPORTANT. Everyone's mental positions are different.

The above is a general example. Your position for chocolate could be entirely different than described and is determined by you alone. You need content, such as chocolate, to determine the position of the thought — however, once you have determined the position, you no longer need content, just the position. To like something you dislike, move the thought of the thing you dislike to the position of the thing you like.

Experiment for a moment. Think about a person you like very much. Say that the mental position is in the upper right segment of your mind, about the two o'clock position. Now think about a person you dislike. Say that the position is in the lower left segment of your mind, about eight o'clock. On a scale of one to ten, ten being the most like, say you like the person, who is at the two o'clock position, to the degree of a nine. Now then, think about that person, the one you like, and move the image down and to the left until the image is at the eight o'clock position. You will find your like has diminished considerably. Positions can be switched on and off just like a light. You want to like the person again, put him, or her, back at the two o'clock position.

These mental positions are examples only. You must determine your own mental positions.

How to Locate Your Position of Health

Close your eyes and imagine yourself walking briskly along a familiar street. Imagine that you are the picture of health. Imagine yourself to be free of any illness or disease. Sense yourself smiling, you have vitality and energy. Get a sense of being attracted to a particular area of your mind.

You'll find the thought is perceived to be somewhere in front of you. What area do you sense the image to be? Say that you feel it to be up from the horizontal, and a bit to the right. Around the one o'clock position. That would be your position of health.

Whenever you are feeling down, or a bit ill, concentrate your attention of the one o'clock position and you will find an immediate change for the better.

PART TWO
Your Mental Processes

Chapter 6 Stress and Peace of Mind

Most Problems are Caused by Stress

Again and again you hear it: Problems are caused by stress. Doctors, psychologists, psychiatrists, and alternate healing specialists all say the same thing: stress causes problems. Illness, indigestion, obesity, skin rashes, sleeplessness, job burnout, marital breakups, family squabbles, fights with friends, loss of employment, depression, diminished productivity, all have been linked to stress. What's more, not only does stress cause these problems, but they in turn cause stress. Stress begets stress.

Stress is a force — a force created by the mind that can distort, stretch, twist, compress, or deform the body. Not only are the parts of the body that we see subject to stress; so too are the unseen, the below-the-surface areas such as the organs and cells.

Stress does not affect the body alone. The mind as well is stretched, twisted, changed. When you are afflicted by stress, attitudes and viewpoints change. Things that were clear are seen as through a shimmering wave of opaque glass, clouding perceptions, diminishing self-esteem, and changing your manner of dealing with others.

When something stressful happens, the body instinctively sees it as a threat and goes into a fight-or-flight mode. In stressful situations, the mind tells the body: "Danger is imminent, get ready to run or to fight." Your body, unaware that there may be no real physical danger, responds to the message.

Notice the changes that occur when you go through a stress-filled incident.

Your shoulders come together as though to protect you, and your face muscles tighten as you shy away from the situation. You feel your chest clench, your stomach muscles harden, and the buttocks tighten. Your entire muscular system stiffens to prepare for a possible onslaught. A slight nausea sets in as the body gets ready to expel the food in the stomach so as to make it easier to run. If the threat is seen as great and immediate, the bowels may loosen. Breath comes a bit faster so as to oxygenate the blood and bring the cells to a high state of energy. Blood pressure rises as veins and arteries constrict to allow a faster rate of blood flow to spread the oxygen more quickly.

After the initial stimulus has passed and the adrenal flow that gave a surge of energy to the body to deal with the threat has dissipated, you are left in a weakened condition that further aggravates the uncomfortable feelings.

When the stress is unremitting, the energy balance, (potassium/sodium) of the cells is upset and the cell is altered. The weakened body of cells cannot resist the onslaught of germs and viruses that cause illness. Disease, physical problems, illness and depression result.

Incidental Stress

One Tuesday, after a weekend seminar, a woman called one of our instructors and, in an agitated voice, said, "I have a cold." Needless to say, the instructor was a bit perplexed. Why was she calling about a cold? She was a recent Positive Thinking graduate but the instructor hardly knew her. She continued to speak saying, "I accept all the concepts; I feel so strongly about the

things that you said that I just know it's impossible for me to get sick. And yet I woke up this morning and I have a cold." She paused a moment and then asked, "Why?"

The instructor asked in turn, "Did you have an argument or a fight with your husband within the past few days?"

"And how," she answered. "We had a lulu Thursday night. I mean it was a battle royal. As a matter of fact he left the house and didn't come back until Friday afternoon. I stewed all day Friday, but what's that got to do with..."

She paused as what she was saying sank in. As recently as that previous Sunday she had learned that negative events do have physical consequences, especially when one gives them energy by enhancing the visual images or by constantly thinking about them. The same holds true for positive events, but that is another story.

"Of course," she said finally. "That's where it came from."

Thanking the instructor, she continued, "I just couldn't believe I attracted this thing. Isn't it strange. The disagreement was so very strong, and it just flew out of my mind this morning. I couldn't relate it to the cold. Well, anyway, I'm going to get rid of it fast now that I know where it came from."

She hung up, leaving our instructor musing about the consequences of an incidental bit of stress.

Letting Go of Stress

As it is with the body, so it is with the mind, for stress creates not only physical problems but opens a Pandora's box of mental problems as well. With a weakened body and a high rate of brain-wave activity, one's relationship with all outside influence changes. This confusion leads to insecurity and a state of mind in which thoughts like "I just don't give a damn" or "Why me?" are common.

A sense of victimization, self-pity, procrastination, and lassitude may set in as the person under stress finds it increasingly difficult to take a chance on what might be and procrastinates again and again.

Dealing with the unknown becomes too great an ordeal, and apprehension about the future causes confusion; it seems better to leave things as they are. Thus the status quo — unsatisfactory as it may be — is reinforced, thereby setting up a state of unremitting low-grade stress.

The manifestations of this kind of stress are evident in myriad ways. If you feel exhausted for no reason, if you not only look forward eagerly to the weekend but dread Monday morning, chances are you are involved in a stressful situation at work.

If you smoke too much (a notable if questionable stress reliever) and find it impossible to stop, stress may well be the cause. If you overeat, daydream constantly, use drugs, drink too much, or shop and run up bills past your credit limit, stress could very well be at the root of your problem and you could be doing these things to relieve the stress in your life.

When you are involved with something that you do not wish to be involved with, when you have something that you do not want or want something that you cannot have, when you expect something negative to occur, then the forces of stress are ready and able to attack you.

When you do not like a thing that you are involved with and find it impossible to avoid or to change, it is likely that you are setting up a condition of unremitting stress in your life.

The feeling of simply not wanting to do anything at all is one of the most common manifestations of stress — and one that creates great havoc with relationships, in family situations, and in the workplace.

Dealing With Stress

What, then, is an effective way to deal with stress? Let us propose a few ideas. First, you may prevent or lessen stress by letting go. To let go of one thought, you think of something else. The best way to do this is to go to Alpha level, where you are most concentrative, and give your full attention to any thought other than the one you wish to release. When a person goes through a highly stressful period and then lets it go, he or she has a better chance of escaping from the body's manifestation of illness or disease. As with all things, however, there are different degrees of "letting go."

To illustrate:

Once upon a time there were two holy men strolling down a wooded path in a forest outside Naples, Italy. Their heads were cowed and bowed, and the hoods of their robes cut much of the world off from view as they strolled along, softly mumbling their orisons.

Coming to a narrow stream, they stopped. A young lady stood beside the creek. She had on a new pair of shoes and a long peasant dress and seemed reluctant to cross the stream lest she muddy her garment. Without a moment's hesitation, one of the monks picked up the young woman and carried her across. He put her gently back down on the path. She smiled her thanks and he nodded in response.

The two continued their walk in silence. After some time had passed, the other monk, who was obviously highly agitated, broke the quiet. "How could you do that?" he asked, his face in a grimace of disapproval.

The first monk, deep in thought, looked at his companion in astonishment. "Do what?" he asked.

"How could you touch that woman? You picked her up and handled her, and you — you touched her." The holy man's mouth was set and compressed.

"Oh, are you still carrying that young lady?" the first monk responded, a twinkle in his eye. "I put her down an hour ago."

The True Cause of Stress

When something occurs that has an effect on you to the point of causing a degree of stress and you continue to think about it, to carry it around with you, you give it energy. The more you think about the incident, the greater the energization, until it does indeed cause trauma. It is vital to let go — to put the thing down.

A second and more basic way to deal with stress is to realize that the true causes of stress are not events, people, frustration, disappointment, fear, unfulfilled desires, or negative expectations. Purely and simply, the cause of stress is your attitude toward these things.

Once again: stress is not caused by problems. Events do not cause stress but rather your attitude towards the event. Knowing the cause of stress makes it easier to deal with, for now the

appropriate question can be asked. The question is not: How can I rid myself of stress? Rather, it is: How can I change my attitude toward events?

The answer is covered in Chapter 2, “Switching Your Viewpoint to Love,” which deals specifically with attitudes and how to change them, and Chapter 3, “Five Rules of Happiness.”

Along with an attitude change, a change in brain-wave production will alleviate the stressful condition effectively and with immediate results. Stress causes a faster brain wave frequency than does relaxation. When you relax, you slow your brain-wave activity. And therein lies the key.

You may face a situation so filled with stress that you do not see how you can relax, especially during the day. Or you may be under great stress without knowing its cause. Either way, the answer is the same. There is no way to get dark out of a room other than to let light in. The only way to get stress out of your being is to let in relaxation. You cannot be relaxed and stressful at the same time. When you relax for a period of time every day, you moderate stress. By moderating it you reduce its negative effect.

The most effective form of relaxation that research, testing, and feedback from millions of our Positive Thinking graduates use is the simple way meditation is taught. First-stage meditation, as outlined in Chapter 1, slows brain waves and alleviates stress.

To enhance the meditation still further we recommend a second stage of meditation called the Daisy Pond, developed specifically for deep, healthful relaxation. Using the Daisy Pond meditation every day not only moderates stress but also helps to change your attitude toward problems. Daily practice slows down brain waves until you can enter the ten-cycle Alpha level rapidly and easily. Eventually your state of mind changes, and the stress usually disappears altogether.

The Daisy Pond is a visualization fantasy. Read through the description below once or twice before you practice the exercise yourself, or read through it once and then have someone else read it out loud to you as you listen with your eyes closed. Remember that you are free to use your imagination to alter any of the particular images to suit your own ideas of beauty and serenity.

The Daisy Pond Stress Busting Mental Exercise

Find a comfortable place where you will not be disturbed. Relax, close your eyes, and count yourself to your level using the three to one method. Take a deep breath and while exhaling mentally repeat and visualize the number three, three times. Do the same with the number two and then again with the number one. Then count slowly from ten to one telling yourself after every other number that you are going deeper and deeper. Do this by simply saying the words, deeper and deeper. When you are totally relaxed...

Imagine that you are in a small hallway with a large, ornate, beautifully carved oak door at one end. Mentally walk to the door and imagine it slowly opening. On the other side of that door is the Daisy Pond.

Concentrate your full attention on the door opening. When it is fully open, imagine that you are seeing a lovely pond. On its surface of shimmering clear blue-green water, huge lily pads float here and there. Around the perimeter of the pond is lush foliage — trees, and flowers, thousands of flowers, beyond counting, yellow and purple and green and red and violet; all the colors you love.

Friendly animals are grazing, and a thirsty lion laps up a drink from the pond. He lifts his great golden head to look at you for a moment and then turns and strolls off into the woods

surrounding the pond. On one side of the pond you sense an animal posing, watching you. It's a unicorn. Now it's your turn to stare as you focus your concentration on the stately beast. The unicorn snorts, briskly shakes its pure white mane, and stands on its hind legs, pawing the air in your direction as if in greeting.

Taking in the entrancing scene, you become aware of a daisy in the center of the pond. It's huge — large enough for you to lie on comfortably — and so you project yourself to the center of its soft, velvet-smooth pad. Lie there for a while, as your nostrils fill with the delicious aroma of the flowers perfuming the air. Imagine the clear blue of the sky above, a few white puffy clouds floating lazily by. You are still, content.

Then you sit up and look around, your entire body one big smile. You see a rabbit digging a burrow, a deer approaching for her daily drink of water; she stares with soft, big black eyes. A bear lumbers over and sits heavily at the edge of the pond splashing himself with the water. A few elephants playfully spray themselves while a baby elephant trots around them, trunk held high in the air, squealing with delight. After a while you slide over to one of the petals and ease yourself into the water. The temperature is just right, and you float on the buoyant surface and then swim for a while.

This is the true fountain of youth and health. Drink deeply of the water, and you begin to feel better and better — aglow with health. Dive below the surface of the pond and swim underwater. There are many beautiful fish there, all friendly. Play with them.

A dolphin appears, greets you like an old friend, and swims alongside playfully. The water of the Daisy Pond is like air — you can breath it. Feel the water go through your circulatory system, cleansing and purifying your blood. The stem of the daisy looks different from an underwater perspective, almost like a grand redwood. Swim around it, the dolphin accompanying you. After exploring the underwater world in complete comfort, swim to the surface and project yourself back to the center of the daisy.

In the distance you can see three mountain peaks, one of them covered with pure white snow. Here in the land of the Daisy Pond the mind can do wonderful things and so you find yourself levitating up, up, up, like Peter Pan.

You hover over the pond, flying around its perimeter and smiling at all the animals as they drink, eat, or just play with one another. The flora look different from this perspective, as do the pond and the daisy. Now you head toward the mountain peaks, glimpsing the plains below you as you fly. A great herd of buffalo appears, and then an eagle comes close and flies alongside you for a few moments.

When you reach the snow-covered peak, you land feet first in the snow and play there for a while, drinking in the crisp, clear air. You slide down a hill, and when you reach the bottom, you soar up in flight once more to circle the peak. Then you fly back to the daisy and sit in its center, soaking up the languid warmth of the air. You are tranquil.

Now project yourself back into the hallway.

Imagine the great door closing, and bring yourself out of level by saying I will now count from one to five and at the count of five my eyes will open and I will be wide awake feeling better then before.

Mentally count from one to five slowly, and at the count of five open your eyes.

A Stress Free Relaxation Therapy

We have found this exercise to be powerful and wonderfully effective for overcoming the negative effects of stress. We recommend making any changes you like so long as the basic premise is there, that of concentrating your attention on a controlled, stress-free, relaxed fantasy of your own making.

But this is only imagination, some might say. True, but consider that fear is imaginary, resentment is imaginary, stress is imaginary; all the emotions both positive and negative, are imaginary.

The image-making faculty in your mind creates them. You might say that your reality, your world, is imaginary, for your reality is the product of your attitudes, your viewpoints.

What we are doing with the Daisy Pond exercise is getting your imagination to work with you instead of against you. After all, you and your mind are on the same team. It is necessary for you to work together.

Uncompleted Tasks

Quite possibly, the leading cause of stress is also the most overlooked. It is true that the death of a close loved one, a great loss, an anticipated event are all causes for stress, but they seldom happen more than a few times in one's life while the leading cause of stress is happening all the time.

That is UNCOMPLETED TASKS.

When you have a number of things to do and they overwhelm you, stress rears its ugly head and a variety of problems come to fruition. Completing tasks as they arise could very well eliminate stress from your life.

The answer is simple.

When you have something to do, do it.

Do nothing else until you've completed that what you have begun. Complete your tasks as they arise. Stress is the cause of many problems, indeed, some authorities believe that stress is the primary cause of all problems.

Because the elimination of stress could be one of the most important things in your quest for total self mind control we have included twelve techniques to overcome the difficulty of stress.

You will find the twelve dynamic techniques in — The Twelve Powers, Chapter 31, on page 212.

Chapter 7 Fear - Faith - Courage

There Are Two Types of Fear

To understand courage it is necessary to comprehend the emotion called fear. There are two types of fear. The first is genuine fear, natural fear felt because of some genuine threat. Fear is a necessary ingredient for survival in all animals. It allows the animal to respond to danger through a chemical smack of adrenaline to jolt the body into instant action. When you pass a dark alley late at night, the fear you feel that someone might jump out at you helps make you faster, more focused, and stronger. The fear helps you to get away from danger immediately. This is commonly known as the fight-flight syndrome.

However, fear that was designed eons ago to prepare a person for a physical act in the forest is not necessarily appropriate in the workplace. An executive, say, learns in a meeting that he or she may soon be fired. The thought of losing a job would create fear in most of us. But what kind of physical act or reaction is proper in this situation? What should be done in response to a nagging worry that could last for weeks before it is resolved?

Obviously, there is nothing on the physical level that can appropriately be done. Yet the physical component of fear, a residue of our prehistoric past, still persists: adrenaline flows, circulation is redirected within the body, and so on. Prolonged fear (creating unremitting stress) can actually damage the body.

Although the fear itself may be valid, the instinctive response it elicits is all too often out of proportion to the threat. It is impossible to program out that response, since it is one of our strongest instincts. We can only deal, on a practical level, with its longer-term effects.

Before we get into that, however, let's take a look at the second category; illusory, or imaginary fears.

Illusory Fears

Though just as genuinely felt, illusory fears are based upon misperceptions — false commands emanating from a person's inner conscious.

Many people spend their lives in a constant state of anxiety and have no idea where it originates. Others suffer from phobias — greatly exaggerated, distorted responses to something perceived as a hazard. Illusory fears are the bane of their existence.

Illusory fears often stem directly (and occasionally indirectly) from an inadequate self-image. The ego, or sense of self-esteem, may not be up to coping with the complex problems of modern living, and the natural reaction to this is stress caused by anxiety. If the self perceives itself as inadequate to cope, anxiety, always waiting in the wings, is all too ready to pounce and take over. An inadequate sense of self generally, if not always, stems from childhood programming by authority figures.

Illusory fears are often based on misperceptions. Say you open your door one day to find a snarling dog ready to leap and bite. You back up so quickly that you trip over your own feet and

fall down. But the dog doesn't jump. You take a second look and discover that the dog is a mop you had left on your front porch the night before. Because it was not what you expected to see (the usual clear porch), your mind did not recognize the mop but startled you into a self-protective mode just in case there was danger. There's no danger from a bit of dark wet cotton, but a dog, yes; let's see a dog, says the imagination, just in case we need protection. And when you see the dog instead of a mop, all the defensive reactions of the body spring into place and back you go.

The misperception was quickly cleared up. That was easy. Many misperceptions, however, are buried deep in the subconscious, and in most cases they've been programmed by well-meaning parents or other authority figures. Beliefs, attitudes, and the ways we see things are our perceptive resources, some of which work to our advantage and some of which do not. What we as individuals accept as truth, (our perception of things,) belong to our overall belief system. Some of these belief systems can be quite resistant to change. No one ever remembers something that happened in its actuality, but only what happened as perceived by that individual. That perception is affected by mood, emotion, age, company, environment, and even the weather. The same experience that two people may undergo will later affect each in a totally different manner.

Reprogramming illusory fears to convert them to positive expectations enhances one's awareness and self-esteem. As the self-esteem improves, one in turn becomes less and less prone to react to illusory fears.

Dealing with Fear

There are ways to deal with illusory fear. First, let's define the word itself using the principle of polarity. When you examine the opposite meaning of a word, the concept that you are attempting to understand is unlocked, leading to more awareness. To define the word fear, we go to our polarity gauge and lay it out with a negative pole on the left end and a positive pole on the right. We would call fear a negative, and under the word negative put expectation. On the right end of the polarization gauge would be the words positive expectation. It might also be termed faith. Fear and faith, then are the same, differing only by degree.

Fear is a negative expectation. When you are fearful, you are expecting something bad to happen. Once you are aware of this, it becomes easier to deal with the fear. You simply change the negative expectation to a positive expectation. It is not difficult to do this; however it does require practice.

To eliminate a fear, polarize it: switch to a positive result of the thing you fear. Take, for instance, our example of the executive who is about to be fired. The first reaction might be to visualize the difficulties of a reduced income and the lessened prestige that would likely accompany the dismissal. But what are the positive aspects of losing the job? Our executive might think of a period beyond the immediate difficulties and start to see this as an opportunity to do what he or she really wants to do—say move to another area, switch fields, or explore any number of attractive possibilities not previously available.

Another benefit of changing your viewpoint is that it helps you identify and develop your desires. When you hold a positive desire, the result is usually a positive expectation. And, as we've just seen, a positive expectation — faith — serves to diminish a fear.

You might initially think courage, not faith, is the opposite of fear. But consider that courage exists only where there is fear to be overcome. Without fear there can be no courage; you would

just act. To ask yourself why you are fearful leads nowhere because fear is an abstraction. Better to ask yourself what you expect of a negative nature to happen; then you begin to close in on a useful answer.

An even more fruitful question would be: what would you be doing if you did not expect this negative thing to happen? Suddenly all kinds of positive answers come into view. Fear is imaginary just as faith is imaginary — and both being imaginary, they are subject to your mental control. You can control fear by changing it to faith. That is the technique that we use for eliminating fear — to transmute, or change, the fear.

In considering your debilitating fears, ask yourself the question, “What would I be doing, and what would my life be like if I did not expect this bad thing to happen?” Now you are transmuting, for your imagination brings into play all of the positive possibilities, and at last you have a weapon to fight the fear.

Fear is a necessary part of the systems nature has installed in us. If we were to wipe out fear from a person’s environment, we would be doing an injustice, for the trigger of fear is often necessary to remove you from harm’s way, should danger arise. However, illusory fear, illogical fear, fear in which the fight-or-flight response is not required can only hamper one’s growth. So identify your fear. Is it necessary? Is fighting indicated? Is running involved? If not, in all probability it’s a fear that you do not need.

To deal with it, go to your meditative level. Polarize the fear; visualize the positive expectations. What would you be doing if you did not have the fear? Go over this again and again. Use the Golden Images techniques introduced in Chapter 5 to enhance the positive image and weaken the negative. Symbolically smash or erase the negative image and do not concern yourself with it again. Whenever you consider the thing, visualize only the positive, beneficial results.

If flying is your fear, visualize the positive aspects of the trip you’re taking. Visualize yourself sitting comfortably on the plane. Picture a safe, smooth landing and the successful outcome of the trip. Imagine the things that you would be doing happily if you did not have this fear.

Dominating Fear

To dominate your fear, you change the negative expectation to a positive expectation. You do this with your viewpoint, at Alpha, through meditation. You do this with that part of your own mind that rules the world, your imagination.

Fear is imaginary; courage is imaginary. The source of courage is in the imagination — your image-making creative ability. Therein lies the ultimate wellspring and true source of courage.

The Three Faces of Fear

Ivan Pavlov, in 1904, discovered that the stimulus produced by the sight of food as well as the aroma of food, two separate representational systems — the visual and the olfactory — traveled along different nerve pathways. They do however meet in a common path that stimulates the salivary glands to secrete mucus to help pre-digest the food. His conclusion was that the final pathway can also be activated by associated nerve tracts that are not directly connected with the response. It was a simple reflex. He called it a ‘conditioned reflex.’

Pavlov discovered that by ringing a bell when a dog was involved with the smell and sight of food about to be eaten the sound of the bell meshed with the visual and olfactory along the same nerve pathways. The saliva flow persisted when the bell alone was sounded, even though there was no food in sight. The nerve pathway had been established. This is regarded to this day by psychologists and physiologists as a fundamental reason for both voluntary and involuntary behaviors.

Fear is an involuntary behavior. A person who is fearful of flying, knows, on an intellectual level, that flying is safer than taking a bath, and much safer than driving, but fear has nothing to do with fact. Some event in the past had set the negative expectation whenever that event is forthcoming. The fear sits waiting along the nerve pathways of the brain. When a like event comes along, the pathways fire off and one of the three faces of fear comes about—*anxiety, fear, or panic.*

Intervention To Eliminate the Fear of Flying

To eliminate the fear it simply requires another force to travel along the common nerve pathway that had been established by the fear. We have a simple method of accomplishing this. As fear is a state of the imagination you must use the imagination to intervene.

Technique to Eliminate Fear

Here is the technique. Build a golden image of yourself very comfortable. Keep that image and create either a sound or a touch that is not a usual sound or touch. Say that you pinch your left earlobe with the first two fingers of your right hand while humming the musical scale. If you did all that while you were thinking about yourself being very comfortable then the pinch, the hum, and the mental image of comfort are on the same nerve pathway. That should be set and ready to fire off whenever you require a state of comfort. The key is that you cannot be fearful and comfortable at the same time, you are either one or the other.

Now think of the thing that causes you to fear. If it's flying create an image in your mind of being on a plane. When the fear image is established, squeeze the lobe of your left ear with the first two fingers of your right hand while humming the musical scale. That will trigger the thought of comfort which will override the fear. Result: You no longer fear flying.

That is behavior modification with regards to fear.

Chapter 8 Guilt & Self Forgiveness

The Other Reason for Unhappiness

The first rule of happiness is “If you like a thing, enjoy it.” There are only two reasons not to enjoy something you like; fear and guilt. Having dealt with fear in the last chapter, let’s examine guilt.

More than any other emotion, guilt puts a heavy burden upon us both spiritually and mentally

Guilt has been laid upon our shoulders by many authority figures —by parents, teachers, and friends; by the media; by our government and our educational and religious institutions. This burden of guilt is placed on us for two reasons: to control, and/or to punish.

To understand guilt we must first be aware of what precedes and what comes after guilt. For guilt is part of a threesome, accompanied by two fellow travelers, sin and punishment. Let’s define all three words.

Sin is a missing of the mark. Guilt is a compulsion to repeat an act correctly. Punishment is a reminder that comes along when the act is not repeated correctly.

An Innocent Kiss

A brief story illustrates how this trio works together. Helen Moran had been brought up to believe that kissing a boy the first time she went out with him was wrong. Helen is now twenty-two years old and has forgotten that the original programming of this belief came from her mother when she went to a friend’s birthday party at age eleven. On every date she is very careful to keep her “principles” intact, and does not allow even the most innocent of kisses.

If she were to remember the incident of the birthday party, she would recall that although excited, she was apprehensive as well. Her mother was to drop her off at her girlfriend Arlene Alberts house and leave her there. There were to be a lot of strange boys attending, and this was the first time she had ever attended a mixed party. As her mother laid down the rules to protect her little girl, Helen felt a bit of confusion about the entire event. (Apprehension and confusion provide a perfect breeding ground for programming.)

“Now, Helen, darling,” her mother began, “I want you to remember that you are a pretty little girl and some of the boys are going to want to kiss you.” Helen’s eyes opened wide as her mother spoke. She drank in the words from this great authority figure, the source of all the good things in her life. Every word was accepted as gospel as Helen concentrated, staring into her mother’s eyes.

“If any boy tries to kiss you, you are to walk away from him. Do you understand that?”

Helen nodded solemnly as her mother continued, “What are you going to do if a boy tries to kiss you, darling?”

“I’m going to walk away from him,” Helen responded, emphasizing each word with a nod of her head.

Her mother smiled and patted her little girl. “That’s right, dear, walk away. Remember this always, Helen. Never, ever, allow a boy to kiss you the first time you meet him or on the first date. Remember that and you will always be all right.”

The line was drawn, the mark set. It was sinful to be kissed on the first date.

One day, many years later, Helen meets her dream man and out the window fly her principles. They not only kiss but go in for some heavy petting as well. She has missed the mark that had been set. She has shattered the commandment set by the great authority figure, her mother.

There's the sin (so far as Helen is concerned), but where is the guilt?

The next day Helen wakes up with a smile on her face. But then there is a nagging feeling of having done something wrong. She feels uneasy and her mind is split. On the one hand she feels wonderful, on the other terrible. She starts thinking things like "Loss of respect," and "How could I allow that?" She tosses and turns in her bed as she analyzes the previous evening.

Time passes and the fellow doesn't call back. Helen was all right, but he has many other women friends and she was just an incident in his life, already forgotten.

But Helen doesn't forget. She is now convinced that he did not call again because of the terrible sin she had committed in allowing him to kiss her on the first date. (That's her programming, remember.) And now guilt enters the scene. "Why did I do that?" she thinks. "If only I could undo it. But how?" The more she thinks about the incident, the more energy she gives it to strengthen the guilt.

Guilt is a Compulsion to Repeat the Act Correctly

But the act has taken place. How can she undo something that has already happened? She can't repeat it correctly. She can't undo what has been done.

And so the third member of the trio comes in to torment her, punishment. Actually punishment is simply a reminder: Nature's reminder that the act had not been corrected.

There are many different methods that Helen can use to punish herself for being a bad girl. She chooses food. (Note: All the avenues one chooses to punish oneself are below the level of consciousness.) Subconsciously she decides to fatten herself up to make herself unappealing to men so it will not be necessary for her to tell them she will not kiss them. If she makes herself unappealing enough, there will not be many dates with good-looking men and it will be easier for her. She begins a regimen of eating high-calorie foods and puts on more and more weight. In the meantime, on the conscious level she is thinking, "I must go on a diet, I look horrible."

She goes on a dozen diets but nothing seems to work. Finally she rationalizes her new look by thinking something like, "Well, some people were just born to be overweight." She doesn't realize that she is caught up in the progression from sin to guilt to punishment.

This story is, of course an oversimplification meant to serve as an example. We must remember that our present society seems to admire the emaciated look seen on so many fashion-magazine covers. Other countries and other times have considered a bit more meat on the bones to be more desirable and healthier. (Look at a picture of the queen of the 1890s, Lillian Russell.) We picked weight as an example only because so many people are weight conscious. Beauty is in the eye of the beholder, after all.

This example can be seen as symbolic of many other guilt-producing situations. What would the kiss represent in your life? And what would be your equivalent of overeating?

Now let us examine the sin, guilt, punishment trio from a different perspective, one component at a time. First there is the sin.

An outside agency, such as a parent, an institution (religious or educational), a peer, the government, or the media, sets a mark for you, telling you that this is the way it must be. If you do not follow the rules that are being laid out for you, it is implied, then you are doing something wrong and you will be punished for it.

Generally these rules are set before a young and growing mind, the type of mind that is most receptive to information. Upon hearing these rules from the great authority figure, an impressionable child accepts the information as valid, and so all the “thou shalt” and “thou shalt not” take root. The young person who does something that violates a rule feels as though he or she has done something wrong — has, in fact, sinned.

Then there is guilt. Nature has installed within the human framework a great many fail-safe systems, such as intelligence, self-awareness, and guilt. When we feel that we have missed the mark, that we have done something wrong (sinned), then we experience what has been placed there by nature, a compulsion to repeat the act, but this time correctly.

It is not possible, however, to repeat most sinful acts, which range from the benign sin of eating something that you were not supposed to eat or failing to be nice to your mother’s brother when you do not particularly care for him, to a host of complicated “shalts” and “shalt not” that have been set by outside agencies. These guilts or compulsions to repeat begin to build and are ultimately released in a punishing action. Unfortunately, the ‘punishment’ does not necessarily fit the ‘crime,’ nor does it absolve the individual.

Punishment is simply nature’s little reminder, her way of saying, “Say, you didn’t do that correctly.” How strong is the punishment? That depends on the degree the individual feels he or she has missed the mark; it is totally relative to the individual.

On the physical plane (and we’re not relating this now to spiritual sin and guilt), a person killing a butterfly may feel more remorseful and carry a heavier burden of guilt than the same person would killing a human being. For that individual the killing of the butterfly is the greater sin, if he or she believes it to be a greater sin. For most of us, the reverse would be true, but in any event the degree of punishment sought is relative to an individual’s own perspective of guilt.

Guilt Follows Sin, Punishment Follows Guilt

Just as surely as night follows day, guilt follows sin — and punishment follows guilt. When the guilt has not been released, then the reminder, punishment, enters the scene, usually in the form of limitations. Individuals with guilt piled upon burdensome guilt tend to limit themselves in life, feeling “I only deserve X.... I only deserve so much money. I only deserve so much good health. I only deserve so much in the way of a home, of a spouse, of friends, of clothing,” and so on. These are self-imposed limitations that the individual is scarcely aware of, all stemming from unresolved problems.

Sin and guilt are imaginary in that they reside in the imagination. They’re mental. Punishment is mental as well, the difficulty being that while sin and guilt are mental aspects, punishment manifests on the physical plane.

How can you neutralize guilt? You switch your viewpoint. In this case we’re neutralizing the negative effects of guilt. The negative effect of guilt is a condemnation of one’s self. The opposite of self-condemnation would be self-forgiveness. Therein lies the key to overcoming guilt.

How easy.

How difficult.

To Forgive is To Let Go Of The Idea Of Punishment

It's easy to say "Forgive yourself." But before forgiveness must come understanding. Know that whenever you do something, whatever it is, you are doing your best at that time. We always do our best. At no time do you ever go out and say "I'm going to do the worst I can." Even when you want to do something badly, you still do your best to do it badly.

Say that somebody you respect asks you to do something. You agree, but don't do the thing you promised to do, and then you feel guilty about it later. At the time you didn't do it there were reasons you didn't. They may have been subconscious, or they may have been conscious, but whatever they were you can bet that reasons did exist. Given the same emotional state, given the same circumstances, the same mood, the same you, given the same opportunity, you would have done (or not done) exactly what you did (or did not do) the first time around.

The very fact that in the present you might feel you had done something wrong in the past is a measure of your maturity. You have grown, you have evolved, you are more aware, you are more mature. Of course, the new mature you looking back at some past error, some past missing of the mark, can say, "That was dumb, why did I do that? I wouldn't do that today." Of course you wouldn't do it today. You're not the same person you were then. With your greater awareness and maturity as resources, you recognize the thing now as an error you will not commit again.

Know this: whatever you do, you do your best. Whatever you did in the past, given your resources of that time, could have been done in no other way. There's nothing to feel remorseful about. There's nothing to feel guilty about. The fact that you do feel guilt is an indication that you have grown to the individual you are now. You may forgive yourself for all of your past "error," for you are a different person today.

Forgive yourself, for you could have done it in no other way. Forgive yourself, for you will not do that again; you are more mature.

If twenty thousand angels with twenty thousand Bibles in their hands were to attest to the new you and forgive you for all your past misdeeds, yet you remained unforgiving of yourself, then you would not feel forgiven. On the other hand, should the whole world condemn you and you forgive yourself, then you would feel forgiven. The key lies within your own imagination, for this is where sin, guilt, and punishment reside, in that image-making capacity of your mind. Imagine that you have forgiven yourself and you will be forgiven.

Forgiveness is simply giving up the desire to punish.

Guilt Over a Bankruptcy

Michael Gonzalez was a successful building contractor until the roof fell in on him one day and he had to declare bankruptcy. He felt enormously guilty that his wife and three children would not have the things he had promised them. He went into a state of depression so deep that at one point he felt that his family would be better off without him and seriously considered suicide.

How does this example fit our definitions? Michael had set his own goals in this case, but his will to succeed had been established while he was still a child. His parents had programmed him in grade school that the most important thing in life was good grades and that he must get A's if

he was to have their approval and love. Michael was a good student and soon developed a strong need to succeed.

When the bankruptcy occurred, he had indeed “missed the mark” that had been set ostensibly by himself, but actually by his parents many years before.

Because of his family’s change in life-style, he felt a great need to repeat the episode again, this time correctly so that he would not go bankrupt. But alas, he could not. The business was gone. Because he could not repeat the act correctly, the last member of the formidable trio came marching onto the scene. Punishment reminded Michael that he had not corrected his action. Michael felt helpless and out of control. Feeling that he could not do a thing about the situation, he contemplated the ultimate punishment, suicide.

On top of all this, stress came into Michael’s life and he felt listless and drained. He put things off and became a real burden to his family. He became argumentative and morose, keeping more and more to himself, withdrawing by degree into a shell of helplessness.

This describes Michael the day before his wife, Marcia, brought him to one of our seminars. Marcia related the story three months later.

Michael took to the meditative part of the course immediately and began going to the alpha level three times a day. He analyzed his problem and realized that he had set impossible marks for himself, coming to the conclusion that he was competing with his parents’ conception of success, not his.

He was competing with the wrong person.

Because his mother and father had made him fiercely competitive, he always looked to his peers to see how well they were doing; if any of his fellow contractors was doing better, he was dissatisfied with his own efforts and so was never really content, always wanting more. He wanted to be the biggest and most successful contractor in the world.

Suddenly he realized he had set the wrong goal. He should have been competitive with the only person it makes sense to compete with, himself. Now he set out to be the best Michael Gonzalez that he could, and do the best that he could still do. It didn’t really matter whether he was a big and successful contractor; if he was, that would be all right, but if he was not, why that was all right as well. “As a matter of fact,” he said later, “I thought, why should I be a contractor at all? I never really enjoyed it.”

His Biggest Enjoyment Was Golf

Michael went to level to examine all aspects of his life. He asked himself what he enjoyed. It seemed that the only enjoyment in his life was golf. He loved golf but seldom got a chance to play. How wonderful it would be if he could pursue some occupation that involved golf.

Best of all, he realized that he did not want to go through it all again, he did not care to “repeat the act.” He could forgive himself, for he realized that he had done the best he could with the tools he had at the time. Finally he put his burden down.

He let it go.

“It’s really strange,” he reflected recently. “There I was without a cent. No prospects, no money, no house, no car, forty-four years old, and happier than I’d been for as long as I could remember. I had made up my mind, I was going to get a job at either a golf shop or a golf course, and it didn’t matter what kind of job it was, I didn’t care so long as it was golf.”

“My friends must have thought I was nuts, but I didn’t care. I was lucky, Marcia went along with everything. I went to work for a country club in Los Angeles.

“It was a menial job but I went into it with my eyes open, determined to do the best job I could. I was going to be the best me I could be, and I was.

“I’ve been working there three months now and I must say that they’ve been the happiest three months of my life. I’m not making that much money and Marcia went to work, but she picked a job she enjoys as well and we’re closer now than we’ve ever been. I go to level three times a day and I’m happy. No man can say more.”

The way to neutralize guilt is through self-forgiveness. To forgive yourself you must understand that the you of today would not act in the same way as did that past you.

Here is a method of neutralizing a particular thought that is bothersome to you.

The Diminishment Technique

If a particular incident is hampering your growth, go to the alpha level and review the event. Go over it thoroughly just as you remember it happening. Put a frame around the thought and compress the frame until the scene is diminished. When the frame compresses to the size of a bean, imagine it disappearing in a poof!

Bring the event to mind once again. This time imagine how you would act with your present resources. Picture the incident with the actions of a new, more mature you. Focus on the scene. You can forgive yourself because you have grown to a new awareness (proof of that is the guilt you felt about the incident in the first place), and with awareness comes the realization that you wouldn’t handle the event in the same way again.

You are your actions. You now have new actions and are a new you. While at the alpha level say, “I forgive myself for all my past actions. I no longer have a need to punish myself. From this moment forward, I will be the best me that I know how to be.”

When you come out of level, live your life the best way you know how.

Be the best you that you can be.

Chapter 9 Anger

Anger Is A Negative Reaction

All things have their opposites. Many are obvious: day as opposed to night, hot as opposed to cold, tall versus short, freedom versus slavery, love versus hate, and so on. To understand the nature of the one, it is always helpful to examine the character of the other. Could there be a better way to understand freedom, for instance, than to have been enslaved? A tall man does not really understand tall nearly as much as a short man does, and vice versa. Who appreciates warmth so much as those who have been chilled? Water to the thirsty is far different from what it is to the drenched. The natural and the unnatural, fear and faith — these and virtually all other things are opposites, differing only by degree, and by reflection and consideration we can identify their polarities and shed light on their natures.

What would be the opposite of anger?

We know that anger is a negative reaction, as well as a feeling of great displeasure. So the opposite would be a positive reaction and a feeling of pleasure. The opposite of anger is pleasure. Imagine a gauge with anger on the extreme negative end and pleasure on the extreme positive end. At the halfway point is a neutral zone that is neither pleasure nor anger, but simply noninvolvement, an area of neither negative reaction nor positive reaction, but of no reaction at all.

As you move by degrees from the extreme negative end toward the center of the gauge, there is less and less anger; once passing the center neutral zone and moving into the positive section, there is more and more pleasure.

What is it that gives you pleasure? What is it that angers you? In both instances you will find that they are reactions to some stimulus outside of yourself. Re-action. Because anger is a reaction, you are the one responsible for it, for you are the action and the reaction. You are your actions. To change yourself, change your actions. Once you understand this, change — even from displeasure to pleasure — becomes possible.

The Victim Personality

Let's look at the anatomy of anger through the eyes of Bunny and Bully. Bunny has a weak sense of self-esteem. His poor opinion of himself has created a weak ego and given him a victim's personality. Bunny's poor sense of self makes him feel that everyone is on the attack. (If he thinks so little of himself, how can anyone else think much of him?) And so he angers easily. Everything that anyone does or says is sifted through this belief of being unworthy. Even something as inconsequential as "Hey Bunny, I see you bought a new coat" could infuriate him. He feels that the coat hangs poorly, it's cheap, the color's wrong, the salesman talked him into it; all stemming from the negative opinion of himself that carries over to much of what he says and does. His reaction to the simple remark is to become angry. "What's it to you?" Or, "You don't like my coat? Go take a flying leap at a rolling doughnut." And the friend who innocently commented on Bunny's new jacket walks away dumbfounded.

People with low self-esteem anger easily, because their reactions are generally of a negative nature.

The Aggressor Personality

Then there is Bully, the typical aggressor who walks around with a chip on his shoulder daring people to knock it off, praying for reactions to his constant aggressive attitude. He fears that he is less worthy than others, that other people are better than he. Wanting to feel as good as anyone else, he belittles other people, imagining that if they are smaller, he must be bigger. And the smaller and weaker he sees others, the larger and stronger he feels.

Bully seeks out Bunny and calls him a name that indicates that his mother slept in a kennel and his father was worse. Bunny seethes with anger. His reaction to Bully's words is out of proportion to the words, which have no real meaning or significance. Bully does not even know Bunny's mother and Bunny knows this but his sense of self is being attacked and he feels as though he must react, if nothing else to show his manliness. If he really felt like a man, with the knowledge that he was equal to every other man, if he had a good opinion of himself, he would not have to show his manliness. He would know that he was a man. When you know something, you do not have to prove it to anyone, least of all yourself.

But in this case Bully is much larger than Bunny, more confident of his fighting abilities, stronger and better equipped for physical action. Bunny is cowed. He doesn't dare fight back, much as he would like to, and so the anger turns inward. He hates himself for not responding the way he would like to. He sees himself as cowardly, as inadequate to handle the situation, and his opinion of himself goes down another notch.

What would Jack Armstrong — secure, confident, typical high-ego individual — do in a case like that? Would he react by getting angry? No. Would he fear being called a coward? Why should he? He knows that he is not. In all probability he would treat the incident as if a strange dog were barking at him. Why should he react to a stranger telling him something that he knows is untrue?

The Imperturbable Personality

Take another instance that goes beyond mere talk. Jack Armstrong is backing his car into a spot and accidentally bumps against Bully's fender. Bully's reaction is immediate and violent. He yells, "You stupid ass, look what you're done to my car!"

Actually nothing has been done to Bully's car but it seems to him a perfect time to bolster his flagging self-image once again. One more opportunity to make someone small in his eyes.

Jack instantly realizes the type he is dealing with. Just as he would attempt to go around a barking dog, he goes around the aggressor. He says, "Say, I'm really sorry, it was an accident."

But Bully will have none of it. He complains about his bumper and the idiotic way that Jack drives and possibly even throws in a few veils as to his parentage.

"How can we settle this?" Jack insists. He just wants to soothe the barking dog. After the realization that he is not going to cower, Bully gets into his car and drives off. The last thing in the world that he wants is for the person in front of him to show more strength than himself. That would lower his self-esteem even more, making him more of a bully than ever.

Jack has been, on our imaginary gauge, right on the neutral zone, reacting neither in a negative manner nor in a positive manner. Jack did not react at all. Indeed he took an action —

the action of getting out of the predicament as peaceably as possible. But this was an action, one that he was in control of, rather than a re-action, an action that he was not in control of.

Think back to any time when you were angry and you will find that you reacted to some stimulus outside of yourself. Know this for a fact. You do not have to react to anything unless you want to react to it. For the most part we are programmed to react, we are hypnotized into thinking that a response in kind is called for or we are not mature adults. Actually the mature adult is the one who thinks before reacting to anything.

The Dented Fender

Let's take another case, one involving not physical confrontation but anger at an inanimate object. Bunny goes out to his car after shopping and finds that someone has dented his fender. He searches for a note or some indication of who has done this dastardly offense but finds nothing. He throws his bag of groceries down on the ground and curses a blue streak for five minutes. He bangs his fist on the fender and looks around the parking lot, boiling with frustration and anger. His stomach churning, he finally gets into his car and roars out of the lot.

On the way home he yells at everyone and blows his horn to get people out of his way or to hurry them up. Needless to say his dinner that evening has been ruined, his family suffers, and he tosses and turns all that sleepless night as he envisions the person who dented his fender undergoing all kinds of torture; a negative reaction to the sight of the dented fender.

But, you may think, the sight of a dent in a fender would cause a negative reaction in anyone.

Not so. The totally confident and mature person, with high self-esteem and a healthy ego, would immediately see the situation for what it was. First of all, the dented fender was not an attack on the self; it was an accident. After looking around for a note and finding none, the mature person would shrug it off and think about other things, not reacting to the fender dent and therefore not making it a problem.

Then there are those who not only are mature but who use the power of self mind control to turn the situation into a positive one: Those who react, but in a positive manner. The positive reaction is one of pleasure. How, you may well ask, can any sane person react with pleasure to the sight of a dented fender?

Recall the story of George S. and his dented fender, recounted in Chapter 3, "Five Rules of Happiness." George had turned a dent into an advantage. Seeing the crimped fender, he thought, "I wonder what it will cost to fix that dent? Whatever the cost is, I will set a goal to make three times that amount in the next few months." When the body and fender shop gave an estimate of \$250, George set out to make \$750 over and above his normal income. Instead of focusing on the no-good lowlife so-and-so who caused the dent, our Positive Thinking person is thinking only about how to make \$750. Every time our Positive Thinking graduate sees the dent he thinks, "Five hundred dollars extra in my pocket," and smiles: A positive reaction.

Three responses to the same situation. Bunny's negative reaction, Jack Armstrong's neutral reaction, and a Positive Thinking reaction. Can you imagine how each of these three people goes through life? Can you imagine how each of them feels about himself and about other people, other things, experiences, and life in general?

You might ask at this point how you can change your anger and frustration, if not to a positive response, at least to a neutral one.

Let me offer you a few simple Positive Thinking techniques for ridding yourself of anger, or at least cutting it off before the reaction begins. The first is the putting together the thumb and forefinger of your stronger hand. Simply by placing the thumb and forefinger together and saying “calm” or “forgive” during an episode in which you would normally react negatively, you will find yourself remaining calm, cool, and collected so that you can deal with the problem in a mature manner.

One other technique for stemming anger before it begins is called the feeling-good switch. If you place the tip of your tongue at the center of the inside of your top front teeth and slide it up until you reach the gum line, you will find a point where the gum dips down just a bit. That is the feeling-good switch.

Whenever you are in a situation in which someone’s anger is about to cause you to react in a negative manner, just touch the feeling-good spot with the tip of your tongue and think the word calm, and you will switch yourself to calm. You will then remain calm and in control of yourself.

All emotions are imaginary in that they are of a mental nature. Anger, like all emotions, creates a visual image that stimulates the reaction. The techniques outlined in this chapter as well as in Chapter 5, “Golden Images,” will give you the imaginative wherewithal to quell the imps of frustration, displeasure, and resentment — and of course, the negative reaction of anger.

Chapter 10 Self Esteem & Ego

Your Ego is Your Opinion of Yourself

Self-esteem is a confident feeling you have about yourself. You might say that self-esteem is that part of your ego that assesses who you are.

What do you think of yourself? Do you have a high opinion of yourself, a good regard for you? Then you have a good, strong ego. If you have a poor opinion of yourself, and little regard for yourself, then you have a weak ego.

It is possible, of course, to have different opinions of yourself in different areas of your life. You may have a good, strong opinion of yourself in one area, and think rather poorly about yourself in another. Unfortunately, the poor opinion is generally the one that is focused on — the old homily of the squeaking wheel getting the grease. Here is how you correct that situation.

The first step is to understand that self-esteem is your opinion of yourself. Once you appreciate this, you are well on the road to strengthening that self-esteem.

Next, ask yourself why would you have a poor opinion of yourself in any area of your life? One reason might be that you have compared yourself with other people. If you come up short in that comparison, your opinion of yourself is diminished and problems arise.

What you must do now is to enhance your opinion of yourself. When you compare yourself with another person — whether that person is an artist, attorney, plumber, secretary, senator, nuclear physicist, musician, sportsman, or whatever — if you feel that he or she is better than you in any particular area, your general opinion of yourself will be diminished. The correct way to look at other people so that you have an accurate feeling about yourself is to see those people in the most general way, a way that puts everyone on equal footing.

We All Have Different Resources

Not everyone is a man, not everyone is a woman. Everyone is not tall or short. Everyone is not rich or poor. But everyone is a human being, and in that regard you are equal to every other human being. You are not equal to a horse. A horse is much stronger than you. But you do not feel diminished when you acknowledge a horse's superior strength. A dog is faster than you, but you do not feel diminished because the animal can outrun you. An elephant is larger than you are but you do not feel diminished by that. The horse, the dog, and the elephant are outside the realm of the generalization of what you are, a human being.

Some people see other human beings as having attributes they lack and feel shortchanged. This feeling of deficiency, even in one area, shows up in your overall ego, in your general opinion of yourself. However when everyone is seen as a human being, then everyone becomes equal. Tall, short, rich, poor, knowledgeable, ignorant, overweight, underweight, or average — these characteristics are irrelevant. We are all human beings, and seen in that light there is no competition. There can be no competition. You cannot enhance your position as a human being, nor can you diminish your position as a human being. You are, have been, and always will be a human being, and you know that for a fact.

When you see other people as human beings, you begin to realize that every human being on earth can do things that you cannot. The converse is true as well. You can do things that no other

human being on earth can do. That does not make other people greater than or lesser than you. It simply makes them different in particular aspects of their lives. Are they better for it? Perhaps from their point of view they are. From your point of view they are no better but simply different.

Take a look at two trees. Say that one is a thousand-year-old redwood, a great stately tree. You look at it and then look at a small, stunted pine tree trying to grow through a crevice in a mountain rock. Do you see the redwood tree as better than the pine tree? Of course not. All you see are two trees, and that's all you should see because that's all they are. One is larger, the other smaller; better doesn't enter into it at all. When you see two people, whether one has an outstanding talent or not, what you're looking at and what you should be seeing are simply two people.

When you are indeed able to see two people, and there is no competitive urge to be better than either one, then you have reached a high level of self-esteem and can see yourself for what you are — a human being—equal to every other human being.

What Can You Do That No One Else Can Do?

Everyone has something. Think about that. There is something you can do that no one you know can do. Does that make you better, or does it simply mean that you can do something better than anyone else?

Is there anyone in your life you look up to, anyone you feel is better than you? Then you should work on enhancing your self-esteem. Is there anyone in your life you look down upon, anyone you believe is less than you? Then again, your self-esteem needs work. When you see everyone, from those you formerly looked at as the lowest of the low to those you viewed as the highest of the high, as — doing things differently perhaps, but all equal as human beings — then you find yourself with a healthy level of self-esteem.

When you have high self-esteem, you are in constant competition with the only person it makes sense to compete with — yourself. Life then becomes a game, and all the things in life that were bothersome become challenges and part of the game.

Self-Competition

The story of Charlie Zuniga serves as a good example of the benefits of competing with oneself. Charlie, a carpet installer who attended our seminar, was constantly striving to do better and be faster at his job than anyone else, without success. After the seminar he decided to compete with himself. His job at the time was laying carpet in a new development of tract houses.

For the first time in his life he brought a stopwatch with him. He timed the installation of carpet in every room. The bedroom took him one hour, the hallway two hours. The living room an hour and ten minutes, the stairway two hours and thirty minutes. He finished the job, noted all the times, and carefully placed his notebook in a pocket.

The next day he felt more enthusiasm for his work than he had in some time. He pulled out his notebook and stopwatch and began. His goal now different from what it was before. Now his goal was to install the bedroom in less than one hour, to install the hallway in less than two hours, to install the living room on less than an hour and ten minutes, and to install the stairway in less than two hours and thirty minutes.

Before he knew it, the day was over and he had cut thirty minutes off his previous time. He fairly bristled with anticipation of the next day.

It wasn't long before Charlie was the fastest carpet layer in his shop. Then he decided to go for the perfect job. He would attempt to make seams invisible and perimeters perfect. After he achieved his new goal he sought out the more difficult jobs. Charlie became the top mechanic in the shop, and decided to open his own shop. He started a modest establishment and solicited a few accounts. He continued competing with himself. When he got an account, he determined to get a better one the next week, and a bigger one the week after. Within two years Charlie had the largest carpet installation shop in the country. Needless to say his self-esteem grew along with his business—mainly because Charlie decided to compete with himself.

Self-Competitive Goals Are Easily Attained

When you set a goal and accomplish that goal, your opinion of yourself is enhanced. This is true whether it is a long-range goal, an intermediate goal, or a daily goal. Goals that are self-competitive are easily attained, since all you are striving for is to do something a bit better or faster than you did the last time. The accomplishment brings about a satisfying feeling and an immediate ego enhancement. You can accomplish many tasks working with a stopwatch to compete with time and yourself. Other tasks would call for a different measure of competition, challenging you to improve your level of relaxation, or the number of charitable acts you do each week, or your compliance with goals you've set, and so on.

You're okay just the way you are. Understand that all you have to be is the best you that you know how to be. Do your best at all times, even though there will be times when your best is a one, and other times when your best is a ten. To be human is to be affected by the swinging pendulum of rhythm. There is nothing to feel guilty about when you can't quite put forth your best possible effort; the best at that time is good enough. Realize that forces are always affecting you — forces beyond your control, from past experiences to the weather. What you can control are things like attitude, viewpoint, and emotions.

Nothing on earth strengthens self-esteem more than winning. Winners invariably have a strong sense of self-esteem. This ego strength varies in different aspects of your life. You may have a strong ego in one area, like business, and a poor opinion of yourself in another, like public speaking. Hence it is misleading to conclude that a person's self-esteem reflects an overall picture.

In what aspects of your life do you feel you have the strongest self-esteem? What can you do better than almost anyone else? What is it in your life that you feel you can be most successful at? If you were to become even better at something you already do well, you'd find yourself feeling like a winner, your self-esteem improved enough in that place to strengthen your ego in all areas.

How To Improve Your Self-Esteem

The first step in our technique for improving self-esteem is to pick something in your life that you are good at and want to improve. It could be cooking an omelet, playing the stock market, running a business, throwing a football, or choosing the right clothes for yourself; there is something you excel at. Once you have decided what that is, go to your meditative alpha level and examine it in all its aspects. Create a visualization, an image of yourself doing this activity,

and then enhance the mental picture. Make the image brighter; make it larger and more colorful. Give it depth, three-dimensionally. Bring in other senses. After examining your talent thoroughly, come out of level and consider how you can compete with yourself so that you will be even better at it. It is helpful if you have chosen something that you can improve either by quality, quantity, or time.

A Simple Technique For Self-Competition

To compete with yourself to improve your talent, start by setting the improvement as a goal. First, set a base line: determine how you do at present. Then determine in what way you wish to do it better — to do it more or less, faster or slower, larger or smaller, whatever applies. Now go to your level and see yourself doing this activity better. Go through the same enhancement you used when you examined the talent before, but see yourself doing it better. Finally, set your goal to actually do it that way. When you come to an outer conscious level, hold on to that image, work, toward that goal, and keep at it until you are successful. You will compete with yourself and you will be successful. Soon you will develop the habit of success, of winning, and your self-esteem will grow.

A Success Story — From Hobby To Business

Frances Newman felt like a loser. She didn't like her features or her job, and she couldn't seem to attract the right kind of man. She came to the seminar primarily because she heard that it might help her get out of the rut that she was in. Frances had a rotten opinion of herself and listened eagerly to the seminar presentation on self-esteem and ego.

Frances chose photography as the thing that she felt she could do better than anyone she knew. None of her friends or acquaintances seemed to have the knack, and so she decided to do that better. At the time of the seminar she was pretty good, she said. But she was determined to be better.

When Frances reported back some time later, she was hardly recognizable. Her clothes, her makeup, her hair, the way she carried herself — everything was different. She seemed totally in charge. When she spoke, she came across like a leader. We asked her what happened. She smiled and said that she had developed an idea that had come to her at level. She'd worked on it, getting better all the time, until she not only excelled at her hobby, but also had gone into business successfully for herself.

She said that at the Alpha level she saw a photograph she'd taken of a mountain, except that it was different somehow. When she came out of level, she found the picture and glued it onto a heavy piece of cardboard. She then cut the mountain portion out, put a cross brace on the back of it so that it would stand by itself, and stood it on a shelf. She now had a small sculpture of a mountain.

After a few days the entire shelf was filled with a range of these photo mountains. She was simply enhancing her hobby until a friend came over to visit one day, saw the unusual photo mountain sculptures and asked if Frances would do the same for her except with cactus. She would pay Frances for her time. Frances made the cactus photo sculpture and the friend sent another friend until Frances, who was now spending all her spare time with the new development

in her life, tripled her prices to keep business away. Her business increased. She tripled the price again, but still she had more work than she could handle.

When we last heard from her she had quit her regular job, hired three people to help her, and started making more money in a month than she had previously made in half a year. Her self-esteem had soared. Frances showed up at a recent seminar to tell her story and say that everyone has something he or she can do better. And so can you.

What is your hobby? How can you enhance it? What do you enjoy most? How could you turn it into a business? Go to level, enhance your images, and imagine that you have developed a new use for the things that you do best. You may come up with the next hula-hoop, pet rock, or Apple computer. But even if you do not, the knowledge that you can will help to enhance your self-esteem.

PART THREE

Programming

Chapter 11 Re Programming The Past.

Outside Programming Can Set You On The Wrong Path

What is your purpose in life? What do you hope to achieve? What do you see as the end result of your life?

Now consider your goals and hopes. Are they your own, or are they the result of other people's expectations? If they are not your own, could it be the result of programming by outside agencies, such as parents, religious and educational institutions, friends, teachers, governments, or the media? Has their programming set you on the wrong path? Has their programming set you on a different path from the one you desire to be on?

Measure what you do and what happens to you because of your present actions. Assess these events: do they further or hinder your life's goals?

You have been blessed with the gift of free will; intruding on that free will, however, are the overlays, the patterns that have been set by other people. Past programming influences your belief systems — what you are, who you are. Beliefs — the frames of reference by which you live — come from authority figures and are based on trust for those figures, generally your parents.

Since a belief allows you to accept only information that supports that belief and causes you to reject information that contradicts it, maintaining beliefs programmed by others is giving up your free will. For if you can only accept information that supports your belief and if that belief was formed by another individual, then it is not you creating your reality but in fact that person who installed the belief in you.

If your life and your life-style are the way you wish them to be, then the past programming has been good for you and you would not wish to change it. Consider this, Are you satisfied with where you are in life at the present time? Consider your positives, the good things in your life.

Perspective Makes Events Good or Bad

Consider the negatives, the bad things in your life. (Actually things just are; there really are no bad or good things, there are just things. They become good or bad as they relate to you. It is your perspective, your attitude, your viewpoint that makes them good or bad. Fire is good when it cooks your food, terrible when it's burning down your house. Rain is wonderful for the farmer who needs irrigation and terrible for the poor guy drowning in the swollen river nearby.) But what of your own positives and negatives? Do the good things outweigh the bad? Consider your present life as objectively as you can. What is your opinion of your life as it is at present? You might say what we're looking for here is a life ego as opposed to an individual ego. Your individual ego is your opinion of yourself; your life ego would be your opinion of your life as it is up to the present time.

If you're not satisfied with your life, if your opinion of it is negative, then it is possible that past programming is one of the reasons. Let's see if we can break the barriers that keep you

where you are. Let's discover whether or not you can become more aware of the person that you can be, the person that you'd like to be. The first step is to rid yourself of past programming installed by others. The second step is to reprogram yourself according to your own goals.

Past programming is a dam holding back the natural free flow of your life stream. Just as a river is programmed (controlled) by means of a dam — built by agencies to direct the energies of the river to their advantage — so too do outside agencies direct and control you through programming.

To rid yourself of unwanted programming, sit in a comfortable place, go to level, and visualize the dam as your own programming blocked, going no place. Imagine the dam as representing all those beliefs that are preventing you from achieving what you want. Release this body of water by visualizing the dam breaking up and the waters of the lake being released to flow once again as a river. The free-flowing water represents your own thoughts, your own mind. Your thoughts, free to flow as you direct them, suddenly allow you to be in control. You may not be able to control your beliefs if you imagine them as absolute but you can control beliefs when you realize that you have the ability to do so simply by directing them. Your mind will be under your control.

After the visualization, consider making a change in your life. First, make a pact with yourself regarding any future attempts by outside agencies to program you. Close your eyes and repeat these words: "I will only react to constructive suggestions." As you repeat the words, concentrate on them. Hear your voice speak each word.

Programming Gets Energies Working For You

Next, prepare to determine your own programming. Consider what it is that you'd like to change in your life. Programming sets energies to work for you (your own programming, that is); it sends messages of energy out into the universe. Visualization strengthens that energy and lends wings to it. What is it that you're not satisfied with? You're the controller now and now is as good a time as any to reprogram your life. What kind of life-style would you enjoy having? Visualize yourself with this life-style. Visualize yourself enjoying this life-style.

Reprogramming is simply setting yourself down on another road so as to travel in a different direction. It is possible that you are on the wrong path. Imagine that you're standing at a crossroads, where different roads in front of you lead to different places. Visualize the different place each path leads to. Visualize the end result of the path you're currently on. Which road leads to the place you wish to be.

How do you get on the right road? You make a change of some sort. It may be a major change such as moving, or not moving; buying, or selling; changing jobs, or staying put. Or it may be seemingly minor, such as changing your eating habits, or cleaning up your home or office. But whatever the change is, you make it and life gets a little easier. If life does indeed become more satisfying, then obviously you are doing something right. This is a message that says, "You're getting the idea, keep doing what you're doing." If you do it again to enhance the change and life gets better still, that too is a communication to you — a message that you're doing things right and should continue what you are doing.

Chapter 12 The Power of Goals

Mindpower is Strengthened When You Lower Your Brainwaves

Most of the programming techniques described here work in a similar manner: You visualize what you do not want and mentally diminish it, erase it, and then you visualize what you do want, imagining the goal accomplished. But to amplify and powerize your mind you must go to level and lower your brain waves.

The power of your brain waves is in lowering them. Use the descending ladder. Before you begin to program meditate on the descending ladder and the gold coin. After five minutes of the descending ladder meditation you will have lowered your brain waves and are now better able to use them. Now is the time to program for something.

When programming for a goal you are sending out a message to the universe that you either want something you do not have or wish to rid yourself of something you do have. This message travels in much the same way as a television or radio program is transmitted, the station sends out waves of energy. The wave of energy travels in all directions until it reaches a receptive device of some sort, a radio or television set. Providing the frequency or amplitude of the waves and receptor match, there is a fitting, and the program manifests.

So it is with your own programming. When you program, using the various techniques you find here, you must be in the outgoing mode (as described in Chapter 24, “Communication”). When you receive, you must be in the receptive, incoming mode. Constant programming will keep you in the outgoing mode. As long as you are transmitting, you cannot receive. You must place yourself in the receptive mode at some point in time to attract the result you are programming for. Expect it to happen and it is more likely that it will happen. As with so many facets of life, the injunction “Ask, and ye shall receive” is much more effective when carried out at the ten-cycle alpha level of mind.

One of the most versatile and effective programming techniques in our repertoire is Center Stage. You may use Center Stage to gain something that you want, or to rid yourself of something that you do not want. Consider for a moment what it is that you want. Think about the end result only. Do not contemplate how to go about getting to the end result; imagine only having achieved it. If there is something standing in the way of that achievement, think about that as well. When you visualize yourself with the positive outcome of your programming, visualize the date you wish the action to take place by.

Here is how the three-act Center Stage technique works:

Center Stage—Programming Technique

Go to the alpha level by counting downward from three to one, and then from ten to one. Visualize yourself outside a theater. Walk into the theater and take a seat in the third row center.

Act I. Imagine that the curtain is closed and you are sitting comfortably. When that picture is set in your mind, visualize the curtain opening and then project yourself onto the stage. Bring people who are involved in the problem onstage as players in the drama. Imagine the scenery, the setting; bring in appropriate props. Now act out your problem.

After going through the scene, project yourself back to your seat and visualize the curtain closing. When the curtain is closed, mentally write a big red NO on the curtain and mentally say, “Any past feelings that hold me to that scene, I now release.” Sense those feelings departing from you, and note how you feel when rid of them.

During the second act you are going to set the pattern to make the way easier for yourself. Most successes are preset patterns. The more you do something, the easier it becomes. Your goal in the second act is to remove all limitations from you so that you can go beyond your normal abilities, and most of all to set the pattern for success. During the second act of Center Stage you will use an alter ego to smooth the path for you.

Think for a moment: if you could choose any personality, living or not, real or fictional, to represent you in a play about your life, whom would you choose? This player will be your alter ego and will act out the solution to your problem during Act II of Center Stage. You have already determined the positive end result of your program; during Act II you will remain in the third row center while your alter ego acts out the scene. You are the director as well as the author, and you may mentally change the action at any time.

Act II. The curtain opens. Your alter ego is playing your role. You begin the action. Visualize your alter ego being successful at whatever you are programming for. See the action. If you’re programming for a new job, for example, see your alter ego in the new job, sitting at your desk or performing your duties on a stage set to represent your desired work environment. Have the players act out all of the activities of your goal accomplished.

Now bring in a target date: hear a voice saying, “This will happen by [target date].” After setting the date, close the curtain. Mentally write on the curtain the word BETTER, and mentally state, “This is the way I want it to be.”

Now that the pattern has been set, the only thing remaining is to do it yourself, and that is when Center Stage Act III comes in. During Act III you will play out the scene in exactly the same way as your alter ego did. The pattern has been set. You bring in the same date. This time, however, you will project yourself into the scene and you will act out the positive end result of your program accomplished.

Act III. The curtain opens. You project yourself onto the stage and act out the solution to your problem in the same manner as did your alter ego in Act II. Bring in the same target date. After acting out the positive end result with yourself playing the starring role, project yourself back to your seat in the third row center. The curtain closes, and you mentally write on the curtain, better and better. Mentally state, “This is the way it will be.” That is the Center Stage technique.

We recommend doing Center Stage three times for each one of your goals. Run through Center Stage once each day for three consecutive days. On the first day perform Acts I, II, and III; on the second day, do only Acts II and III; and on the third day, perform only Act III. Act I is visualized only once for each problem.

You want to concentrate on the solution.

Bankruptcy To Success in Four Months

Bart Alexander was a gentleman who had recently gone through a bankruptcy and for a year had languished at home feeling sorry for himself. A friend brought him to our seminar, and Bart

showed some interest in a few of our ideas. But the Center Stage programming exercise was, he said, “a bit too far out to accept.”

That was fine with us, since many of our instructors had been skeptical themselves when first hearing of such techniques. We do welcome skeptics as long as they have an open mind and will take a wait-and-see attitude. Bart was skeptical, but he participated in the Center Stage exercise, programming as his end result a thriving business and a new car (specifically, a gold Lexus LS400).

He wasn't sure what business he wanted to be in so long as it was not his old one, and so for his end result he visualized himself sitting in a plush office and speaking on the telephone, his feet up on the desk (only the boss puts his feet on the desk with impunity). He also saw himself signing checks, going to the bank, and taking delivery of his brand-new Lexus. He visualized himself being admired in his new car and mentally saw all the positive actions of a successful businessman.

He did feel a bit foolish doing the exercise, he said later, but he considered the fact that millions of people all around the globe have been using the Positive Thinking Method for problem solving and programming for more than thirty years, and he decided to take a wait-and-see attitude.

He called us four months later to report with excitement, “It all happened. Everything! I can't figure it out. It doesn't make sense to me, but here I am in my plush office, head of a successful business — and oh yes, I have a Lexus 400 in a parking spot with my name on it in the lot.”

Bart Alexander brought more than forty of his friends to the class after that, and his success story was repeated by many of them.

Programming works. Try Center Stage for one of your goals.

Chapter 13 Past Self—Future Self

Past Events Have Power Over You

People often think about some past event and say with chagrin (or worse, guilt), “Now, why did I do that? That was stupid.” And with head shaking and face drawn in a frown, they spend long minutes, hours, and sometimes days and weeks in mental self-flagellation. If the guilty thought gnaws deeply enough, they may spend months or years in consternation and regret. When looked back on as stupid, past events that were once done or not done, said or not said, accomplished or not, started or never begun, wind up with a lifetime of punishing limitations. Logically, they should not.

Why should a past event have the energy to wound a present you?

Why should a past event have the energy to weaken or sicken you?

Why should a past event have the energy to destroy families, relationships, business ventures, occupations, professions, and people themselves?

What gives a past event this great power to control the destiny and thoughts of an individual? For past events do have this power. Past events can create havoc not only with a person’s mind, but the body as well.

You have the power to change your attitude toward a past event here and now. Yet in actuality there is no now, only a continual flow from past to future — “now” is already in the past. What we know of as now is the past of the future and the future of the past. Because there is no now, we can work wonders when we seek to change the future by looking to the past.

Thought knows of no time, no space. You can think yourself on the dark side of the moon in an instant. You can go back to a past event, whether hours or centuries past, in the blink of an eye. Thought is limitless, with the exception of those thoughts that are limited by one’s self. Through the use of directed, dynamic thought, the past can be changed by modifying your conception of the past.

All problems created in the present were born in the past. These problems obtain their power from your image-making faculties known as imagination. Your directed imagination can reverse many negative situations in your life when understood and properly used.

If you feel that you’ve done something stupid in the past, you are probably familiar with the wish, “If only I could go back to that incident, I would certainly do it differently.”

No you wouldn’t. Consider this: you always do the best you can. Given the same you, the same emotions of that time, the same situation, and all your resources of that time — your knowledge, the state of your health, your mental state, energy level, and so on — and the ability to travel back, you would do it exactly the same way again.

If you feel at present that you did something stupidly in the past, and if you regret having done it, that is a measure of your maturity. If you had not grown, you would feel the same way that you did in the first instance. The present you has different resources from those the past you had. These resources include your expanding awareness, your greater intelligence, more knowledge, and certainly not the least, the fact that you are looking back in retrospect and already know the result of the action. Taking those resources back to the past incident would create a better you.

You Are the Result of All the Past Events of Your Life

However, it is not the events that have constructed the present you, but rather your attitude toward those events.

Let's take an example of two people and see first, what made them the way they are, and second, if they can change the way they are, should either of them desire to make a change. We will consider a confrontational, hostile personality, and a congenial, friendly one. The confrontational person "Hostile" and the congenial personality "Friend."

In the case of Hostile and Friend, a crossroads had developed in early childhood, a place where two separate futures could evolve, depending on the action of the moment. When they were twelve years of age, there was a confrontation between Hostile and Friend, and this was the incident that set up their egos toward the particular aspect of their lives that are in question. (Ego, you will recall, is one's opinion of oneself.)

Something was said by one or the other, and Hostile challenged Friend to fight. Friend refused and Hostile got angry, called Friend a coward, and yelled, "Go home to Mama!" Friend shrugged and walked away, confused and depressed.

Imagine Defeat and You are Defeated

Let's look at the mental imagery of Hostile and Friend at the moment in question.

Whether consciously or subconsciously, before you take any action, an image is created in the mind. If you reach for a glass of water, you have reached for it first in your mind. Sometimes only an instant separates the image from the action, and sometimes longer periods of time, but a visualization always precedes an action.

During the time of confrontation both Friend and Hostile had visualizations. Friend's mental image was that of defeat. Hostile yelled "Let's fight."

Friend's mental picture showed Friend lying in pain on the ground, in the dust, with nose bleeding, and then running home and crying. The mental image was that of classmates laughing, pointing fingers, and walking away. With such images, of course Friend did not want a confrontation with Hostile. Mentally, Friend was already defeated; the way for those images not to manifest was to refuse to fight, and so Friend turned and walked away.

Hostile's images, however, were quite different. Friend was lying on the ground with Hostile standing over a beaten opponent.

Hostile visualized the whole school looking with awe on the great Hostile's fighting ability and bravery. Hostile visualized walking proud shoulders back, head up and smiling, the hero of the school. No wonder Hostile became aggressive. Hostile wanted those images to manifest into reality.

As they grew and matured, much changed. Friend was not really cowardly as an adult, but whenever there was a confrontation, Friend tended to back away from it as the images (images, incidentally, that Friend was unaware of) tended to the negative, defeatist side.

The reverse was true for Hostile, who had a tendency to jump in with both feet and take charge of every situation. Friend tended to take everything apart, studying and turning things over mentally for weeks before making any decisions at all, whereas Hostile just did it.

There is no judgment here as to which one was better off as an adult, since there is something to be said for each type of personality. However, neither of them has any knowledge at all as to the workings of the mind and both of them are out of control.

When you understand the mechanism of the mind, you can control your life better. Sometimes you want a touch of the negative so as to avoid disappointment, or to view the situation from a different perspective, to take it apart and see all its facets. At other times you want to jump right in, and that takes a positive attitude. When you are aware, you are in control. That is the key, control.

Neither Friend nor Hostile turned cowardly or heroic during that particular incident at age twelve. Much preceded it, much came after, but the incident was a key factor. It was a crossroads in both their lives, and both of them recall the incident with ease.

Hostile, when thinking about it, gets warm inside and laughs;

Friend gets a chill, shrugs, and feels uncomfortable even as an adult. Both recognize the incident but attach no importance to it.

As Years Pass Memory is Distorted

When Friend thinks about the incident as an adult, memory plays tricks and Friend doesn't quite recall exactly what happened. Was there a bloody nose, a crying youngster? Or wasn't there?

The intervening years have changed Friend's memory of the incident to a large degree, as they have changed Hostile's.

Because the incident did not actually happen the way Friend thinks it happened, Friend can, with a simple technique, switch viewpoints regarding the incident. Of course when the incident is changed mentally — via the switched viewpoint — the chain of events that has instilled a defeatist attitude in Friend is also changed.

To change the incident that made Friend timid and self-effacing is to change the attitudes that stem from the incident as well.

But you might well say, you can't change something that already happened. Yes you can. Because nothing ever happened the way you think it happened. It is not possible to have an accurate, objective memory; your past programming and beliefs always color the reality.

Every experience you have is filtered through your resources at that time and seen through the lens of your attitude. If your memory involves a person, it is not actually the person you see but only a projection of the person, a projection that person is putting out. It is as though you were looking at a shadow thrown on a wall by the person and, thinking the shadow image is the individual, directing all your attention to the shadow. All people project this shadow image — many, even to themselves. True feelings are always hidden below the level of consciousness. Hidden because most of us are fearful of bringing them out into the open, even to ourselves, much less to others.

The way that Friend thinks about the incident is actually false. It did not happen that way at all. What Friend has done is to create a memory of an event that affected all subsequent attitudes toward men, women, business, and life in general. New confrontational incidents trigger Friend's recall of the childhood incident and bring about the attitude and actions of the original episode.

To change a past event, you simply change your memory of the event. You do this by changing your attitude toward the event, going back in time to redirect your past frame of mind.

Opening a Line Of Communication With a Past Self

This is how it works. Say that Friend learned the following technique. Friend would go to the alpha level (first stage meditation), using the three-to-one technique as outlined in Chapter 1. Once at the alpha level Friend would go back in time to that crossroads and instruct the past self in the proper use of the mind. Present Friend's resources are vast as compared to the resources of the twelve-year-old self, and Friend can lend those resources to the past self.

Friend visualizes the past event using the Golden Image technique to enhance the picture. The scene is brightened and made more colorful. Friend now makes it three-dimensional and senses the depth of the scene. Friend gets an idea of the odor of the past scene, the sound of it, and the feel of it. The action is stopped.

Still at level, Friend mentally strolls over to the past self and opens a line of communication by introducing the present self. Friend tells past self that he is a self from a future time and that he is going to help past Friend by lending past Friend some of future Friend's resources. The resource that future self is going to give to past self is that of mental imagery. Past self is going to change the mental image of the impending conflict.

The confrontation is about to take place. Hostile has just yelled at Friend, "Let's fight." The action is frozen, like a still picture, but Friend's past self has mobility.

Friend's present self is sitting comfortably at level and with great imagination is creating the scene.

Operating as a future self, Friend now imagines standing in front of the past self. Friend tells the past self what has happened, explaining that the fear stems from the mental pictures that past self has been creating. But now, because future self is lending past self the resource of knowledge about how the mind works, the past Friend can handle the confrontation.

Past Friend is told by present Friend to change the images, to picture past self laughing at the idea of fighting and to realize that the only result of a fight is that Friend or Hostile or both will be hurt. Past Friend is told to visualize a scene in which Hostile is chagrined by Friend's past refusal to react to taunting and slinks away. Past Friend is given an entirely new set of mental images.

Now Friend's classmates are offering their congratulations on the manner in which the confrontation was handled. Friend visualizes boys and girls thinking how courageous and wonderful Friend is, standing straight and tall. Friend changes and sees past self as a popular and respected student in the school.

Present Friend — still at level — makes the scene brighter, larger, and more colorful. Finally Friend puts a golden frame around the entire scene, and it becomes Friend's new memory of the incident.

If the old scene of Friend running away ever intrudes on present Friend's memory the image is immediately diminished and Friend reverses what was done with it.

Friend takes the color out of the scene, makes it flat and one-dimensional, makes it smaller and smaller again until the scene is as small as a bean, and then sees it disappear.

Friend then brings up the desired scene and enlarges it, making it three-dimensional, bringing in sound, odor, touch, taste, and other things to enhance the reality of the scene.

The Easy Road To a New, More Effective Attitude

Now whenever the incident comes to mind, Friend's thoughts are about the newer incident involving the wise and mature past self. After viewing the event a number of times, Friend develops a new memory and attitude, letting go of an entire string of events once seen as negative. A newly dynamic and confident Friend is born.

If you have a problem with any aspect of your life that you feel was instigated by some past event, you too can go back to that event and change your attitude by going to level and willing yourself back to that time.

Speak to your past self and explain who you are; explain that you are wiser, have more resources, and intend to help set your past self on the right path by showing that past self how to use the mind to get rid of all negative forces. Explain to your past self how the mental images create fear, anxiety, and stress. Explain how to change the mental images to control the situation. Then have your past self — under the guidance of your present self—make the necessary changes.

PART FOUR

The Power Section

Chapter 14 Desire—Belief—Expectation

You Can Exercise Enormous Power Over the Events of Your Life

Events can be manipulated to solve problems you are faced with. You can change things you're not satisfied with. While there's no disputing the fact that you can't always get what you want, it's also true that you can exercise your innate power over the events of your life and make things go your way much more frequently. To do so, you must understand and use the three mighty forces of power — desire, belief, and expectation.

Before anything you want to happen can occur, you must desire that it happen. You must believe that it can happen. And you must expect it to happen.

Let's look at each of these three forces and then see how you can put them to work for you.

The First Power Force - Desire

Every manifestation of will is preceded by the desire to act. You must desire something before will can take action. In order to desire something, you must believe that you will gain a measure of satisfaction from it.

Anything you do, from the moment you wake up in the morning until the time you close your eyes to sleep in the evening, is precipitated by desire. Nothing is done that does not have a degree or more of desire behind it. To desire something is to feel there will be a measure of satisfaction after the getting of the thing. You cannot desire a thing unless you feel there will be some satisfaction in the attainment of whatever your desire is focused on.

The satisfaction you feel you'll gain from any action can be either the direct satisfaction of pleasure or the indirect satisfaction of the avoidance of pain. When you have several competing desires, the most likely choice will be the one that gives the greater measure of satisfaction. Sometimes it appears that a choice may offer the lesser amount of satisfaction; if that is the case, then look for a secondary gain.

Visiting the dentist for a root canal, for instance, hardly appears to offer satisfaction. The secondary gain in this case is the elimination of the pain in the tooth. Elimination or avoidance of pain is often a secondary gain. Another secondary gain might be the attention of others due to an episode of discomfort, in which case the attention would more than compensate for the discomfort.

Avoidance of Pain Keeps Many People Stuck

Many people are stuck in a particular position in life simply because they feel that making a change would cause some measure of discomfort. To avoid the discomfort they linger in the existing state of affairs even though that causes discomfort as well. The sayings “Better the devil I know than the devil I don’t.” and “Don’t jump from the frying pan into the fire.” express this sentiment. Note the system of expectation at work here. When discomfort or pain is expected, the force works to keep you from making any change, even when the pain is imagined and may never take place.

Like all things, desire has degrees of strength. Consider the story of the disciple who went to his guru one day and asked, “Master, how do I achieve enlightenment?” The wise old guru directed the disciple to the bank of the Ganges River and had him kneel with his head over the water. Then the guru put his hand on the young man’s neck and pushed his head below the surface of the water. After a minute and a half the young disciple was frantic. He pulled and heaved and flailed his arms, but the grip was like iron. He could not get his head back out of the water. After two minutes, when it seemed as though his lungs would burst, the grip was released. The young man’s head jerked out of the water and he took great gulps of air into his tortured lungs.

The guru smiled. “Tell me,” he gently asked, “what was your greatest desire just then?”

“To breathe,” the young disciple stated emphatically.

“Ah,” the guru said. “When you desire enlightenment to that degree, it shall be yours.”

To have a better understanding of desire, see it on an ascending scale, like a giant thermometer. At the bottom of the scale is zero, and at the top, one hundred. When your desire is weak, near the bottom of the scale, it is unlikely that anything will motivate you to activate your will and accomplish the object of that desire. When your desire is near the top of the scale nothing can keep you from success in attaining that desire.

To enhance desire, go to level and visualize the positive end result of what you desire to happen.

Bring in Golden Images; make the scene brighter, larger, more colorful, and three-dimensional. Bring in as many senses as you can. You will find your desire for the event growing stronger with each visualization.

The Second Power Force – Belief

Belief is mental acceptance of some idea as being true. You accept ideas from others because they are authority figures.

This setting of a belief in your mind (usually at a young and trusting age) comes about because you have absolute trust in the authority (generally the parent, sometimes the religious or educational institution, sometimes another trusted outside agency such as a relative, peer, or the media). This acceptance can come about even when there are facts that contradict it.

Reinforcement of beliefs strengthens until, faulty or true, they become a fundamental part of your thought processes. To entrench matters more, now beliefs are tested through the structure of the faulty belief, thereby compounding the problem. What this means is that you only accept information that reinforces the belief. Information that contradicts the belief is rejected.

Therein lies one of the major problems of mankind.

Bigotry, racism, egotism, and just about every other prejudice you can think of stems from ideas that have been introduced by an outside agency and accepted by the individual. In addition there are also group beliefs, some valid, some faulty.

The power of belief to shape one's behavior and judgment is shown in the following story. One of our instructors, Marsha Carey, was presenting the Children's Class to a group of Los Angeles youngsters ranging in age from seven to eleven years.

The Children's Class

The main thrust of the seminar is to instill a sense of worth in each child, to teach them that they can do or be anything they have a desire to be. To enhance their self-esteem, and turn them into good students by showing them there is not such thing as a stupid child, only those who believe they are. We have found that a good student can learn more from a bad teacher than a poor student can from a skilled teacher.

This particular class had twenty children attending, one of whom, eight-year-old Jane, believed that she was stupid. Her mother thought she was stupid, as did many of her friends. Her mother told Marsha she'd be very grateful if anything could be done for the child, although she didn't really believe it was possible in only three days.

During the class Marsha tore off a piece from a sheet of paper and told the class that it was a receptor, for it was going to receive something. She then took a penny from her pocket and placed it on the paper, putting the paper with the penny on it next to a vase on her desk. The class resumed. The next morning she asked, "Where did I put the penny?" No one remembered; too much had happened since.

Marsha pointed to the penny, still on its piece of paper next to the vase. She then tore two sheets of paper into a hundred pieces, took two rolls of pennies from her purse, and proceeded to put a penny on each piece of paper and place it somewhere in the room.

She told the class to note that each penny was being placed on a receptor. Soon the room was packed with pennies resting on small pieces of paper.

Later on that day she asked, "Where did I put the penny?"

Everyone looked at her quizzically. No one was quite sure what she meant, since wherever the students looked there was a penny sitting on a small piece of paper. Pennies were on the floor, the desk, chairs, the windowsill, in front of the door, on each table — everywhere. Finally she said, "Come on, let's all find a penny. Gather them up."

Soon every child had four, five, or six pennies. Marsha asked, "How come you all found pennies this time and you didn't find the one I put by the vase yesterday?"

"Because there were lots of them today," was the response.

Marsha nodded, "Yes, because there were lots of pennies on lots of receptors.

"Information you put into your mind is very much like the pennies," Marsha continued. "Information is stored on receptors in your brain called neurons. Each neuron holds a bit of information; that is what makes it a receptor, it receives. When you put the information on one receptor, it's hard to find and you think that you have a bad memory, just like trying to remember where the single penny was. But when you put the information on a lot of receptors, it's easy to find."

The children didn't quite understand, and so Marsha said that she would demonstrate. She distributed a sheet of paper to each child in the room. On the paper was the story of the Battle of

Trenton. On a cold, wet, Christmas day in the year 1776, General George Washington, along with twenty-two hundred troops, crossed the Delaware River, attacked hired mercenaries, the Hessians, and won a crucial battle of the Revolutionary War.

Marsha called eight-year-old Jane. aside and said, “Come with me, Jane, I’m going to help you.”

Jane was insulted. “I know how to read.”

Marsha smiled. “I know that, but I’m going to help you to put the information in the story on more receptors. I’m going to show you a new way to read.”

In Marsha’s office she had Jane close her eyes and visualize the story. Jane saw a picture of Washington in her mind’s eye. She felt the snow coming down. Marsha told Jane there were twenty-two hundred men in the army that day and had Jane visualize an owl, “because it’s got two big round eyes like two zeros,” with a twenty-two on top of its head.

When it came to the Hessians, Marsha hissed because they were the enemy, and turned the hiss into the word Hessian. Marsha had Jane enhance the visual images: the snow was made whiter and colder; the owl was heard to hoot and was made three-dimensional; the twenty-two on top of the owl’s head grew until it filled the scene; the Delaware was seen to be wearing ice. Marsha helped Jane to produce Golden Images.

They went back to the room and Marsha retrieved the story from each child. Later that day she asked, “What year was the battle fought?” Many knew the answer and raised their hands high. “What was the name of the general?” All of the hands went up. “What day was it?” Most knew that it was Christmas day. “How many men were in George Washington’s army?”

Only one hand was raised. Jane looked around, saw that hers was the only hand in the air, and immediately pulled it back down.

Changing a Belief

Let’s stop here for a moment and get back to that business of belief and the fact that you only accept information that reinforces your belief. Jane believed that she was stupid. Her mother believed it and her schoolteacher believed it. Most of the people who came in contact with Jane believed she was stupid and expected her to react in a stupid manner, as she herself did.

But did her being the only child out of twenty students who knew the answer reinforce her stupidity? It did not; it contradicted it. And so she rejected the information and down went the hand. She could not believe that she was the only one with the right answer. Marsha, of course, knew that Jane had the answer because the owl with the twenty-two on its head was a strong visual image. After a bit of persuasion Marsha finally got Jane to say, “Twenty-two hundred?”

Marsha nodded and told Jane that she was very good to have the answer. Jane now wondered why no one else in the room did, since the image of the twenty-two was so strong. Maybe everyone else was a bit stupid. A few more questions came and many in the class knew the answers, as did Jane. Then Marsha asked, “What was the name of the enemy army?”

Again only one hand went up. The answer was clear in Jane’s mind. “Hessians,” she stated clearly. Jane’s belief began to change. It had to. To retain the old belief that she was stupid would have been to reject obvious information. Marsha saw to it that new information got through. Jane either had to reject the information, which she had a tendency to do, or she had to break down the old belief and install a new one. The new belief was that she, Jane B. was not stupid; she was in

fact highly intelligent but had been putting information in her brain the wrong way, not using enough receptors.

Her mother was told of the incident and immediately changed her belief about her child's intelligence. When she believed Jane was stupid, she occasionally imagined her daughter as a frumpy adult, washing dishes at a filthy sink with a bedraggled child hanging on to her apron string. With the new belief in Jane as intelligent and alert, her mother's mental images changed. She now saw Jane as a college student, as a professional woman, as the mother of sharp-witted, intelligent children.

This story took place some time ago. Jane's mother calls us occasionally to inform us of her daughter's progress. It does not surprise us to learn that Jane has been a straight-A student for so long that she no longer relates to the incident that caused it.

To change a belief, recognize that a belief is mental acceptance of some idea as being true, and that such mental images can be changed.

You can reject a belief that is causing you harm, creating problems, or limiting you in some manner. Once you have recognized your faulty belief, think about its opposite. You may not be overweight because you overeat; you might just overeat because you believe that you are overweight. Visualize the opposite. See yourself at the weight you desire yourself to be, and believe that you can attain that weight. You do this by going to level and seeing yourself active, vigorous, and at the weight you wish to be. The same process can be used to reject any harmful belief.

The Third Force of Power – Expectation

Expectation is a mighty power indeed — so much so that a doctor can take an inert pill and tell a patient that it is a powerful drug, and the patient will react as though the actual drug had been taken. This well-documented phenomenon is called the placebo effect. It might also be called the “expectation effect.”

Of course, the placebo effect does not work all of the time. If it did, no one would bother with drugs at all. They would simply use placebos. It does, however, work with a significant and measurable percentage of success.

Expectation can be a powerful force in one's life. How can you use expectation as a force in your life? Can you simply expect good things to happen and they will happen?

When you are told something by an authority figure you respect — say, a doctor, a teacher, a parent, or your boss — those words have an effect on all three levels, the physical, the mental, and the spiritual. When you believe this authority figure without hesitation or reservation, then that person's expectation of you is more likely to come to be. With respect to your own expectation of yourself, however, you might well tell yourself, “I'm going to expect this to happen” only to hear a small voice responding, “Who are you kidding?”

The trick is to make yourself the respected authority figure.

Expectation is enhanced with our techniques that entail going to one's Alpha level and creating the visual imagery of the desired event already having taken place. This technique has a dual effect: it puts you in the position of acting as your own authority, and it reinforces your experience of yourself that way. The more successful you become, the more you believe in yourself and the better you become at triggering the anticipated positive result of whatever event

you are trying to bring about. As you grow into a better person better begets better and you do indeed grow better and better.

To build expectation, go to level and visualize the event as already having happened.

Use the Golden Image to enlarge the image of the event; brighten it, make it three-dimensional, zoom in on different areas of the incident as you wish it to be, make it more colorful, and bring in other senses such as hearing and feeling as well. When you come out of the alpha level, think about the event happening by a predetermined date. You will find more and more expected events coming to pass.

To help you change your expectation, recall the principle of correspondence — as above, so below; as below, so above. As it is with the seed, so it is with the tree. Start with the small if you want to affect the large. If you wish to bring about a change in a friend, in a parent, child, or spouse, change your own expectation. Begin to expect that which you desire to happen and you will note changes occurring.

Expect things on a smaller scale at first, as the smaller things come into being you begin to expect the major things to happen as well. Expectation is a force that can and should be discussed with others. Expectation works with all people, and on all levels — on the family level, on the town, city, and country level, on the national, international, and universal level. The law is the law; what works with the small works with the mighty. What works with the molecule works with the universe. Change your expectation and see your reality, your world, change to the degree that you wish it to change. And eventually you will arrive at the place you wish to be.

Chapter 15 Power Words

How The Psychic Got Through Joseph Stalin's Security Screen

A few decades ago, there lived a Russian psychic whose reputation for accomplishing strange and mysterious feats rivaled that of our greatest magicians. It was said that while magicians used tricks to accomplish their sensational effects, Wolf Messing did not. As the story goes, the Soviet leader Joseph Stalin asked to see the psychic. He told his head of security to get the message to Messing that he was to be in Stalin's office at the Kremlin within three days. He also told the security chief not to give the man a pass; if he was as good as he claimed, he should be able to get into the office without any passes, sanctions, or written material of any sort — even if it was the most closely guarded area in all the world.

Two days after the request was made, Stalin looked up from his desk to see a man standing in front of him. Not only was this a breach of security, but to his mind it was impossible. Calling for his security people, he pressed hidden buttons that rang loud clanging bells and alarms. The entire floor was soon in an uproar. Guards ran in and surrounded the stranger. When the man was questioned, he revealed himself to be Wolf Messing, simply complying with Stalin's request for an appearance.

On further questioning as to how he accomplished the seemingly impossible feat, he said that he laid a cloak of invisibility over himself by saying the words, "Beria, Beria, I am Beria," and repeating it until he believed it himself. When questioned, the guards said that the only person who'd passed them was the head of the Soviet secret police, the chief of security, Lavrenti Beria.

Wolf Messing's feat is a remarkable demonstration of the concept of power words. Examples of the use of power words are all around us, from the shouts of martial arts practitioners to the "Fore!" of golfers. Despite the prevalence and obvious utility of this concept, however, it seldom occurs to most people to apply it in their own lives. In this chapter we'll give a more complete explanation of its use and range of applications so that you can add another valuable resource to your mental warehouse.

The Hallahan High School Project

An example of the dynamic force of the words of power came from the research at Hallahan High School in Philadelphia, Pennsylvania. (De Sau, George, "Hallahan High Pre-and Post-Testing" Laredo, Tex.: Silva Mind Control International Inc., 1973.)

A teenage girl feared some of the local toughs in the school after suffering several verbal assaults by them in the past. The team of instructors went through a modified program with the students, after which other people conducted follow-up research. The girl in question was particularly interested in the concept of power words. Her main interest was in keeping herself safe from harm, and she felt that learning power words would accomplish the most good. The day after the team left, she subsequently reported, she was walking through the school yard past the group she feared, and instead of expecting sneers, smirks, someone tripping her, or perhaps a punch on the arm or worse, she concentrated on the power word beware.

She repeated the word beware over and over again mentally as she had been taught. She visualized a quiet beware in her mind growing louder and louder until the word filled her consciousness. Approaching the group with her head high and concentrating on the word beware, she strolled right on past the group, and for the first time she reported, not one of them said or did anything to harm her in the slightest. Indeed, she said, they acted as though she wasn't even there.

Reasons abound for the effectiveness of the power word. There is the expectation that things will be right. There is the elimination of the negative expectation of fear, thereby producing a stress-free and relaxed state of mind. And not the least, there is the faith that the word instills in an individual. Here's how to use the concept of power words as a resource to help better your life.

Begin with a simple word, one that will demonstrate to you the effectiveness of the power word concept.

The first power word for you to use is the word power itself. You may use the finger/thumb technique by placing the thumb and forefinger of your stronger hand together as a trigger device to enhance its use.

Think the word power for thirty seconds, repeating the word every two or three seconds. Begin with a diminished image and enhance it. Enlarge the word so that you can see it in huge letters on the side of a mountain. At the same time, hear the word spoken, becoming louder and louder.

Mentally shout out the word power, feeling yourself become more powerful as you do. Take a few steps as you do this and you will notice that you are walking taller, straighter, and with more confidence. You may be able to feel new strength surging through your body.

That is the concept and use of the power word.

Strong and Weak

During my Power of Self Mind Control seminar we demonstrate the action of the power word. Each person sitting in the front row of seats is given a word to repeat mentally. I whisper to half of them to think the power word, 'strong'; the other half to think 'weak'. All are told to hold their right arms straight out and away from their bodies. My associate then strolls by and attempts to pull down each arm.

What follows is a gasp of astonishment and amusement from the students in the seminar as they realize that something unusual has taken place. Half of the front-row occupants end up with an arm down, while the rest stand with arms straight out and rigid.

All those who were told to repeat the power word 'strong' have their right arms extended; the instructor could not pull them down.

The rest stand looking somewhat sheepish, with their right arms loosely dangling at their sides. The power words used have weakened those who thought weak and strengthened those who thought 'strong.'

A muscular, healthy, bull of a man, believing that for some reason he is weak due to an imagined problem, or that someone he is going to meet is stronger than he, will in fact be weakened. This has been proven many times in the professional arenas of the world, especially with boxers who attempt to "spook" or weaken their opponents with words of power for themselves and weakness for their opponent.

The same effect is seen in the home-team advantage that has been well documented over the years in every high school, college, and professional stadium in the world. When you get

thousands of people together thinking of their man, woman, or team winning, those thoughts generate a feeling of power in the team members. The home-team advantage is enhanced even more when all the spectators use the same word, as they do when chanting the name of a favorite player.

You can use the technique of power words to create an immediate change in your actions. Whether it involves a change from cowardice to courage, procrastination to motivation, or lethargy to activity, there is a word for you.

Say that you wish to do something now that you have been putting off. Create a mental image of yourself doing this thing. You can add to the technique by brightening the image and then enlarging and zooming in on it.

Once you have a clear image in your mind repeat the appropriate power word, in this case “energize.” Repeat the word over and over while holding the image of the thing you wish to do. You will find your energy building to the stage where you will in fact energize yourself to do it.

There are many words that you can use as power words. Strength, health, beware, handsome, beautiful, strong, powerful, courageous, fearless, thin, relaxed, successful, effective, attract, repel, creative, are but a handful. See how many more you can think of that would be useful to you.

Understand that you are in control, and that one of the tools of that control is the directed use of the power word. You can change, by degrees, from weak to strong, from fearful to courageous, from fat to thin, from putting things off to getting them done, and from failure to success in any goal you direct the powerful force of your mind to achieve.

Notes From a Recent Student

Pam Robinson was in a seminar I presented in Dallas, in August, of 2002. Here are a few words taken from her long, exciting letter.

“This one is really amazing. I have walked with a cane because of my back spasms and injured knee for two years. To help my self walk I use the “Power Words”. My power word? “Beautiful”.

“I have to say knowledge is indeed power. I am 15 pounds lighter and no longer walking with a cane. Cool HUH. Better and Better. I found that I could not “Lose Weight” because I “Found It”. I am known for finding things I lose. So I am melting the fat, and eliminating it. I have gone from drinking 1/2 of a 3 liter of Dr. Pepper a day to lots and lots of water every day, to “wash the fat away”!

Examples of Power Words

Any word spoken either mentally, or physically can be a power word. The determining factor as to its outcome is the intention behind the word. A power word is just that, a word. One, single word. Not a string of them. More than one word is an affirmation, not a power word and although affirmations are powerful, they are not the same as the power word. Affirmations are designed to manifest their energies at some future time where the power word is designed to energize immediately.

Energy, energize, stamina, might, strong, mighty, competent, skilled, acceptable, beautiful, beware, invisible, talent, love, health, find, notice, desirable, hearty, hungry, satisfied, content,

happy, comfortable, easy, relaxed, forgiving, energy, awake, and on and on and on and on. Virtually any word can be a power word if that be your intent.

Note that power words are spoken mentally. It is important also to realize that you have a volume of degrees when speaking mentally. Mentally you can shout, or you can whisper. Sometimes you want to shout the word, other times, whisper it. You will know as you realize you have that ability.

Obviously if you are using a power word to relax, be comfortable or to sleep, you want to whisper it, not shout it. Sitting in a dentist's chair waiting for a drill, to shout the word relax will not work. Whispering the word however will send you off immediately into a pleasant state of comfort.

Chapter 16 The Power of Weight Control

Pick a Diet — Any Diet — You’ll Find it At Your Local Bookstore

Take a trip to your local bookstore and examine the weight control section. You will find just about anything that you are looking for. Want a diet where meat eating predominates? It’s there. You don’t care for meat and want a vegetarian diet? It’s there. Like to drink alcoholic beverages? There is a drinking man’s diet. Don’t care for water? There is a reduced liquid diet. Enjoy water? There is a water diet. You will find a fruit diet, a juice diet, a soup diet, a peanut butter diet, a cheese diet, an egg diet, a rice diet, a bread diet, a high-protein diet, a low-protein diet, a high-carbohydrate diet, a low-carbohydrate diet, a low-cholesterol diet, a high-cholesterol diet, a fat-free diet and a fat diet, a low-salt diet and a high-salt diet, a yogurt diet, a low-fiber diet and a high-fiber diet, and if you were to accept the breatharian philosophy, a food-free air diet.

Medical authorities — doctors and nutritionists — wrote most of these diet books. Many of them contradict one another.

Who are we to believe? What are we to believe? One fellow even wrote a diet book titled, “Are You Confused.”

Let’s analyze an overweight individual. Except in rare cases, an excessive intake of food results in the body storing the calories it does not use for kinetic energy (energy in motion) as potential energy (energy awaiting use) in the form of body fat, resulting in an overweight condition. In other words, people who are overweight eat too much.

The World’s Greatest Diet in Two Words

The solution is simple, and obvious. No magic about it and everyone knows the answer.

It can be stated in two words: eat less.

How easy.

How difficult!

Let’s explore the difficulty; for there are many insidious forces at work here.

First off, we will examine the body’s viewpoint with respect to food. Whatever it is within the body that defines that hollow feeling in the stomach as a need for food is one of the basic problems. Since analogies and metaphors often bring answers in an abstract form that leads to a clearer understanding, let’s construct one now.

Two Types of Energy, Potential and Kinetic

As stated, there are two basic types of energy, potential and kinetic. Potential energy is energy contained and awaiting use. Kinetic energy is energy in motion.

Say that you have an old-fashioned watch with a mainspring. You tighten the spring by inserting a key in the proper place on the watch and turning it to coil the watch spring tightly. Transference of energy takes place. You transfer the energy of your fingers to the key, to the gears, to the mainspring, where energy is stored. As the spring slowly uncoils the energy becomes kinetic, causing the hands to move so that you can tell the time.

Once you have turned the key so that the spring is fully wound, it would be difficult to turn it any more. Imagine what would happen to the watch if you were to take a pair of pliers and, using all of your strength, turn the key again, and then again, and then once more.

Your timepiece would ultimately burst into a mass of screws, wire, and metal bits as the overwound mainspring, which cannot contain all the energy forced into it, finally flies all over the place. Over winding was the main cause of broken watches in the early part of the twentieth century before tiny clutches were devised to take the pressure off the gear system and make over winding impossible.

Now let us see how that metaphor applies to people. Food is potential energy. You use this energy (turn it kinetic) when you walk, when you talk, when you think, when you eat. You even use a portion of it lying in bed staring at the ceiling. You might say that the equivalent to winding a watch would be feeding yourself.

It takes much less food than is generally thought to produce the energy that most people need. Intellectually, you know that after a good breakfast, an apple or other piece of fruit would make for a wholesome light lunch.

Why consume a lunch that would adequately feed some people for two days? Certainly not for the food value. What then?

Here Are a Few of the Reasons that You Overeat:

Guilt. Socializing. Security. Substitution. Purposeful distortion of the way you look. Need for love.

Guilt

There are those people who feel that because so many people can't afford even the basic sustenance to keep their children alive, it would be a sin not to eat every bite of food placed in front of them. Then they eat far past the point of satisfying hunger.

There are also those who feel that the richer (and fattening) foods are expensive, and by leaving any provisions on the plate, they are throwing away money.

Socializing

"Let's talk about it over doughnuts and coffee."

"We'll go over that at lunch."

"I'll meet you for dinner."

"Let's discuss it over a drink."

"Four Seasons has the greatest margaritas in town; let's go over the terms there."

"I've discovered the best pie shop, let's talk when we get there." And on and on. It sometimes comes as a great revelation when people discover that they can socialize without putting something in their mouths.

Security

Having the extra weight makes some people feel stronger and better able to protect themselves from aggressors.

Substitution

Gorging oneself, having that extra helping, choosing that extra big cut, is often a substitution for something you want and do not have. Gluttony is an acceptable vice, easy to satisfy, and so the normal transfer of one need for another is by way of food. It's also the only vice that shows.

Purposeful Distortion

Mary Evenson, at a recent Positive Thinking seminar, stood up and asked why she could not stop overeating, why she sneaked extra portions and sometimes ate four and five full meals a day. With tears in her eyes and a catch in her voice, she said, "People always tell me not to eat so much. But they never tell me how. How do I stop?"

Looking at the sad woman and sensing the answer she needed was more than just that of telling her to diet or exercise — she already knew that—the instructor felt an inspired need to ask her point-blank,

"Does your husband still love you?" This seemed to have nothing at all to do with her question and startled her for a moment.

She stood there, leaning on the chair in front of her, blinking for a long moment, and then tears rolled down her eyes as she shook her head and said with a sigh,

"I don't know."

Actually she hated herself because she disliked the reflection of that self she saw in the mirror. She knew herself better than anyone else did. If, knowing herself as well as she did, she hated herself, how could anyone else not dislike her?

With a philosophy like that it would be difficult for her to believe that anyone could even like, much less love her.

She believed that her husband didn't love her because of the way she looked. "Well," she subconsciously thought, "that's all right. I don't love the way I look either, so why should my husband?" She could cope with that.

But if she were to lose weight, look good, and come to like herself again, and her husband still did not love her, then it was her he didn't love, and not the way she looked. And that she couldn't cope with.

No matter how many diets she went on, there was no way that her inner consciousness was going to allow her to lose weight and look good. Looking good was seen as a threat by her inner consciousness and was to be avoided at any and all costs.

Need for love

Did you ever heard words like these when they were a child?

"Eat everything on your plate, dear."

"If you want Mommy to love you, you'd better eat those peas." Or spinach, squash, or whatever. Hearing this over a period of time, the child soon equates food with love. As an adult needing love, he or she eats because food equals love. If you can't find love, find food; eat it all up, every bit; isn't that when Mommy loves you the most?

Lack of love, moreover, feels like emptiness. Many who want to fill that emptiness with love fill up with food instead.

With so many reasons for eating and overeating, it's a wonder that everyone isn't overweight. Why aren't they? As with all things, one's viewpoint is critical. Food represents different things to different people.

Do you see food as a means of socializing, as a substitute, as a method of keeping your self-esteem, or as an expression of love? Or do you see food as energy, pure and simple, like a log on the fire, gasoline for the car, or electricity for your lights? If you're overweight, you can bet that you don't view food as energy, and that your problem is covered in one of the above groups.

Many people have gone on ten-day fasts and felt the better for it. A few people have gone on forty-day fasts.

Cesar Chavez, the great man who conceived and started the Farm Workers Union, in 1977 was a student in my seminar. At the time he was involved with a protest and strike involving Mexican field workers. He was in the twelfth day of a forty day fast. Therefore we must assume that the average, healthy body can get along just fine without food for, let's say conservatively, five days. And yet there are people who can eat two eggs, potatoes, toast, and coffee at 8:00 A.M., a Danish pastry and coffee at 10:30 A.M., and then at 1:00 P.M. say, "I'm starving, let's get a bit of lunch."

Obviously, you can't "starve" between breakfast and lunch, so what is the reason for the hunger pangs?

The answer is semantic. The empty stomach message you are receiving is only being interpreted as hunger pangs. It's actually potential energy waiting to turn kinetic. This feeling of energy has been interpreted as hunger for so long that it has become an empty stomach feeling, when actually your body is telling you that it has energy to spare, please put it to some use. But instead of using it in play, exercise, or work, the energy is used in eating still more.

The body has plenty of fuel and is demanding use with the message, but instead more fuel is thrown in to the stomach and the energy turns inward to digest the new onslaught of food that the body didn't want in the first place.

Learn to interpret this feeling of hunger as energy. Then use the energy. You will soon find that you have more energy than before you learned to interpret the energy message as a feeling of hunger.

In the beginning of this chapter you read that there was no magic to reducing your weight; all you had to do was to eat less. That's the greatest diet in the world. An even better diet can be summed up in four words. "Eat less, exercise more."

That is really all there is to it.

A Simple Method of Eating Less

Here is one excellent way to eat less. It may pose a problem if you have a guilt complex. But that will clear up once the pattern of eating less is established. Order what you normally do when dining at a restaurant and serve your usual portions when dining at home, but eat only half of what's on your plate. Before you begin eating, divide the portions in half and eat the left half only. It is a simple, uncomplicated method of eating less.

Eat fruit. For more than a hundred years, indeed since the first book on diets was written late in the last century, dietitians have recommended fruit consumption as one meal of the day. By eating an orange or two, or an apple and a banana, you will find that your hunger message disappears, and you will still have the energy to put to some use. A full diet of fruit is not recommended, since we need more nutrients than a fruit regimen can provide.

Once you get used to eating a few pieces of fruit for breakfast, lunch, or dinner, you will find many of your eating habits changing. You do not need a formal diet. We do not recommend any

of them because all of them tend to control you, and since no one enjoys being controlled by an outside force, you will be subconsciously fighting any diet.

Better to modify your diet; that you can do. It is much easier, for example, to eliminate a type of food that you believe may be causing you a problem — sugar perhaps. Simply eliminate sugar and you will be well on the way to recovery. You know which foods are heavily sugared: cake, cookies, candy, ice cream, desserts, and so forth. You cannot avoid sugar totally; it is in almost all processed foods and in most breads. It's not necessary to eliminate it, though, only modify your intake.

You may decide to eliminate bread from your eating program, or salad dressings, or oil and butter, or alcohol. You may decide to modify your eating habits by eating moderately and enjoying it more.

Immature People Need Instant Gratification

Attitude has much to do with respect to food. If you see food in general as two groups, those being food you want in your mouth and food you want in your stomach you will find yourself considering each choice differently. Sugared foods, fatty foods, fried foods, you want in your mouth but not particularly in your stomach. Grains, vegetables, fruit, you want in your stomach but not all people care for them in their mouths.

The trick is to consider how the food you eat is going to affect you an hour after you eat it, a week after you eat it, or a month after you eat it. Be mature as to your choices. Immature people need instant gratification, that's mouth food. Mature people look to the future and consider the consequences of what they put in their stomachs.

An Attitude Change

Gunther Hagen had a problem with both fear and guilt. His downfall was apple pie with a large slab of vanilla ice cream on top of it. The man was overweight and always on one diet or another, but he could not bring himself to give up the pie and ice cream. He sneaked out of the house to the local restaurant and crammed the dessert down his throat every day, looking about him furtively for anyone he knew who might see him there, feeling guilty about the entire process.

He was afraid of the consequences of what he was doing, and for hours afterward asked himself why he did it. Then the longing and inordinate desire overwhelmed him once again and he looked for a means to sneak out of the house so that he could gorge on apple pie and ice cream once again.

After the seminar he decided that if he was going to eat the pie, he was going to enjoy it. One of the keys to satisfaction is moderation. When you are moderate in the things that you do, you are generally happy about the outcome.

So our overweight friend decided that he would be moderate. Gunther set a day for himself that would be apple-pie-and-ice-cream day and on that day he would eat without fear and without guilt. He decided that once a week would do it for him. As long as he knew that on each Tuesday he could have his pie and ice cream, he could live his life during the rest of the week without the incessant craving. He programmed himself to that degree at level and it worked.

When the day came, he enjoyed his pie and ice cream as he never had before. It was, as he reported, a miracle. After four weeks he changed the schedule to monthly pie-and-ice-cream days.

After three more months, when pie and ice cream day came around, he didn't feel like any and so did not have any. He reported to the people at a subsequent seminar that for the first time in as long as he could remember, he felt truly free and in control.

And yes, he did reduce his weight to where he wanted to be and has kept to his present size. Without dieting. Simply by eating the same foods he had always eaten, but in moderation. Of course all that extra energy had caused him to think about putting it to some use, and so he started taking long walks to use the energy, and that beneficial side effect helped in his weight reduction program as well.

How to Weigh Less:

1. Accept the fact that you are overweight. Admit it if you are.
2. Have a strong desire to rid yourself of weight.
3. Go to the alpha level and see if any of the reasons cited in this chapter apply to you.
4. Learn to interpret the hunger pangs you feel four or five hours after eating as potential energy waiting to turn kinetic.
5. Learn the approximate caloric values of the food that you eat, and substitute a low-calorie item for a high-calorie one whenever possible.
6. Modify your food intake.
7. Be mature. Consider the consequences of what you eat.
8. Eat less, exercise more.

From all reports that we get from our graduates who use the weight control program we here more about attitude adjustment than we do about diets. Be mature about food. Think about how the food you are about to eat will make you feel an hour after you eat it and how it will make you look a week, or month after you eat it. Four pounds a year doesn't sound like much, but it's forty pounds at the end of ten years.

Chapter 17 The Power of Assertiveness

Do You Have a Victim's Personality?

Many law-enforcement experts feel that there are people who have a "victim's personality." These people seem to attract aggressors somehow. It's as though they were sending out some kind of a message, the way that a flower sends a message to attract a bee, except instead of an aroma, it's a vibration. When this vibration enters the field of an aggressor, it causes an attraction and victim and aggressor come together in an episode of some sort. There are those who are constantly having problems: burglaries, assaults, robberies, rude and abusive treatment, and negative experiences in general. Victims.

Do you have a victim's personality? Let's see.

Have you ever gone into a restaurant and been led to a table next to a swinging toilet door, or a busy coffee station, or a person smoking, or a screaming baby? You take the seat and grumble something like, "There it is again; it always happens to me." Or, have you ever bought something in a department store only to be given your purchase in a crushed box that you do not like? You take the box and shake your head, thinking, "I always seem to get the second-rate stuff."

If similar things happen to you, then you could be well on the way to developing a victim's personality, if indeed you do not already have one. Is it possible to get rid of a victim's personality?

Yes, it is. By using the principle of correspondence (as above, so below, as below, so above), we unlock the entire chain of victimization. In other words, we work in the low end to unlock the high. We work on the minor to affect the major. Generally, a person who is victimized in a minor way is the same person who is victimized in a major way in life.

The personality who accepts the unwanted seat at the restaurant is the same type of person who gets his or her house robbed. If we can end victimization in the simpler arenas, we're well on the way to ending it in the more complex.

How To Unvictimize Yourself

How, then, to unvictimize oneself? Say you go into a restaurant and you're given a table you don't like. You call the host or hostess over and say, "I don't like this table. Please give me another." Chances are, in most instances, you will get a better table. You are no longer a victim.

You go to a department store and purchase something that comes in a crushed box. You state, "I don't like this box, it's damaged." In all probability you will receive another box.

But what if you don't get another table or a new box? You're still not a victim. You have asserted yourself. You have taken action rather than passively accepting. You've asked for a better table, a new box, and in so doing you have set yourself up for choice.

Now you have a choice. You can stay in the restaurant or leave, but the choice is yours, not someone else's. You have a choice in the department store; you can accept the box, or reject it, but the choice is yours.

To be a bit more assertive, you might say something like, "Let me speak to your superior" and go on to the next echelon of sales personnel. Wonderful words those, "Let me speak to your superior." Almost invariably you will be able to speak with the person's immediate superior, and generally, if your cause is sound, you will get satisfaction.

Once you turn the tables to allow yourself a choice, you are no longer a victim. So the next time you're dissatisfied with anything, tell the person you're dealing with that you are dissatisfied and you will have taken the first step toward assertiveness.

The difference between assertiveness and aggressiveness is that assertiveness is with kindness and a smile. Aggressiveness is the hand banging on the table, demanding satisfaction; we don't want any of that.

When you make your request, do it courteously, and with a smile. Compliment when you can, but not excessively. Be moderate in all things.

Life is a Game When You See it as Such

Play the game. After using these methods for awhile you will find that it's fun. There's nothing to be angry or resentful about. When you realize that all people are operating in the same way — that is, from their own points of view — you begin to understand that everyone is right.

They are right because they believe they are right.

But you are right as well. The world, your world, starts with your viewpoint. When you realize that others too are right, for them, it becomes increasingly difficult to get angry with another person, especially if you have a strong self-image. You act a lot, but react less and less. Re-actors are controlled by someone else; actors control themselves.

That is the main differences between the timid victim and the assertive personality. Knowing that you're right gives you the feeling of legitimacy that allows you to assert yourself. Knowing that others consider themselves right allows you to assert yourself without anger. Taking action when you feel victimized reinforces your role as an actor, not re-actor, so that passivity, resentment, and abuse do not intrude on your world.

Know that you deserve good treatment. Act courteously to demand it, and it will be yours.

Chapter 18 Motivation & Procrastination

Jimmy the Gent Was a Nice Guy

“Jimmy the Gent,” as he was known to friends, was the nicest guy you could ever hope to meet, but also one of the worst procrastinators. Jimmy would put off going to the bathroom until he was about ready to burst. He was late for his wedding, didn’t get to the hospital until an hour after his daughter was born, and used to brag about having been to twelve Broadway plays without seeing the first fifteen minutes of any of them. Jimmy would put off putting something off if he could figure out a way to do it.

Jimmy worked his way into a reporter’s spot on the New York Post. He was always late, but he was so good at what he did that the managing editor let him get away with it. One day, in Manhattan, a story broke and Jimmy, as usual, was the last one on the scene, which was an apartment house just off Second Avenue on Fifty-eighth Street. He got the same story all the other reporters got except he missed the fact that they all had to meet at the nearby station house for some fill-in information. Not getting the message because he wasn’t there when it was handed out, Jimmy hung around the scene of the story.

After everyone else had left, Jimmy was standing around chewing on the tip of a pencil he was taking notes with. A woman ran out of the apartment house crying for the police, yelling that a burglar was stuck in the toilet in her bathroom. This stirred up Jimmy’s curiosity, and he went inside to check it out. Sure enough, when he got up to the woman’s bathroom, there was a big man, so angry his face was turning a bright red, hopping around on one foot with the other jammed into the bowl of the commode. It seems he was hiding in the toilet and when he heard the police coming up the stairs, he started flushing some drugs away. The stuff wasn’t going down fast enough, so he stuck his foot in to help it along, and there he was, stuck. When Jimmy entered, the man offered him a hundred dollars to pull his foot out of the bowl.

Jimmy sat down on the edge of the bathtub to think this thing out. If he pulled the leg out, he figured, he’d be a hundred to the good. If he left the fellow’s foot where it was, he might have some kind of story. What to do? While he was sitting there pondering this dilemma, the guy hopping around was cursing a blue streak trying to motivate Jimmy to get off the bathtub and pull his foot out of the commode, but Jimmy didn’t move.

With all the screaming and hollering, someone called the police and back they came, followed by all the reporters who were getting information on the run. The man with his foot stuck in the bowl became agitated when he heard the sirens, grabbed his leg with both hands, and gave one last mighty tug. The whole commode broke loose and he flew backward with his foot still stuck in the bowl. He fell on his back, his leg swung up over his head, and the commode whirled around and landed right on Jimmy’s head, breaking into a hundred pieces. Jimmy was knocked unconscious, and when he opened his eyes, it was two days later and he was lying in a midtown hospital bed with his head swathed in so many bandages he looked like a mummy.

When Jimmy tried to explain to his editor that he didn’t turn in the story because he got kicked in the head with a toilet filled with dope, the man fired a few choice words at Jimmy and threw him out of the building permanently. Apparently this wasn’t the first credibility-stretching excuse Jimmy had brought back.

It was here that The Power of Self Mind Control entered the picture, because Jimmy came to the seminar strictly for the segment on procrastination. If anything good is to come of this, he’d concluded, he had to become a man motivated. He promised himself two things: he’d keep his

next job long enough to earn vacation time, and he'd see a musical from the first-act curtain for the first time.

After completing the class, he came to see that his problem was too little desire for what he was doing. With his new understanding of the cause of his procrastination, and his still painful headache from the bop on the head, Jimmy determined to prove himself one motivated gent at his next job.

Eventually Jimmy landed a position in New Jersey on a small weekly newspaper consisting mostly of ads and not much else. Jimmy was their only reporter. All they needed from him was some local gossip once a week. Jimmy's deadline for the news was three o'clock in the afternoon every Wednesday. No problem, except for the fact that the woman running the show required Jimmy to hand in a preliminary report on how the story was coming along on Tuesday morning at ten o'clock sharp. Two deadlines to meet. Two opportunities for procrastination.

When Monday came, Jimmy had his story. It was written in his head, which now looked like any other normal head since the bandages had come off a couple of days earlier. Unfortunately, inside Jimmy's head is not exactly what his employer had in mind. Not being either clairvoyant or particularly indulgent of Jimmy's problem she asked for the report to be written on a sheet of paper. Preferably typed, with correct spelling, so that she could read it.

This was Jimmy's seventh job in a year, and he was determined to keep it. So he sat down at his desk, put a sheet of paper in the typewriter, and thought about the story that he now had to pull out of his head and get on paper. But nothing happened. The story got stuck somewhere between Jimmy's left ear and the back of his right eye.

He let out a big sigh, closed his eyes, and thought back to the motivation part of the seminar he'd just gone through the week before.

He reviewed the seminar material on motivation and procrastination in hopes that he could now put an end to his lifelong habit.

The Concept of Motivation

Let's break into Jimmy's story at this point to introduce the concepts that Jimmy was reviewing as he sat at his typewriter.

The principle of polarity states that all things have an opposite, and that opposites are basically the same thing, differing only by degree. Motivation and procrastination are examples of such opposites; they are essentially the same, both having to do with the amount of desire to do something.

If we were to imagine the polarization scale, on the negative side, the left end, we'd write the word procrastination, and then under that write weak desire. At the opposite end of the scale, the positive side, we'd write the word motivation, and under that write strong desire.

When you have a strong desire to do something, then you are far over on the motivation side of the scale. As desire weakens, you feel less and less motivated, until you enter the procrastination end of the scale. By the time your weakening desire reaches the end of the scale, you have no desire whatever to do the thing and so it never gets done.

Motivation very simply is strong desire. If your desire to do something is strong enough, you will do it. There are certain things that you need no motivation to do for they are subconscious and taken care of by your inner consciousness. You don't have to motivate yourself to breathe for instance. Your body handles that very well all by itself. You don't have to motivate yourself to

sleep, drink, or eat. You sleep when you're sleepy, eat when you're hungry, drink when you're thirsty and breathe automatically whenever you require a breath.

Take away any one of these necessities and your desire to get it back would be so strong that you would be motivated instantly to succeed. You'd do anything for breath. If someone were choking you so that you couldn't breathe, you would be so motivated to breathe that you would kill that person to get those hands off your neck. Go without water for two or three days and you would be so motivated by your desire for water that you would break through walls to get to water.

What is it that you wish to motivate yourself to do? What have you been putting off that you'd really like to accomplish? Go to your Alpha level and consider the question. Once you have come up with an action you'd like to motivate yourself to do, think about your feelings toward it. Do you have a strong desire for the positive outcome? If you have been procrastinating, it is due to a weak desire. The answer, then, is to build desire. How do you build your desire?

How to Build Desire

Say that at one end of the scale you have a weak desire, a desire perhaps for a sip of water. You're sitting comfortably in a chair, reading a book, watching television, or looking over the newspaper, and you want a drink of water. You think about how nice it would be but you're just not thirsty enough to get up and so you continue reading. That's weak desire. You are on the negative end, the procrastination end, of the scale, You will put off getting that drink. The way to motivate yourself to get up and get the drink of water is to build a stronger desire for it in your mind.

The way to build stronger desire is to work with an image of the thing desired. In the case of fetching a glass of water, you'd go to the alpha level and visualize an image of the glass of cool, refreshing water. You'd see yourself putting the glass to your lips and feel the water trickling down your throat, satisfying you. You'd enhance the visualization through the Golden Image technique, and soon desire would build and you'd get up and satisfy your thirst.

The process is the same with any action you want to motivate yourself for.

The Process of Enhancing Desire

Now consider what you have chosen to enhance your desire for. Consider all aspects of this goal. First, ask yourself why do you wish to do it? If you do it successfully, what will be the result? What are you going to do when this goal is accomplished? Visualize your circumstances after the goal is achieved.

Next, imagine doing the thing you've been putting off. Picture yourself actually doing it. Make three decisions.

First, decide when you're going to do it. Set a definite, realistic date.

Second, decide where it is you are going to start.

Third, how will you begin? How will you sustain it, bring it to maturity?

While you're considering when, where and how, visualize yourself going about doing these actions.

Now that you've decided when you're going to start, where you're going to start it, and how you're going to start it and go about it, and you know why you're going to do it, the only thing

remaining is to build your desire through a visual image. Visualization or imagery is a primary means of enhancing desire and motivation.

Visualization is a key part of a process that leads to action. This process starts with thought, leads to a buildup of energy, and results in action. The function of visualization is to generate the energy buildup that leads to action or activity.

Uncontrolled, this trio of thought, energy buildup, and action can manifest as an unhealthy obsession. Obsessive people concentrate on the thing to the exclusion of all others; their thought processes exclude all outside interference. They're so focused on the object of the obsession that their energy builds to an enormous degree, becoming so overwhelming that they do not think of the consequences of their actions.

On the other hand, a controlled buildup of energy through a concentration of thought accompanied by a visual image can be positive and motivational. This is our goal: to control the ultimate action of the buildup of energy by controlling the thought and thereby influencing the energy buildup and subsequent action, through the power of visualization.

To stimulate this energy, go to level and concentrate on the action you want to bring about. By focusing your attention on the image of yourself accomplishing the goal, you build this energy for the ultimate action. And the more you concentrate on the image, the more you build desire. By concentrating on the image daily, you'll find your desire growing stronger and stronger until the energy buildup will be irresistible and you will have motivated yourself to do what you previously put off.

Now, having dissected motivation and procrastination and suggested ways to deal with them, we'll return to the story of Jimmy the Gent.

The concepts he'd learned in the seminar went through the mind of James Cameron as he sat at his desk trying to motivate himself to write out his report. There were a number of key points he wrote down as they came to mind.

Jimmy's Key Points

"One, I have to strengthen my desire to write this preliminary report on the story.

"Two, I've got to enhance visualization and make it a golden image.

"Three, I must picture the positive result of the report.

"Four, I've got to think about exactly when I am going to start, where I'm going to do it, and how I'll go about doing it.

"Five, I'll concentrate on the visual image of successfully finishing the report to generate a buildup of energy.

"Let's see now. I enhance my desire by thinking about the thing."

Jimmy closed his eyes and concentrated on the report itself. He visualized it finished and on his desk, neatly typed. He saw himself smiling and satisfied.

"Okay, I've done that. Now I have to strengthen the visualization."

Next, he made the picture brighter. After he brightened the visualization, he made it more colorful. Sitting at his desk with his eyes closed, he next made the visualization clearer and three-dimensional. Then he made it larger. He was entirely involved with the report now. It was the only thing that he was conscious of.

His next thought was, "What will the positive result of this report be?"

Still with eyes closed, he saw his employer reading the report and nodding, a smile of satisfaction on her face. He visualized her telling him of a job well done. He saw her at a later date giving him a raise, promoting him. A smile broke out on Jimmy's face as his next thought came to mind.

"When do I start?" he thought as the visual image of him writing the report came. He mentally noted the starting time on the clock; it indicated 11:35 A.M. "Where? That's easy — here at his desk.

"How am I going to start? That's easy too. I'm just going to turn on the computer and start pecking away."

Jimmy saw himself typing and enhanced that image. Finally he thought about what visual image might build up the energy that could carry him from thought to action.

At this point he visualized himself on a beach in Nassau, his favorite place in the Bahamas. It had been several years since he'd accumulated enough vacation time to be able to go there. He sighed gently as his head bobbed up and down. "Sure enough, that's why I'm doing this. I want to lie around in the warm sun for a while, and this is a sure way to get there, through my work."

Finally Jimmy opened his eyes and looked at the clock on the wall. It read 10:50. Jimmy thought, "Ah, the hell with it, I'm going to start anyhow."

He began to type furiously. It was still early but Jimmy was no longer involved with the time of day; instead he was swept up in action of the present. Now was when he was going to complete his preliminary report. After that he might just continue on and finish his story. What the heck, he had plenty of time, might as well put it to good use.

And that was the end of James Cameron's days of procrastination.

Chapter 19 The Power of Your Senses

You Are the Product of Your Desires

People are the products of their desires. Whatever you desire with sufficient strength you have a good chance of getting. When breath is denied, the desire to breathe is so strong that all else shrinks to insignificance. No one has to tell you to build a golden or any other image when that happens; the image is there instantly and will remain until a breath is taken. No one needs instruction on enhancing the breath of life, the ultimate desire.

In the previous chapter you read that increasing desire strengthens motivation. The lessons of that are useful when it comes to the desire for achievement, for success, for ridding yourself of a problem, and countless other areas in your life. But what of other desires? What of the sensual desires? What about the desire to enhance a flagging sexual drive, to stimulate a waning interest in food, to reawaken the wonder at the beauty of nature, or to create beauty from a stark gray canvas?

It has been said that true education is telling people what they already know, in different terms, for greater understanding. If you have studied the Golden Image concept, then you already know the answers. But let's delve a bit deeper. What follows is an explanation of the use of the Golden Image to enhance sensual desire.

Fear of Sex Brings About Stress

One of the most common problems people have with weak sensual desire is in the area of sex. When you harbor fears about sex, it brings stress into the experience, and relaxation fades or disappears. The mental pictures you create will be colored by that fear, and your expectations of a negative occurrence will destroy your desire. When neither partner brings fears of problems from previous experiences into the present experience, both are free of negative imagery, relaxed and comfortable, and better equipped both physically and mentally to merge and become as one.

A relaxed state of mind produces imagery of ideal feminine-masculine characteristics and the perfect union takes place.

Both the male and the female bodies are constructed to react to this imagery. The male reacts to chemicals flowing through his body with strength and vitality. A portion of that vitality causes changes in the body that can be neutralized by negative imagery, causing a stilted performance at best and impotence at worst.

The female reacts to the chemicals flowing through her body with mucus production and relaxed receptivity as she readies for the experience. The slightest degree of stress caused by a negative attitude, guilt, or fear will bring about the opposite result — constriction, dryness, and muscular tension creating difficulty, if not outright pain.

Familiarity Tends to Breed Boredom

Stress is not the only cause of problems with sexual desire. One of the problems commonly encountered by couples who have been familiar for a long period of time is boredom. You know the territory and so there are no surprises. The mental pictures preceding the action have become automatic and tend to gray out and diminish. When they were fresh and new, they were golden —

brighter and more colorful, vivid. The old mental imagery is like a familiar flowering bush in your backyard. It's lovely and fragrant, but you've seen it so many times you walk right on by without taking notice.

If you were to close your eyes and imagine doing things with that bush that you had never done or imagined before, you would see it from a different perspective. Say that you were to imagine yourself plucking a flower from the bush and planting it in the middle of your living room.

Or see yourself driving with the bush in your car, giving it a bath, pruning it, digging around the base and raking in nutriment. Imagine it growing larger, getting smaller, changing color. Suddenly you notice your beautiful flowering bush. You have restored your interest in it.

The Golden Image Invigorates Desire

Sex and desire are primarily mental functions, and an understanding of the Golden Image will certainly help to reinvigorate desire. Think about a time when you had a sensational sexual experience. Now make the visualization of that experience brighter. Make it bigger and focus in on a portion of the scene. Make it three-dimensional, give it depth. Bring in your sense of touch, feel with your fingers, your lips, your body, your skin. Bring in sound. What did your body feel like? What were your emotions? Enhance the feelings.

Now view the scene as though it were being acted at a theater. You are sitting in third row center and can see yourself as a player involved in all the activity. Walk onto the stage and examine the action at closer range. When you find a portion of the scene that attracts you, slow time down and see the activity in slow motion. When you come to a part of the scene that is of greatest attraction, jump in and become active yourself. Become the action.

The next time you have a sexual experience use the same technique. About ten minutes or so before the activity, involve yourself in a recent similar experience and develop a Golden Image of that experience. Then switch your viewpoint to the present and create a Golden Image for what you are about to experience. Do everything in slow motion for five minutes and you will note things previously hidden from you.

To enhance your desire for a different type of activity you do the same thing. You visualize a recent similar, successful time, and create a Golden Image of it. Then you consider the experience that you are about to have. Think of the positive aspects — enhance them. Make them three-dimensional, enlarge the scene, make it vivid.

Do you want to stimulate an appetite for a food? Think of the last time you had that food and there was a particularly pleasant experience attached to it. Before you eat the food, visualize that pleasure. See yourself enjoying every mouthful. Bring in as many vivid, enhanced images as you can. Delight in it and your desire will grow.

By learning how to control desire you have added one more resource to your mental bag of tricks. But what about diminishing desire? There will be times when you will want to lessen your desire for some reason. According to the principle of polarity, if you know how to enhance desire, you automatically know how to diminish it. You simply reverse the technique.

How to Diminish Desire

To diminish desire you diminish the mental image. Allow the mental pictures to appear and then see them in black-and-white, smaller, drab, and one-dimensional, smaller still until the image is so small that it has nearly disappeared. Then switch it with a larger image of what you want to feel instead of the unwanted desire. (See Chapter 5, “Golden Images,” for a complete explanation.)

Sometimes it helps to bring in a contradictory image.

Say that you have a strong desire for the opposite sex and you’d like to diminish it for whatever reason. You have tried making the image smaller and it didn’t work. Here is another technique: leave the image alone but bring in a troupe of clowns doing back flips behind the scene. See one of them squirting seltzer on the person in your image. Bring in a banjo player, a whole orchestra of banjo players. See Mickey Mouse playing a bagpipe; hear the bagpipe. There in a corner is a merry-go-round; hear the music.

This technique can be helpful if you’re trying to fall out of love. Think about the person you continue to love too much. Get a good view of that person. See the person smiling at you. Put a clown hat and a red clown nose on the person and blacken two of the front teeth. Now bring in the orchestra of banjo players, the carousel, and the rest of the circus. Notice the change?

Among our greatest gifts are the senses that we have been supplied with by the Creator. We have five of them at our disposal — sight, hearing, smell, taste, and touch. Many people use their senses in much the same way as beginners use a computer.

After hearing the commercials and purchasing a computer, they discover to their dismay that it takes a great deal of work to learn even the basics of the machine, and either relegate it to the closet or end up making use of a small percentage of its capabilities. Then there are those who learn the language of the computer, spend time and effort, and gain full benefit from the technology.

It is much the same with the senses. We have them and generally put them to use unconsciously. But every now and again a Michelangelo comes along whose senses are the same but have been honed to such a degree that he can look at a ten-foot-square, solid block of marble and see a figure trapped inside. It takes only a hammer and chisel to release the figure. That is an extraordinary use of the sense of sight.

What of Vincent Van Gogh, who could look at a flower, seeing what only he could see, and paint such a representation of that flower that a hundred years later the painting would evoke a sensory cascade of all the flowers that have ever been?

Or a Pavoratti, who could take a musical note and stretch it with his voice into such a thing of beauty that even detractors would swell with the sensual perfection of the sound?

When we hear the term gifted people, we generally think about those who have in some manner perfected one or more of those five senses. Do they have a different set of senses? A larger brain? A greater capacity for utilizing information? No. They simply make better use of what they have.

A Lesson in Using Your Five Senses

To enhance the desire to see things more clearly and in greater depth, we will use the technique of the Golden Image. Begin with a blank sheet of white paper, Get a pencil or pen and a sheet of paper. Draw a circle on the paper about the size of a coffee-cup. Stare at the circle for a

moment and then close your eyes and mentally pick the circle up to look under it, making it three-dimensional. The circle may turn into an umbrella with a person holding it. It may turn into an automobile tire, an AWACS jet, the roof of the Astrodome, or...what?

Next, look about you. What do you see? A couch, a book, a painting? Let's use a painting, or a picture of something. If there is not one within view, find one.

Look at the picture — then close your eyes and visualize what you have seen. If you need another look, open your eyes and then close them again. Go to the alpha level. Now imagine that you are in the painting and then look about you. What do you see? What do you sense?

Create a different background. Let your imagination run free. Bring anything you like into the painting. It will suddenly open into new vistas. Bring in different colors, scenery, vegetation, weather, sounds. Use your mighty imagination. After a few minutes of this, come out of level and once again look at the picture. See all the things you missed the first time. You will, in all probability, never again look at the picture the way you did before.

Next turn to sound. Get a good cassette tape or CD of a symphony or concerto written by a genius composer and played by an excellent orchestra under the baton of a gifted conductor. Play it as you normally would. You may enjoy the music and you may not, but even if you are not inclined to classical music, listen anyway.

You will now develop your sense of hearing by listening for things you have not previously heard.

Play it again. As it begins, take yourself to Alpha and listen to the music. Listen for the different sound qualities. Hear the intensity of the violins, the rich brassy blare of horns, the mellow warmth of basses, the twinkling cascade of the piano, the booming thunder of the drums.

Pick out different lines of music to follow — the low bass instruments, the middle section, the highest voices in the orchestra. Notice how the composer introduces a melody, develops it, leaves it, and comes back to it in a new approach. Now feel yourself merge with the music. Imagine that you are music, that you are riding up and down with the melody. Feel every cell in your body responding to the vibrations of sound. What does the music tell you? Let the music take you to another time, another place. Imagine that you are somewhere else, somewhere the voice of the orchestra has led you. Enhance the scene. Bring in color, and wind, and the sea, and mountains; use your imagination.

When you come out of level, you will find that you have heard more than the ordinary listener hears. If you were lucky, you may have even heard what the composer intended when the piece was written.

How to Enhance the Sense of Touch

To enhance touch, take a good look at a tree in your yard, on the street, or in a nearby park. Now put the thumb and forefinger of your stronger hand together, take a deep breath, and as you slowly exhale, mentally say the word relax. Look again at the tree. Imagine reaching out with a hand and feeling the surface of the tree. Move the mental hand gently up the tree, feeling each branch, each leaf. Reach down to the root system and feel the depth of the roots. Do it with love so that the tree will sense positive and satisfying things. Now move your mental hand into the tree. Get a sensation of the sap, and the life within the tree. Get an impression of the voice of the tree, the way that it sings when caressed by a breeze. Never again will you see that tree the way that you did before.

Look around you. Reach out with your mental hand and feel the ceiling. Note the texture. Now the carpet. The wall. A book. Whatever else is in the room. You do feel a difference, do you not? And yet, you are touching with your mind only.

Michelangelo's Ability

Perhaps now you will understand the statement that Michelangelo made when asked about his carving ability. "It's nothing" was his response. "I see the figure in the block of marble and chip away the excess material."

As you become more familiar with these techniques, you will discover that you have more control over your desires. Practice and soon you will be able to enhance, or diminish, any desire of the senses that you wish to control.

PART FIVE

The Perfect Relationship

Chapter 20 Power Relationships

The Power of a Person's Needs

To understand what a relationship is, how to bring one about, how to enhance one, and why relationships are diminished and lost, one must understand the power of a person's needs.

The most important things in the world, to us, are the things we believe that we need. Needs affect opinions, attitudes, and viewpoints. Generally we're more aware of unfulfilled needs than the ones that are consistently met.

Fundamental life needs in particular are so commonly accepted that we usually overlook them. No one is aware of the air breathed, the ground walked on, the water drunk, and yet these are the needs we miss most when gone.

When we are deprived of any of the important basics in life, we suddenly see them more clearly and as through a magnifying glass, greatly enlarged.

There are other needs besides the basics, of course, and they multiply as we grow. An infant has needs similar to those of an adult: food, water, warmth, security, and someone seeing the good in them, or love. As we mature, the food, water, and warmth are often taken for granted, the needs being constantly supplied (for most of us).

The basic needs are forgotten as other needs appear: a need for love, for sexual fulfillment, procreation; and that great one, the need for a sense of self-esteem. A need for liking who you are. Most of these needs, you will note are emotional.

Then there are the needs for things, for activities: money is a need; work, vocations, avocations, and vacations are all needs.

The key to a good relationship is simple once you understand the role that needs play in making a relationship weak, moderate, average, or strong. Let's give the word relationship a different definition from the dictionaries, for unlocking the meaning of the word often leads to greater understanding.

Here is the word defined: A good relationship is a mutual filling of needs.

When two people have strong needs and each fills the other's needs, there is a powerful relationship. When two people have weak needs and each fills the other's needs, there is a mild relationship.

When either person has strong needs and those needs are not being filled, there is a poor relationship. When either has weak needs and those needs are not being filled, there is a mild relationship, but one leaning more to the negative side than the positive. When a weak need is not being filled, there isn't much caring either way.

Why People Part

When needs are not being filled by the other people or person in the relationship, there ultimately comes a parting of the ways. The manner of the parting and the stress, anger, and resentment involved pretty much depend on the strength of the unfilled need. With a strong

unfulfilled need there is much anger and resentment, since the strength of the need determines the emotional force generated.

With a weak unfulfilled need there is very little emotional energy and so no anger or resentment is generated beyond perhaps a shrug of the shoulders and a quietly muttered, "That's the way it goes."

To enhance any relationship is simple: find out what the other person needs and then fill that need.

To end a relationship the reverse is true. Find out what the other person needs and keep those needs unfulfilled.

It's as simple as that. The great principle of correspondence states, "As above, so below, as below so above." When you know the key to happiness you have also learned the key to unhappiness. Without realizing it, when you know how to be a failure, you also know how to be a success.

When you are successful at failing in relationships, you also know how to be successful at succeeding in relationships, once the concept is understood.

An individual who fails at a relationship is a person who neglects the needs of the partner. So it would follow that the first step to a successful relationship is to determine what needs the other person has. It is also vital to understand your own needs so that you can help the other person in the relationship to fill your needs.

Unfortunately not only do the great majority of people fail to see or to understand the other person's needs, they do not understand their own.

Children have wonderful relationships with their parents as long as their great needs are being filled. When the needs are unfulfilled, the relationship changes and problems arise. As the child grows, needs change; it is essential that the parent recognize the changes. As it is with the child to the parent, so it is with the parent to the child.

When you ask, "How can I help better this relationship?" you are asking the wrong question. To get the correct answer we have to ask the right question. A better question would be, "How can I fill this person's needs?"

Now you have a bit of detective work to do, for before any needs can be filled you must discover what those needs are. And there's the rub. For many people do not themselves know what their basic emotional needs are. Now we find ourselves with a new question to ask: "What are this person's emotional needs?"

The Destruction of a Need

There was a young couple who, though only recently married, were already having rough going in their relationship. After some pointed questions a seemingly insignificant incident was related.

It seems that the young lady had taken archery lessons for two years in college and was rather proud of her prowess with the bow. Her husband was somewhat athletic but knew nothing about archery. She decided to teach him. Her needs at that moment were to show her love for her man, to demonstrate that she was even more worthy of him than he had thought. Perhaps to instill a new need in him, and maybe to develop a shared taste for the sport so that they could play it together.

Her self-esteem, her ego, was high; she was satisfied with herself and could afford to show this to the man who loved her.

They went to their backyard, where she had set up a target, and after showing him the basics proceeded to send off two arrows; one landed in the inner row just outside the bull's-eye and the other buried itself some eight inches farther out. Not bad considering the distance she'd set.

Her husband took the bow from her, smiled, nocked an arrow, and pulled back the string, releasing it with a twang. As the first arrow hit, he swiftly set, aimed, and released another.

Both arrows flew straight into the bull's-eye.

Calmly he took another arrow and zing, a third bull's-eye.

The young lady stood in shock, her mouth agape. Her high opinion of herself was rapidly crumbling. Here was a critical moment in their relationship, but neither of them was aware of it at the time. If he had thought for a month about all the wrong things to say at that moment, he could not have picked a worse one. "Ah, there's nothing to this arrow shooting" was the young man's statement as he dispatched what turned out to be one of her major needs.

She never again fired off another arrow. Not only that, she never participated in anything that her husband might beat her at, thereby depriving herself and her husband of many joyful moments of sharing mutual needs. All because of a man not recognizing a woman's need at a particular moment.

The Fundamental Relationship Question

We now come to that fundamental question with regard to a good relationship. "How do I discover and recognize needs? Needs in myself as well as needs in others." It is sometimes easier to recognize another person's needs; our own needs are often hidden by fear, guilt, and programming. The way to recognize needs in other people is by their response to you. When you do or say something and you get a positive response, you are well on the way to need recognition. As it is in others, so it is in you.

What is it you respond to in a positive manner? What do you feel good about getting and about doing? What are you totally guiltless about? What can you do with complete confidence and fearlessness? What emotional scene can you manipulate without fear or guilt? Look in these areas for your needs and you will in all probability find your answers.

When using our methods for need recognition and relationship enhancement, the land of Alpha will open you to a good deal more information than a simple thoughtful moment at the Beta level of consciousness. Go to your meditative, Alpha level. When you are relaxed and free of stress plumb your mind for the answers. An understanding and perhaps a rereading of this chapter on relationships will enhance your abilities. As you become more and more aware of both yourself and other people, your understanding will create a tolerance and knowledge of others as well as yourself. This understanding should enable you to look for and find the needs of others, and to enrich all your relationships, whether they are with family, friends, or acquaintances.

One fundamental need is for ego strength.

You can strengthen the egos of other people simply by allowing them to feel good about themselves (even if you have to manufacture a situation in which they can.)

As you learn more about the needs of others, be aware that needs often take insidious forms. Take the need, for instance, of a mother who believes that the only way she can get love from her

children is through sympathy. And so she “acquires” an assortment of illnesses to gain that sympathy, and suddenly she “needs” to be ill.

The way for the child to fulfill the mother’s need in this instance is to love and cherish her; ultimately getting her to understand that the benefit of ill health is already there, you do love her. She no longer needs to be in ill health, but in the meantime understanding that to her, illness is a need.

Alcohol — Drugs — And Needs

Alcohol and drugs have been called mood changers. How much easier it is to understand their effects if we alter that to need changers.

Under their influence, former needs are no longer necessary and things that were not necessary suddenly become vital. Some needs are enhanced, others diminished, and some eliminated while an entirely new set of needs pops up.

Then the person sobers up or comes down from the high, and another set of needs comes into being. This roller coaster of fluctuating needs makes for a difficult period in the lives of the substance abusers loved ones, especially when they do not recognize the cause.

So long as someone is filling the temporary needs created under the influence, the relationship between substance abuser and loved one will continue. In such a relationship, you must ask yourself whether you are willing to fill the temporary needs, thereby enabling and prolonging the problem.

Why not instead create a new need? You can create needs as well as fill them. Create a need for sobriety, Make a trip of mutual discovery as to what life would be like without the opiates of alcohol and drugs.

Communication is the key to discovering what a person’s needs are. Communication is the key to unlocking the person from the cell of misery.

Ask this question, and expect and get an answer. What would your life — what would our lives — be like, if you did not drink/take drugs?

At this point it is vital to set goals for the person and for yourself: individual goals, and goals for the two of you: goals for the next week, the next month, a year from now, ten years from now, even twenty years from now. Goals will give direction and create new thoughts as to how to treat the now.

Let’s now see how needs can be programmed through goals.

How to Get a Child’s Interest

A parent wishes for a child to play the piano and sets about making the child take lessons. The child has no interest in music — the lessons start out as a chore and evolve into a battle. Eventually the piano is seen as a citadel of misery. The parent may have a need for the child to play but the child has no need whatever. How to develop a relationship between the child and the piano?

The first step is to consider how to go about developing a need in the child to play. Consider what would produce that need.

It might take a prolonged series of steps. You might take the child to a few piano concerts — classical, popular, and jazz — as a first step. You are not seeking to develop direction at this point, only an appetite.

Next, you might take some simple music and unlock its mystery by showing the child something about how music is written. Demonstrate how it could be seen as a different language, a language universal in its scope. Then you might have the child write a simple tune, pick it out on the piano, and actually write it on a sheet of music paper.

Once it's written, you pick it out on the piano to show the child that he or she has written something understandable. Praise the child. Praise is the greatest reward that you can bestow. Soon the child will develop an appetite for writing music, expecting the greatest reward of all, your praise.

Always reward with praise. No matter what the music looks or sounds like it has been created, and has taken the child into the realm of creativity where the seeds of genius dwell. Those seeds, when nurtured, can sprout a musical prodigy before your very eyes, for when the child develops this need for your praise, he or she will hunger for more knowledge and want to do it better. The child will want instruction and the means of self-expression. Suddenly there will be a need for musical knowledge and you will find a relationship has developed between your child and music.

Of course this is an example that could be applied to many experiences in which you might want to develop a need in people. Needs may be enhanced or diminished once the process is understood. The important thing is the concept.

Another way to get a child interested is knowing that children adore emulating their parents. Paint in front of the child and the child will want to paint. Play the piano in front of the child and the child will want to do it as well. You do not have to be good at it — the child doesn't care about good or bad. Only about being like mommy, or daddy.

Knowledge without use is a waste. Knowing that needs form the basis for relationships may be an interesting concept, but if it is not utilized then the knowledge is useless. The key to that use is communication: a sit-down session between two people determined to discover their needs; a discussion about which needs each is willing to fill. Talking about needs is concrete, talking about a relationship is abstract.

If there are major needs that one of the parties is unwilling to fill, then substitute needs must be brought into discussion. (I'm not willing to fill need X, but perhaps I can do Y for you.)

My Wife Won't Let Me

During a recent Positive Thinking seminar, one of the participants stood up and yelled out, "I need to smoke a cigar while I'm watching television." Pointing to the woman sitting next to him, who had a look on her face suggesting she had just bitten into an unripe lemon, he continued, "But my wife won't let me."

Needless to say, the class erupted with laughter. After they quieted down, he was asked if there were any other needs he had that she would not fill. "Sure," he said, "lots of them. I need to play cards with my friends once in a while, but she bitches so much about it that I don't do it. I like to bowl and she doesn't. When I want to go out by myself she howls like a banshee, so I don't bowl much anymore."

Seeming to get a measure of bravado, he sneered down at his wife (who now looked as though she would like to crawl into herself) and said in a loud voice, “And I’m getting sick and tired of it.”

“Do you ever discuss these things?” he was asked.

“Sure, all the time. I say I’m going out, or I get a cigar and she yells.”

Obviously, what he described does not constitute a discussion. So she was asked, “Of those three things that your husband mentioned — cigar smoking, bowling, and cards — which do you like the least?”

“Well,” she said quietly, “cigars make me ill. I really can’t stand the smell of them in the house. I don’t like him to play cards because he stays out till early in the morning and when he loses he’s a grouch for two days. Bowling gets him excited and he can’t sleep when he gets home, but I guess of the three, cigars is the worst and bowling is the best. At least he gets exercise when he goes bowling.”

She was asked, “If he gives up cigar smoking in the house, would you be willing to let him go bowling once every week?”

Her head pumped up and down rapidly. “Gladly. If he would only stop those filthy cigars in the house, he could bowl twice a week if he wanted.”

“Hold on, we’re just talking about once a week right now.” Then her husband was asked, “How about it, sir? You give up cigar smoking in the house, and you get to bowl once a week. Deal?”

He looked at his wife, whose eyes were wide open as she gazed back. He turned to the instructor and said, “But she puts up just as big a fuss over bowling. I don’t want a battle every time I go out.”

His wife was now shaking her head in the negative. “How about it?” she was asked. “The only way this need substitution will work is if you support the new need. He is giving up the need to smoke cigars in the house. You are allowing him the need to bowl. But you must be supportive. You must see the bowling from a positive viewpoint, with a positive attitude. Instead of grumbling when he plays, from this time forward, you must show him that you actually enjoy his going out to bowl. Do you understand that?”

She indicated that she did, and later they reported that their relationship had never been better. But you could have guessed that. When they walked out of the seminar hall, she had her arm around his waist, and he was gently pulling her closer to him.

Chapter 21 Resolving Family Squabbles

Ego is Your Opinion of Yourself

As you've noted in an earlier part of this book, ego, as we define it, is your opinion of yourself.

When you have a healthy ego, you have a good opinion of yourself, and when you have a poor ego, you have a weak opinion of yourself.

When you have a weak opinion of yourself and believe that you are valueless, then you look to outside agencies to enhance that opinion, the supposition being that if other people tell you that you're wonderful or that you're all right, then maybe you are. And so we look for strokes from other folks.

Some people need constant reinforcement and instigate it with childish questions like, "Do you really think I'm beautiful?"

"Does this suit (or blouse) look good on me?"

"Did I really do that well?"

"Do you really think I deserve that promotion?"

"Do you really think that my cooking is great?"

"Isn't this car wonderful?"

"Do you really like my house?"

Those who need this constant building of their egos will respond to the compliment they elicited with something like, "Oh, I'm not, you're just saying that." Thus they demand a seemingly endless stream of compliments.

Then there are those who denigrate their possessions even as they know that you will contradict them. The dialogue goes something like this: "Yeah, the car is all right, but Carl Weatherby has a red one and I think maybe I should have bought a red one."

Or: "The house is fine, I guess. I should have gotten one in a better neighborhood but this was the best I could do."

Or: "I guess I look all right, but I wish my nose was just a trifle narrower." And if you fail to contradict them, there is always that justification, "Ah, what do they know anyway?"

The most difficult area in which to accept a neutral or negative response is within the confines of your own family circle. The closer the family member, the more faith you invest in his or her opinion of you. When you do not get the reinforcement of your opinion of yourself (enhancement of ego) from those who are closest to you, a rift comes about that grows with each such counteraction. Loving and lasting relationships are generally those in which the parties feed one another's egos.

That does not mean that people have to go around telling their friends how wonderful they are. The ego is one's opinion of oneself. To feed that opinion properly you need only see the other person in a positive light as a free and equal partner. This is difficult for some people to do, especially within the hierarchy that is invariably set within the family unit, with the eldest generally at the top position and the youngest at the bottom of the heap.

The eldest is not inclined to give up that position and the youngest has been programmed to believe that the older one is the one to look up to. This often develops into deep, subconscious resentments throughout life.

Albert was Four Years Older Than Drew

Let's take the case of two brothers, Albert and Drew. Drew was born when Albert was four years old.

When Drew was four, Albert was eight, a significant difference in ages. Albert sometimes cared for his little brother, sometimes played with him, and sometimes fought with him. Of course it was never much of a contest as Albert was twice Drew's age.

Time passed and Drew became fourteen years old, Albert eighteen. Drew looked up to his older brother, who was doing all the things that Drew hoped to do one day.

Much of what Drew learned about older boys came from his older brother. In the meantime Albert saw Drew as the kid brother, someone to teach, manage, occasionally play with, and of course always get the better of. Every time Albert taught something to his younger brother, or beat him at something, his opinion of himself (with regard to his younger brother) was enhanced. In addition he was learning new things, things that Drew knew nothing about, almost every day.

More time passes and now Drew is eighteen and beginning to feel his oats, but of course Albert is twenty-two. Albert has graduated from college and is now gainfully employed, while Drew has just entered college.

Drew not only sees his older brother as the one he has always looked up to, but now sees him as a real man as well. One day he will also have a job. But Drew never had a chance to compete with Albert; it was never a contest. And Albert always looked upon Drew as the one who was trying to catch up, but of course never would, because Albert would always be older and wiser.

If you were to say that the programming of this sequence started when Drew was four and Albert eight, then we find that at this point, fourteen years of rather strong sibling programming has set in.

More time passes and now Drew is thirty-two years of age, Albert thirty-six.

Virtually no age difference at all. They are both mature, educated, married men with families of their own. But what happened to all that programming between them?

It is still locked in place in the minds of both Albert and Drew.

Why Family Members Have Problems

Is it any wonder that when family members have problems, they are stronger than, and far different from, the problems between friends or acquaintances? Is it any wonder that the solution to those problems have to deal with a great many deep-seated, strongly programmed, and often subconscious causes?

When there is a squabble between family members, look first for the solution in the area of self-esteem, ego. Look to the opinion the family members have about themselves, and how to enhance that opinion.

When anger, resentment, or jealousy rears up within a family unit, it is much stronger than when it comes from outside the family.

How sad it is when two members of a family who really love one another (and have so much in common to share with one another all of their lives) quarrel. Especially when the cause is some insignificant incident that is usually based on the threatening or perceived diminishment of one or the other's needs.

Friends can be replaced. Family members cannot. When you lose a friend, you can always find another. When you lose a brother, sister, parent, child, uncle, aunt, or cousin, that loss is impossible to replace. Yet there are many family members in this world who are apart because of a few hastily and regrettably uttered words, words that have produced an irreconcilable split in the family unit.

If neither party will seek out a remedy they grow still further apart. Often they love and respect one another and each would vigorously protect the other from outside forces but pride keeps them apart. Although at odds with one another within the family unit, in the context of the outside world the two members will tend to protect and defend one another. Families, towns, countries, races, religions, teams of people — all have egos in that they all have opinions of themselves or their organizations that they will look to enhance and protect.

Two Sisters Argued

A classic example took place in one of our seminars some time ago. It came about that two sisters had argued about some incident, and had not spoken to one another for five years. Let's call them Jenny and Sue; Jenny was the sister who attended the class.

During the seminar Jenny mentioned her long-standing squabble with Sue. She loved her sister and wished that they could get together but neither of them had the capacity for making the first move. The advice she was given was to use our three power words. Three words that would bring virtually any squabbling family member back to the warm, and secure bosom of the family fold.

Jenny said, "Those three words must be "I love you," and I can't say that to my sister even though I do. You're going to tell me to call my sister and tell her I love her, but there's no way I can do that. It's impossible for me to do that."

"No," she was told, "those are not our three words, although they will do. We realize how difficult it is to expose yourself like that."

Jenny was asked about the root cause of the rift, which she did not recall although she thought that an argument about something or other was at the bottom of it. She was told to go to the telephone right then and there, call her sister, and before Sue could respond, say, "Sue, this is Jenny. I want you to know that I've been thinking about that fight that we had and I was wrong."

If she would say those words, we told her, we would guarantee that she would gain a sister. What a cheap price to pay for a sibling. Three words: "I was wrong."

Jenny thought she could do that. But then after thinking about it, she looked up and said, "But I wasn't wrong." At which point the entire class roared with laughter. The glee seemed to clear some of the cobwebs from Jenny's mind and she smiled sheepishly. Then she walked to the nearest phone like a woman with a definite purpose.

She suddenly realized: admitting she was wrong when she felt she was right would make the words even more powerful. In effect she was forgiving her sister for the incident and in doing so was releasing herself from the responsibility of the anger. If her sister stayed mad after Jenny

declared herself the responsible party, the one who was wrong, then that was Sue's problem, not hers.

Her opinion of herself grew as she realized that she was admitting to the opposite of what she really felt, simply to have a sister once again. She walked with an air of confidence toward the telephone to make her call.

Ten minutes later Jenny returned to the hall with a grin on her face, shaking her head in wonderment. She looked at the group of people and said, "You know something? This stuff really works. Now why couldn't I have thought of that?"

Jenny could have thought of that except that her ego kept getting in the way. There are a good many ways to correct a family squabble, but over the years the one that seems to work the best is saying those three words. The usual response to "I was wrong." is a loving one.

What if you do not receive a loving response? Say the response is something like, "You're doggoned right you were wrong, you're always wrong," or "Well, why did you do it? Don't do that again. I knew you were wrong," or any one of a dozen similar responses.

Your answer should be one of forgiveness, for the best way to cut off anger at the source before it takes hold is to simply forgive the other person for those words. If the words seem harsh, it's because harsh thoughts built up during the period of separation.

Once you have taken the step of saying "I was wrong," know that you have separated yourself from the problem, and if you get a response other than a loving one, then it is the other family member's problem and not yours.

You have taken the step. If the wound is healed by your words, fine. If it still remains a sore spot, you have done your best to resolve the problem, You can rest easy with an enhanced opinion of yourself, for you will be the better person for it.

You might want to review the previous chapter and recall the fact that a good relationship requires the filling of some need of the other person. Ask yourself, what does this family member need? Is there any way that you yourself can fill that need? Or can you help the family member to fill that need? If you can, you will find an immediate, positive, loving response.

Chapter 22 Dealing with Negative People

The Benefit of Negative Thinking

The essence of understanding negativity is in the awareness of this fact: Negative thinking is a protection against disappointment.

The negative thinker expects nothing good to happen and is not disappointed when nothing good happens. Most negative thinkers develop early in life, but occasionally the ravages of time chip away at the positive attitude of an adult, and those who are beset by constant disappointment often turn to the protective cloak of negative thinking, thereby avoiding additional pain.

As the negative thinker is never disappointed it would seem that negative thinking has positive results. However, there is a side effect to negative thinking. When one loses the excitement of positive expectations, life becomes dull and bland, a spiceless existence.

When people have nothing to look forward to, no goals and few desires, that dullness creates an apathy that brings with it the depressive state that so many in our modern society are afflicted with. And following closely behind depression is that state of mind that preys on many of the elderly, despair.

Despair is a feeling that what is desired is impossible to attain. When despair comes into people's lives, they care little for anything, feeling that anything they want will be impossible to get. They learn to want nothing and life soon becomes no more than a waiting room for the grim reaper.

Hopefully you are not bothered by this unfortunate affliction, but you may know someone who is. The easiest way to protect yourself against people like this is to avoid them (as suggested by the second rule of happiness, if you do not like it, avoid it). Would that it were that simple! What if the afflicted is a loved one, a close friend, a business associate, or even an acquaintance?

Let us see how a negative thinker is born, for an understanding of this type of person may help you decide to what degree you may wish to be involved.

Birth of a Negative Thinker

Betty W. was six years old and a more exuberant, positive, excited young lady would be hard to find. The world was bright and gay and filled with wonder. Every stroll down the street led her new discoveries. For her, grass was always green, the sky was always blue. When she awakened in the morning, she could hardly wait to jump out of bed to see what new wonders the world held in store.

One day her mother says, "Betty, we're going to the zoo this weekend," and Betty is joyful and animated as she tells her friends all about her impending visit to the zoo. Friday evening comes and her mother says to Betty, "I'm sorry, darling, I know I promised to take you to the zoo, but Daddy has to work this weekend, and we can't go."

Betty is desolate. But with her youthful energy she bounces back and is her old self once again by Sunday. A few weeks go by and Betty's mother says to her joyfully, "Honey, I know we disappointed you about the zoo but this time for sure we're going for a picnic in the park on Sunday."

And Betty jumps into the air with a great “Hooray!” and runs to tell her friends. Saturday comes and Betty’s mother says, “I’m terribly sorry, Betty, but I forgot we’re going to Grandma’s house and can’t go on the picnic.”

Now Betty loves her grandmother dearly, but if she were to weigh going to grandmother’s against a picnic in the park, Grandma would lose every time. Once again Betty is disappointed.

It won’t happen the second time, the fifth time, perhaps not even the twentieth time Betty is disappointed. But one day, when mother says something like, “Betty, we’re going to the amusement park this weekend,” Betty will say in reply, “Aw, it’ll probably rain, Mother, or Daddy will have to work, or maybe I’ll get sick.” And another negative thinker has been born.

Betty has learned that disappointment hurts. She does not want to be hurt anymore and so has figured out for herself that if she does not expect good things to happen, she will not be disappointed when they don’t, and therefore will not be hurt.

Negative People Have Many Disappointments

Understanding that negative people are people who have had a great many disappointments in their life brings you to a better awareness of why they think as they do. It takes a lot of programming and reinforcement through the years to produce a negative thinker. It is unlikely that you are going to turn one around with a few words. You can, however, put them on the road back to the positive mode by reversing the process.

Negative thinkers are born through disappointment. The way to turn negative thinkers around is to make sure that you personally never disappoint them.

Many of our graduates who have loved ones in rest homes or other institutions for the aged have discovered that for the most part an aura of negativity hangs over the place like a cloud of fog, infecting everyone inside. Those who make the attempt to turn someone around face a formidable task—formidable, but not impossible. The feedback that we’ve gotten from graduates of our program tells us reversing the method it took to turn six-year-old Betty into a negative thinker can do it.

Restoring a Zest for Life

Call your institutionalized loved one on the telephone or write and set an exact time that you will be there to visit. Be there at that time. When leaving, make up a strange time for your return visit. Say something like, “Dear, I’m visiting a friend in the neighborhood next Tuesday and I have to leave there at twelve. I’ll be here to see you on Tuesday at twelve-seventeen.”

Make sure that you both have the same time, and make doubly sure that you’re there at precisely 12:17 for you can bet that they will be staring at the hands of the clock from the moment twelve o’clock comes along. It will take awhile, but one day your loved one will begin to come back to life. “You know,” you might hear, “the food tastes a little better.” Suddenly, appetites begin to return, not necessarily just for food but for experience, for change, for a grain of excitement.

It’s unlikely that negative thinkers will turn into Pollyannas, but your goal should be to carry them as far from despair as possible.

What of those people you feel are impossible to change? Or those people who are not loved ones but who you do not wish to avoid, for whatever reason. If you simply avoid a negative person, then of course you've rid yourself of the problem.

Using the same method of not disappointing them until they are secure with you, you may well find that their negativity is confined to those outside the sphere of your relationship.

Determine the relationship between yourself and the negative person. It may be that you have a subconscious need to torment yourself due to some recent or long-forgotten guilt. (See Chapter 8, "Guilt and Self-Forgiveness.") If not, change them, you have the technique.

All people have problems that you are not aware of, problems that affect their viewpoint, attitudes, and expectations. You will be better equipped to help those people as well as yourself by using the visual images of the positive thinker and our dynamic Positive Thinking methods.

PART SIX

Power Business

Chapter 23 Setting and Achieving Goals

A Sound Business Metaphor

When you want to grow turnips, you start by getting some turnip seeds. You then find a plot of soil, prepare the ground, dig a hole, put in the seeds, cover them up, water them, and fertilize them. Then nature takes over and the seeds sprout, grow, and eventually produce your turnips.

The plot of ground that you plant the seeds in should be in a location that gets lots of sunlight, for if you plant the seeds in a cellar you will find the seedlings stunted and the growth arrested, if indeed they grow at all. If you do not see to it that they get water, they will die. If you put them into uncultivated hard ground, they will not be able to break through the crust of earth. Neglect to fertilize them and they will grow poorly.

It takes a bit of thought and preparation before you can turn a turnip seed into a fully mature turnip, and so it is with programming goals. As it is with seeding, so it is with programming; both are desires for a specific cause to manifest into a specific effect. How does the seeding process apply to people?

Mark Learns Piano

Mark Harper was sixteen years old when he decided that he wanted to play the piano. He asked for and got a piano from his parents after promising to take lessons and practice diligently. (The decision to play was the decision to acquire the seeds. The goal was set.) The piano arrived. (And so he had the ground that he wanted to plant the seeds in. But it was still dry, hard, shady ground.) His parents lined up a piano instructor for Mark, so now he had his seeds.

The day he began his lessons was the day the ground was prepared and the seeds planted. (He now had to nurture them, to water them, and to fertilize and weed the seedlings as they took root and grew.)

He diligently practiced every day, for unless he went forward daily, he felt that he would slip back a bit. (A few days without water would not kill the seedling turnips, but it might stunt them.)

As he practiced he learned new things and developed new ideas about music. Each new plateau showed him how much there was still to learn, and the more he learned, the more he would appreciate how infinite knowledge truly is.

As his capacity grew so did his appetite; and the seeds — prepared, planted, and nurtured — grew to magnificent fruition. At the age twenty-two, Mark H. gave his first professional concert and was rewarded with accolades and applause. He had seeded his future properly.

Benson Dreams of Piano

Benson Kaplan was a different story. Benson was also sixteen when he decided that it might be nice to play the piano. Every time he saw or heard anyone playing the piano, he imagined that he was playing. He daydreamed about it and badgered his mother with requests to buy a piano. Finally she purchased a spinet. It sat in a corner of the living room, and every now and then Benson sat down and banged out something like a tune.

One day his mother arranged for an instructor to teach her son the basics of piano. But Benson always had something else that he would rather do than go to a lesson.

He practiced every now and again, but instead of concentrating on the now, on what he was doing, he fantasized about being a great pianist. (He had acquired the seeds, but had thrown them on top of the ground with no preparation, no nurturing no water, and in shady ground. The turnips never had a chance.) All his life he had a desire to play the piano. But he just didn't have enough motivation to take proper care of the seeds.

Metaphoric Goal Setting

The seeding of cause for desired effect is quite simple and can be summed up with five rules.

1. Decide what you want to plant and acquire the seeds. (If you purchase carrot seeds you will be disappointed if you expect turnips to sprout.)
2. Prepare the ground. (Professionals take more time in preparation than they do in the actual work. The amateur looks to cut corners and skip preparation. You must break up the soil, plow the ground, hoe it, scatter nutrition, and water it if you expect a bountiful crop.)
3. Plant the seed. (Begin. The seeds will not sprout in their envelope or in your pocket. There's no need to concern yourself with whether or not they will germinate and grow, for if you do not plant them, they will surely not grow.)
4. Tend it. (You must weed, thin, water, and fertilize if you expect a good strong crop.)
5. Harvest. (The ideal time to harvest the crop is at its peak. This is the time when you must pick the fruit of your toil and enjoy it.)

When you do this seeding exercise, go to level and decide what goal you'd like to program for. The five rules to a good crop constitute the procedure you'll follow to attain your goal.

Let's say you've decided to program for painting your house. First you will see yourself acquiring seeds, in this case the paint, roller, and brushes. You will then visualize yourself preparing the ground, or preparing for the activity that you are programming for.

Visualize yourself covering the furniture, scraping where necessary, masking off windows, removing doors, and moving books, pictures, and furniture. Next, visualize yourself planting the seeds: see yourself beginning. The furniture is rearranged, the masking tape is up, and the plastic tarp had been laid; you start painting.

Finally, mentally see yourself picking the fruits of your labor. Picture the paint job finished, the furniture put back, the house looking fresh and well kept. Whatever goal you are programming yourself to attain. Picture yourself having made it part of you; you're satisfied with your involvement and in total control to continue or to change whenever you chose. Seeding is an excellent method of motivating yourself to be goal-oriented and to complete jobs you've started.

Chapter 24 Power Communication

Yin and Yang are Necessary but Have no Values

The principle of gender states that all things have masculine and feminine aspects and that the masculine is the outgoing, the instigative force, while the feminine is the incoming, the receptive, the creative force.

These forces are basic, intrinsic to everything from the smallest molecule to the universe itself. These forces, which some call “yin” and “yang,” carry no values; neither one is good or bad, but both are necessary parts of all existence. Nor do the masculine and feminine forces have anything to do with the male or female sex, although man and woman are manifestations of the law of gender on the physical plane.

Communication is easier to understand when applying this principle. When you speak with someone, you are, to some degree, in the masculine or outgoing mode, and when you’re listening you are in the receptive, the inflowing, the feminine mode.

To understand, indeed even to hear what the other person is saying, you must be in the receptive/feminine mode.

To have others understand what you are saying you must be in the outgoing/masculine mode. Just as a magnet will attract another magnet when the outgoing/masculine/positive pole is put together with the receptive/feminine/negative pole, so it is with communication. If you were to speak from the receptive mode to a listener also in the receptive mode, you would get a repelling force. When you put the outgoing with the outgoing, you again have a repelling force. To get adherence (communication), you must have positive with negative, the receptive with the outgoing.

When two people are attempting to communicate and both are in the outgoing mode, when each has something to say and is eager to say it, there is no communication and therefore no understanding. When two people are in the receptive mode and they each wish to hear what the other one has to say, then again, there is no communication. For there to be any effective movement of information between two people, the speaker to some degree must be in the outgoing mode, and the listener in the receptive/inflowing.

You will find this principle at work in all forms of endeavor — in writing, painting, and all of the other arts; you’ll find the principle at work in sports, in business, and in all the professions. To locate this force you only to be aware of its existence.

Popular Leaders Develop a Strong Outgoing Force

Popular leaders have developed a strong outgoing power force when speaking. Immensely masculine, sending out a heroic force, they overcome the masculine energy fields of the crowd and switch them to the receptive. (It’s worth repeating, for emphasis, that this has nothing to do with sex. A woman can project the masculine, or outgoing, force just as easily as a man.) New lines of communication open and great masses of people are swayed by the charisma of the speaker. Charisma is an extremely strong outgoing force.

As in all things, the degree of the force varies. Two speakers, both essentially the same but one of them in better command of the audience and so displaying a higher degree of the outgoing power, will have different effects on the listeners. By better command, we mean a strong sense of self-confidence, which in turn usually comes from knowledge of the material, practice, and previous exposure to a similar circumstance with a positive result.

There are also those who have a strong sense of self-confidence for other reasons and whose strong ego manifests as charisma.

Notice how the people you find to be charismatic and influential seem to be in command. There are salespeople, attorneys, stockbrokers, accountants, doctors, politicians, and coworkers who cause you to do something without question, or perhaps to question it but do it anyway. If they have any degree of control over you, you can bet that they have the outgoing force about them (at least with respect to you.)

Edward LaMonica, a recent student at one of our seminars, heard this information and said that he suddenly understood one of his employees who had him totally confused. The sales manager for a major encyclopedia firm, Edward supervised an incredibly successful salesman by the name of Big John Jones. Big John was six feet seven and weighed 325 pounds, he was a very impressive sight to behold. It seemed that nearly every time he made a call, Big John sold a set of encyclopedias.

Big John was the Best Worst Salesmen I've Ever Seen

Big John was so successful that Edward decided to make him head of the outside sales department and train other salespeople. The first day a man went out with Big John he reported to Edward that Big John was a mediocre salesman and that he didn't want to go out with him again. The man was asked if Big John sold a set of books. "Yes," he was told, "he sold a set. But I don't know how he did it. He's one of the worst salesmen I've ever seen."

Needless to say, Edward did not lend too much credence to that report. The next day he sent another man out with Big John. The second man gave the same appraisal of Big John's selling ability. Edward asked if he sold any books. "Yes, he sold a set. But I don't know how; he gave a lousy presentation."

Mystified now, Edward decided to accompany Big John that evening while he went out on a call, and sure enough he heard his prize salesman deliver a rambling presentation, an inept close, and a sale of a mid-priced bound set of encyclopedias.

How Big John Did It

But Big John was such an overwhelming masculine presence, Edward came to realize, that he was causing his clients to switch to the receptive mode and surrender at the sight of him. When Big John rang the doorbell, the client would come to the door, take one look at that mass of towering masculine strength on the doorstep, switch to the inflowing feminine mode, and surrender. With Big John not only physically outgoing but also confident of success, he had only to ask for a signature to make the sale; his presentation was incidental to his close. Edward said that he actually got a call from a woman one day who asked, "Your man was at my house last night and I bought something. Tell me, what did I buy?"

Have you ever purchased something you did not really want just to get away from a salesperson? If you did, you can bet that you were in the feminine/receptive mode and the salesperson was in the masculine/outgoing.

There is a way to control this force.

The next time you're dealing with a salesperson (or for that matter, with any domineering person), recognize the fact that successful salespeople are always in the masculine mode. For you to be in a buying spirit, you must be in a feminine mode. You can switch yourself to either mode. If you wish to listen to the sales presentation, imagine that you are in the receptive mode, with things coming to you. Picture the incoming ocean tide, or someone throwing a ball to you, or a car driving along a street toward you, anything that is incoming relative to yourself. See yourself purchasing the product or service and being happy with it.

The Best Test Taker in the Country

You can see how useful this would be to students listening to an instructor and wanting to retain the information. A student who is sitting in a classroom and thinking about other things is usually in the outgoing mode, and is getting little from the teacher's lessons. To switch to the receptive so as to have a better understanding and superior retention of the material, (and maybe become the best test taker in the country,) the student should consider incoming things.

Controlling Salespeople

If you would like to have more control over the outgoing mode and to stop the receptivity, switch to the masculine. First, visualize a protective shield between yourself and the person you're dealing with. This shield absorbs all the incoming masculine energy before it can envelop you. Next, visualize yourself in the outgoing mode. Picture yourself speaking forcefully. Picture things going away from you; imagine a train, a rocket, a boat, or any other vehicle moving away from you. See yourself in action — perhaps turning your back on the person, or walking away, or closing the door on the man or woman in front of you. Most physical actions put you in the outgoing mode.

If it is a salesperson whose outgoing mode you'd like to control, remember that you are in charge; you need make no excuses for declining to purchase anything. Say, "No, I've decided that now is not the time," or simply, "No, I do not want it."

If the salesperson asks you any question, such as why not, and you answer the question, you will place yourself back in the feminine mode. You do not have to justify your reasons. You do not have to have any reasons. Your answer to the question should simply be, "I just don't want it, no reasons." It's as simple as that.

We recognize that sometimes it is difficult to get away from the clutches of a forceful salesperson or an overly aggressive family member, friend, or colleague who is in the masculine mode, especially when you find it difficult to get out of the feminine mode. Here is an easy technique for you to use.

You have just visualized a force leaving you, an arrow being shot from a bow, a rocket going away from you, a car racing away, or anything outgoing. Then you have said to the salesperson, "I've changed my mind, I don't want it."

At this point you will be asked what made you change your mind, or why don't you want it, or any question to keep you engaged. It doesn't matter what the salesperson asks; answer any question by responding, "Why do I have to answer that question?"

And you will see someone practically melt before your eyes. To understand your question, the salesperson will have to switch to the feminine/receptive mode. When that happens, any power he or she had over you has banished. Then you may smile nicely and leave.

All forceful people are outgoing. Who's the outgoing/masculine force in your life? Your mother-in-law, spouse, boss, parent, child? Most authority figures are seen as masculine forces, and we tend to switch to the receptive when in their presence. Use your knowledge of the forces of gender to control the masculine and feminine modes within yourself and to understand and enhance your communication with others.

Chapter 25 Power Business Success

Ten Crucial Areas of Success

In this chapter we'll cover ten areas crucial to success in business: motivation, advancing company goals, developing clear thought, taking effective action, sales, overcoming the fear of rejection, brainstorming for new ideas to promote company success, relaxation and stress management, the positive salesperson, and building a dynamic, ambitious, goal-oriented company team.

You might think that this is an ambitious project to handle in one chapter. But as you'll see, most of these ten points relate to concepts already covered in previous chapters. When you put all ten points together, you'll find that whatever business you are in, including the business of working for someone else, they will help your future endeavors.

1. *Motivation.*

If you view problems as challenges, and goals rather than overwhelming burdens, you'll find yourself taking action more readily. Procrastination, the opposite of motivation, stems from lack of desire. To motivate yourself, you must enhance your desire. (See Chapter 18, "Motivation and Procrastination.") There is no such thing as failure, only learning experience, and therefore no reason for you to put off doing whatever you wish to motivate yourself to do. If you fear failure, change your attitude. It's a learning experience. Nothing to fear there.

2. *Advancing company goals.*

Before you can advance a goal, you have to determine what that goal is. Write down all of the goals for your company with the desired completion dates. Go to level and visualize the positive end result of the goal accomplished. Bring in mental images of how the success of the goal stimulates new ideas for company growth. Use the Golden Image technique to enhance the imagery, you are sending out an energy force, strengthen it. Remember to date your goals. When do you wish the goal to come to pass? By what date?

3. *Developing clear thought.*

Clear thought is developed by concentration on a particular thought to the exclusion of all others. Geniuses of the present and past had the ability to concentrate totally. Among the many stories about Albert Einstein is one that has him walking down a path in Princeton when a colleague stopped him. After a brief conversation Einstein asked the fellow, "Tell me, when you stopped me, was I heading away from my home or toward it?" His colleague replied, "Why, away from it." Stroking his chin thoughtfully, Einstein said, "Ah, then I've already had lunch." Now that is concentration of thought.

How can you gain such concentration? Through first-stage meditation, as described in the first chapter. Once you are at your meditative level, then and only then should you develop the idea that you are utilizing the meditation for. To further clarify the thought, bring in the enhanced visualization of Golden Images.

4. *Taking effective action.*

Business success depends on carrying out actions designed to stimulate the business. You cannot take effective action unless you take the initial action. Nothing on earth has been accomplished that has not had a beginning. The only true failure is not to begin. For beginning that action and then ensuring its effectiveness, we recommend reading Chapter 18, “Motivation and Procrastination”; and Chapter 23, “Setting and Achieving Goals”.

5. *Sales.*

Now we come to a very concise sales course. We will assume you know your product and can give a presentation about it. Let us say that the presentation takes 90 percent of your time. That allots 10 percent to sales, and by sales we mean closing the sale. For unless you can close the sale, you are a conversationalist, not a salesperson.

When you complete the presentation, you must qualify the customer — that is, induce them to affirm their desire for your product. To do that, there must be a qualifying question. This is not the same as the pre-qualification, when you discover whether or not they like and can afford your product. There is no point in trying to sell a \$100,000 BMW to someone who has no money saved and earns \$600.00 a week. After the pre-qualification and presentation comes the time for the qualification.

The Most Effective Qualifying Question on Earth

The qualifying question is this: “Mr. Prospect, would you appreciate having this product (this service, this whatever) if time and money were not a consideration?”

When customers answer yes, they have taken mental possession of the product. All you have to do at this point is to wrap up the sale by showing them how to purchase it.

After getting a positive response to the qualifying question go right into the close. Do not go back to the presentation or you’ll lose the sale.

If they say no to your qualifying question, you might just as well wrap it up, for you haven’t done your job in the presentation or in pre-qualifying them. If they don’t want to buy, do not waste any more time with them. You just asked if they want the product or service free, with no time constraints. If they say no to that, then nothing you’re going to say will sell them.

The qualification is vital to all sales presentations, because once customers have taken mental possession of a product, then in their own minds they already own it. When you asked that question, a visualization of them owning the item flashed in their minds; mentally they already own it. When you get a yes to your qualifying question, assume that you have the sale and write up the order.

If there are any objections at this point, it is usually because the customer does not know how to go about buying the product. Your job is to make it as easy as possible. We’re going to refer to two methods of sale. One is called “purchasing on a minor issue.” The other is “not giving them the option to say no, commonly called the double bind.”

First, purchasing on a minor issue. Whatever you are selling, have something else available at an extremely low price by comparison and make sure that it goes along with the item for sale. If you’re a car salesman selling a \$35,000 car, for example, see to it that you have a selection of hood ornaments or special hubcaps for the customer to choose from. The hood ornaments, let’s say, cost \$10 for a silver one and \$25 for a gold ornament. After they have said yes to your

qualifying question but before you write up the sale for the automobile, have them pick their choice of ornament. Offer them a variety to choose from — silver, gold, large, small. Do they want the silver for \$10, or the Gold for \$25? When they have made their selection of the \$10 or \$20 ornament, they have also bought a \$35,000 car.

If you're selling a suit of clothes, see to it that there is something that will go along with it, say a shirt or a tie. "Here are two ties that are just perfect for that suit. The blue one is fifty dollars, the red one just twenty. Which tie do you prefer?"

When he picks the tie, he's bought the suit. Write it up. Do not go back into the presentation.

The Double Bind

Regarding the second method, how do you remove their option to say no? For one thing, do not ask your customer, "Would you like to buy this?" If you do, you are opening yourself to the easiest response, "No." If you're selling something, whether it's a product to a customer, or a service to a client, always speak in a way that makes it difficult to say no. You do not give the customers the option of saying no.

Say, for instance, you're selling a couch. After you've pre-qualified your customer and asked the qualifying question, see to it that you show two or three colors. Then, instead of saying, "Do you want to purchase this couch?" you put it in this manner: "Would you like the red couch or the green couch?"

Would you like the brown pillows or the white pillows? Do you wish it delivered on Tuesday or on Saturday? Are you going to pay by check or by credit card?" Always give them a choice where the answer cannot be no.

One Egg or Two

A woman who worked in an ice cream shop did very well selling eggs in milkshakes. Her business boomed because there was a great deal of profit in selling the eggs. No one else ever sold an egg in a milkshake, but she invariably did.

She asked a very simple question to the purchaser of every milkshake. When someone sat down and said, "I'll have a chocolate milkshake," she'd reply with enthusiasm, "Yes, sir, would you like one egg or two in it?"

She sold a lot of eggs in milkshakes.

6. Overcoming the fear of rejection.

If anything is the bane of the sales professional, it is the fear of rejection. To overcome this fear, read once again the story of Shawn and changing your viewpoint in Chapter 2.

Read about self-esteem in Chapter 10; and then read the story of Friend and Hostile in Chapter 13, which deals with changing the past self's image.

With your understanding of the concepts, you'll soon find that rejection is only a word for you in a dictionary.

7. Brainstorming for new ideas to promote company success.

Brainstorming requires more than one person. Get as many people involved as you can, up to a dozen. Have everyone sit around a table and have them come up with any idea that they can think of to advance the company goals.

Nothing is to be laughed at. Fantasy is fine. One thing leads to another, and inside of half an hour you will find suddenly the brainstorming pays off with an idea that will benefit the company.

It is important when brainstorming to have everyone understand that anything at all that might enhance sales can be proposed. No matter how ridiculous it seems, every idea will be thought about and discussed. You will find this a great trigger device for ideas and creative thought.

Positive Thinking graduates can go to their meditation levels and gather a mentor group of famous, successful people to help in the brainstorming sessions.

8. Relaxation and stress management.

Make it your company policy for all employees to take a fifteen-minute relaxation break every day. Have them go to level at some convenient time. You will find an immediate increase in productivity and creative ideas. If you work for someone else, make it your own personal policy to go to level at least once each day during work hours.

9. The positive salesperson.

Teach all sales personnel the value of positive thinking. Get them to compete with themselves. Set positive goals for them to increase the percentage of their successful sales or to see more customers. (See Chapter 10, "Self-Esteem.")

10. Building a dynamic, ambitious, goal oriented company team.

Have your entire team read this book and you will create a dynamo of enthusiastic, ambitious salespeople. After they have read and discussed *The Power of Self Mind Control* material, gather them all together for a creative brainstorming session.

By following all ten points, you will find your business acumen increasing and your limitations disappearing. If you have a viable idea or business, these pointers must help you to be successful.

It is always better if you go over any tip, idea, or point of interest at the meditative Alpha level of mind before making any decisions. After reading each of the ten points go to level, consider your thoughts about that particular point, and then act on your decision.

Chapter 26 Your Personal Business

Business Could be Just for the Love of It

Business is defined as the occupation, profession, or trade in which you are engaged. Look at your occupation as your business. With what are you occupied? What is it that consumes your time — self-employment, a partnership, a corporation? Your business could be commerce, manufacturing, wholesaling, retailing, or a service. Teaching could be regarded as business as a teacher is occupied in education. Selling and buying is a business.

Likewise, business could be a thing that you do just for the love of it or anything that keeps you occupied. Housekeeping could be your business if you are a homemaker; typing and filing if you are a secretary; hairdressing if you are a beautician; care of people if you're a nurse or caregiver. Writing could be business to an author, painting or sculpting to an artist.

Whatever your business is, it should be recognized for the integral part it plays in your life. You should do your best to make this activity stress-free. Be happy, be joyful, and enjoy your business. An important way to live a happier, more joyful, and longer life is to avoid stress. The best manner in which to avoid stress is to work at what you truly enjoy. If you do not like your business, then you should choose either to change your business or to adjust your attitude.

How can you improve your business so that you enjoy it more, so that you can work with a greater feeling of joy and gain? First, develop a more positive attitude toward your business by developing new and affirmative goals which, when acted upon, will create a fresh enjoyment and exciting enthusiasm for you.

Begin thinking of what those goals would be. Many people avoid starting new ventures because they are afraid of failing, not realizing that the only real failure is in not starting in the first place. For not to begin is never to finish and, hence, not to succeed. There can be no success if there is no beginning, as there is no birth without conception, no eagle without an egg, no plant without a seed. If you do not start, you have already failed.

Thomas Edison Never had a Failure

There can be no failure once you have begun when you understand that lessons can be learned from every experience. Thomas Edison, when working on experiments that led to the electric light bulb, had more than a thousand “failures,” or at least that was what his contemporaries said. When asked by a colleague why he continued his pursuit of the elusive filament after so many failures, he replied, “Why, we have not had any failures. We now know of a thousand things that do not work.” Successful people see each “failure” as a learning experience.

To improve your viewpoint of your business, strive to become more creative in the things that you do. Creativity results from self-generated impulses under your control. The outer conscious self is capable of stimulating the inner self into obeying its orders.

By simply saying to yourself or, more to the point, to your inner self, “Today I will be more creative”—or if you prefer to identify your inner self, “Today we will be more creative!”—wheels will start rolling, producing the creativity you desire.

Creativity can be enhanced and stimulated by placing the thumb and forefinger of your stronger hand together and thinking the words, “I am going to be more creative; I am more creative.”

By being more creative in your occupation, you will find your awareness increasingly heightened; you will be like a butterfly emerging from a cocoon as you establish more expansive and ambitious goals for yourself.

What is the height of your desire with respect to your present occupation or business? Consider what you would want out of your business if you could gain the ultimate. Now imagine ten times that ultimate. Remove all feelings of doubt and limitation. What would be the very highest conceivable form of the occupation with which you are involved? If you are a sculptor, it might be that a piece you have completed has been chosen to represent the entire world; it might be that you, as a sculptor, have been chosen to represent the entire galaxy or the whole universe and that beings beyond our dimension are interested in your work.

Allow your imagination to run free. If you are a business person, think of the ultimate, removing all restraints from your imagination. Take it beyond the local, regional, national, the international scene. What is holding you back? Where do your limitations lie?

No Limitations

Ask yourself this question: “If I had no limitations whatever with respect to my business, if I had unlimited funds, if I had worldwide contacts, both social and business, where would my occupation lead, in what direction would it grow, into what would it evolve? Think about your ultimate goal.

Think about a goal that would be the ultimate if all these forces were at work. Now that you have established a top goal, you can structure your desired goals. How far are you now from your ultimate goal?

Build yourself a symbolic ideal. Draw a pyramid on a piece of paper. The base of the structure represents where you are at the present time; the peak of the pyramid is your ultimate, idealistic goal.

This ideal, however, is never attained. It is something to strive for, not to reach, for the closer you get to the ideal, the more the concept of the ideal changes. Knowing that the ultimate goal is something you will never reach enables you to set other goals that are reachable. Climb your pyramid a stone at a time, setting realistic goals; each plateau you reach enables you to visualize and gain the next.

Let us suggest that the figure of one thousand represents your ideal — one thousand words, services, thoughts, people, or whatever. This represents your unreachable star. At present, let us say that you are at the figure three. Your immediate goal is to get into the area of ten, and then the twenties, thirties, and forties until you reach the number one hundred.

When you reach one hundred, you strive for one hundred twenty-five, one hundred fifty; your next goal is one hundred seventy-five, then two hundred, two hundred fifty, three hundred, and so on. Whereas one thousand seemed inaccessible when you began at three, it has now become very accessible at three hundred.

When it happens that you do reach seven or eight hundred, you will find that the one-thousand goal is no longer your ideal; it will have changed as you have changed.

As you have grown and now find one thousand reachable, your ideal becomes five or ten thousand. Whatever these numbers represent to you, the way becomes easier when you seek to do just a bit better than you have done before.

A building is built a brick at a time; a book is written a sentence at a time. It is difficult for a nonwriter to conceive of a finished book, but not the finished sentence; if the book represents the ideal, the sentence is the beginning. If the building is the ideal, the first brick is the beginning. Without a beginning, there can be no successful ending; there can be no resolution whatever.

Consider the reasons that you have not begun, if in fact, you have not. Could it be that the dream is more desirable than the attainment of the goal? After all, the dream in itself requires no work, no beginning, and no struggles toward plateaus; the dream generally begins with the ideal.

With the dream there is no failure; of course neither is there success. By not starting, the dream remains intact. Taking the first step turns the dream into reality. Does the thought of the dream being destroyed overcome your desire to begin? Think about what it is that keeps you from taking that first step.

Reflect on motivation or the incentive to act. Utilize the principle of polarity by thinking of the opposite of motivation, the absence of incentive, or weak desire or procrastination.

If procrastination is your problem, it remains for you to build desire by identifying and understanding one's values and goals, by developing an ideal and reaching for it.

One of the problems that many business people have, in whatever occupation or profession, is that of decision-making. Many times, the right decision is not that far from the wrong one and the only really wrong decision is not making a decision at all. If you have a decision to make and the ultimate outcome of that decision will not influence your ideal, what is the real significance of that decision?

Get into the habit of instant decision-making and you will find it a powerful force in your race to the top.

The Captain of Industry and his Beans

Once there was a captain of industry who had the reputation of instant decision-making. When one of his executives would come to him with a problem, he would think momentarily, one hand in his jacket pocket and the other rubbing his chin, as he stared at the ceiling. After a moment more, he would look into the eyes of the one asking for advice and give a negative or positive answer with such authority that the man would leave shaking his head in wonderment at the supreme confidence of his boss.

Time and again, his ability to make immediate decisions helped the company to achieve new heights in that industry. Stories were told about his uncanny ability to make the right decision instantly. His reputation grew until the aura around him was almost mystic.

One day the head of his marketing department came to him and laid out a new campaign. The captain of industry looked at the projections, asked a few questions, thought for a few moments, and said, "Yes, let's go ahead with it." Another time he was asked about a problem with the company cafeteria. Suggestions were made about moving it to another area. He asked a few questions and said, "Leave it where it is."

Instant and emphatic decisions, no hemming and hawing, no procrastinating, never a request to sleep on it, and always a definite answer in moments — his reputation grew to the point where he was looked upon as a seer. Other executives envied his ability and, on the day of his

retirement, one called to ask his secret. He politely requested that his response be kept within the confines of the company. The new chief executive officer, as he took over the position, asked the retiring CEO for the secret. When they were alone in the office, the retiring chief executive officer smiled at the new CEO and said, “Beans.”

The new officer looked quizzically at his friend, thinking he had not heard correctly. “One more time?” he said.

“Beans” was the reply.

“Beans?” the new officer asked. “I don’t understand.”

The retiring executive pulled a handful of beans out of his pocket and let them fall from one hand to the other and then put them back in his pocket.

“I discovered a long time ago that when I put off a decision, the problem invariably got worse. So I devised a method of making an instant decision. I got a pocketful of beans and whenever I was asked for an answer that could be answered in the negative or in the positive, I would reach in and grab a few. I counted them out with my hand in my pocket, and if the number was odd, I would say “no”; if the number was even, my answer would be “yes.”

“You see,” he continued, “it really didn’t make any difference what I said; the thing that did make a difference was making the decision. Oh sure, I was wrong sometimes, but, right or wrong, the decision was made and I could put my energies into something of real importance.”

“Beans,” the new executive said, shaking his head.

The retiring executive reached over to the new CEO, who stood with hand stretched out, and spilled a handful of beans into the new chief executive’s hand with a smile, saying, “Here’s your ticket to a great reputation Bob. Use them wisely.”

And with a shake of his head, he left the office for his well-deserved retirement.

PART SEVEN

The Power of Change

Chapter 27 The Challenge of Change

Feeling Safe and Secure

The processional caterpillar was first noted in 1855 by a French entomologist. He put a number of the caterpillars on the rim of a flowerpot and they followed one another around and around, the head of one following the back end of the one in front.

Round and round they went, not stopping, not slowing, just moving along around and around the rim of the bowl. They were placed in a one-dimensional world. They no doubt felt safe and secure as they were in that world with their own kind. As long as they followed the one in front of them they were going somewhere. But where can you go in a one-dimensional world?

One Small Change Would Have Done It

Round and round they went, until.... After a week of walking along what to them was an endless, straight road — fatigue, languor, starvation, and exhaustion set in and one by one, they fell off the rim and died. They never learned that all they had to do was to make one, small change. They had to step off one small part of an inch, a millimeter, a centimeter to the left or to the right and they would have been all right. They would have suddenly been in a two dimensional world and their lives would have changed.

Many people who should be living in a three dimensional world are blindly following other people around. Following their past programming by parents, by teachers, by friends, by institutions, both educational and religious. How many are blindly following other peoples choices simply because it's the easiest thing to do. The familiar, comfortable way is to stick your nose behind someone else's ideas and follow along like the processional caterpillar. Is it possible that there are processional human beings? Let's hope that you are not one of them. But then, how can you know?

When was the last time you looked to see where the line was going? It may well be going in the direction you want to go, it may be going in the direction you yourself would choose, if that's so, fine, follow along. But if it's not, then get off the rim. Stop following. Make a change.

We do know that you have choices. There are always choices in life. No matter where people find themselves there are always options. What you choose is what puts you on the road to where you wind up. Choose mediocrity and you will wind up with a mediocre life. Reach for the moon and who knows, you may deliver the stars.

That's what The Power of Self Mind Control is all about. We delineate your choices and offer you specific techniques to attain the options you choose. We show you the way off the rim of the flowerpot. We open the world to its three-dimensional state.

I recently completed a book about Joe Brandt. (Journey, October75 Publishing) Joe is a survivor of the Holocaust. He was fifteen when he was captured and sent to a concentration camp to die. Everything was taken from him, his family, his friends, his freedom. He didn't follow the line however, he survived.

Not only did he survive, he flourished. He came to the United States when he was eighteen years of age after years of torment. He didn't speak a word of English and he had no mentors to help him. But the one thing the Nazis could not take from him was his freedom to choose. Joe chose to survive and to flourish. He made many changes in his life.

He became a multi-millionaire and recently completed the Holocaust Memorial in Palm Desert, California, commemorating the past event.

Every successful person on this planet, every one who can look back and say to themselves I'm glad I'm where I'm at in life has made choices to put themselves there. And so can you.

The Power of Self Mind Control can be the catalyst to spring you to that good place. But it's up to you. You must first want it. You must first choose.

Virtually Everything Involves Change

Programming, goal setting, success, failure, fear, relationships, marriage, divorce, confidence, buying selling, events from birth to death, all are factors. Change is the single most important element in everyone's life.

The conservative thinker detests change, the status quo is comforting, the liberal seeks to change everything being disenchanted with things as they are.

Nationalistic and religious groups treat change as they would a viper in bed, yet they proselytize outside their groups demanding that others change. So long as they change to their way of thinking. But when you accept someone else's opinions and beliefs you must of a necessity give up your own—not necessarily the optimum thing to do.

Those who do not think of themselves as being at either end of the spectrum generally do not consider change at all, even though it is the one consideration everyone should have in mind.

Change, when instigated by one's self, is growth, expanding and evolving. But what constitutes change? In one respect everything that we think or do changes something, therefore everything is constantly changing. The very flow of time changes things. The trick is to control the changes in life. But how?

We seek to instigate desired change by programming. The question is why doesn't programming always work? Why, if programming is so effective do I have to do so much of it? And, how can I use programming to instigate cause for a change that will benefit my life?

Think now for just a moment — consider the major decisions you've made in your life. Decisions related to business, relationships, or raising money. Also, there are family decisions, health decisions, investment decisions, and decisions that seemed minor at the time you made them but that reached into your future and had a major effect on your life.

Think how those decisions would have been different if you had considered all aspects, both positive, neutral, and negative, when you decided to do, to marry, to go into business, to invest, to move, to start or to change something in your life.

Change is Growth

To prove this — reverse it. Growth is change. Can you even imagine something growing, without changing? All growth is change. Everything is constantly changing. Is it good, or bad? That depends entirely on the attitude of the individual.

You're About to go Through Change in Your Life

You're going through a transitional time in your life and you are not sure about what to do. It's a major turning point. Whatever you decide will affect the rest of your life, as well as the lives of other people, some of whom you know and some of whom you do not yet know. You must determine whether this change will be a benefit for you and your loved ones. There will be an effect on your future even if you do nothing.

If you do nothing, things will continue as they are. Think about that. Do you want things to continue as they are? Look at your current situation in two ways, from a positive perspective and then from a negative perspective.

First, imagine the present continuing as it is now, but sense yourself accepting conditions; imagine yourself seeing the positive nature of all the things that are disturbing at the present time.

Imagine the way things will be if you allow them to continue with no changes. What are the positive aspects of that eventuality?

Next, view the negative side of all the things that disturb you at present. Imagine your circumstances if you allow them to continue the way they are now. What will be the outcome of this continuation?

Think Back to When the Problem Developed

Think back to a period in the past when the problems you seek to resolve first developed. Was your viewpoint different then? Do the things that disturbed you then leave you unconcerned today? Have you yourself changed? Change is growth. If you have changed, consider the fact that you may have matured and outgrown your old needs.

Project yourself into the future and imagine what it would be like with an entirely different situation. Will you be happy with this new situation? Would your loved ones be happy with this new situation?

Change involves establishing new patterns and breaking the old. An established pattern, or habit, is comforting because it is familiar (even when there are unwelcome results.) It's easy to attach yourself to comfort. In addition, familiarity carries a measure of security; you feel secure because you know the territory.

Repetition of any activity breeds familiarity. When you do a job you're familiar with, it becomes routine. Routine is comforting because you know what's ahead.

Just as a child (who undergoes constant change and growing awareness) requires a familiar object about at all times, so does the adult. The only difference is in the type of object.

It takes a great deal of maturing before the child is willing to let go of the familiar object. It doesn't matter in the least that the object may be unwashed, smelly, scratchy, or full of lumps.

What does matter is that it is familiar, and that is comforting. Any attempt to remove the familiar, before the child is willing to let go, leads to chaos. But if you allow the child to develop

to a point where the letting go becomes a plateau of growth, you will see a beneficial crossroads in the life of that youngster.

We Fear Letting Go of the Familiar

We all have security blankets that we hang on to with fists of iron. Fearful of letting go of the familiar, we accept the continuing routine of things that someone outside might see as unacceptable. The outsider, not understanding that the seemingly negative experience represents security, will come up with false conclusions every time. Lacking information, the outsider cannot possibly understand what is going on. Even the person with the problem may not realize that the situation is necessary, that it represents the security of the familiar.

Most of us attribute to outside agencies the forces that direct us to failure or success. When we feel that we have no control over these forces, then change becomes a throw of the dice. Not wanting to gamble on change and perhaps lose the security of the familiar, we remain in the comforting place known as the status quo (the existing state of affairs).

Actually, there is no sense in worrying about or concentrating on past mistakes. For given the same information and the same you of that time, you would find that if you could relive the event you would do the same thing all over again. The reason you are seeing it as an error is that you have grown and are no longer the same person that you were then.

Look at things not as mistakes, but as guideposts showing you the way to a better place. See all things as experience. Your mistakes are only things that did not work.

The only way for you to know what works is to do.

If something does not work, it's up to you not to use it again. Keep at it until you discover what does work. Persistence is the key.

View the Change as a Positive

To gain the strength necessary to view change as growth, as fruitful and challenging, you must view change as a positive experience (providing, of course, that the change is desired). By relaxing and bringing into your consciousness the dynamic visualization of the positive aspects of that change, you begin the process.

Do something right now. Begin by enjoying something. Begin now. Let the next moment just happen. Enjoy it for itself. Whatever you are doing, enjoy the doing.

Now relax. When you are relaxed, all your energies are flowing properly and in accord with one another. You are in balance.

Anxiety vanishes when you are relaxed. Anxiety is a form of fear, apprehension about some future event. You cannot be fearful of a future event if you expect that event to be positive. The fear of change stems from expecting something bad to happen.

When you fear the future, things of the past appear more desirable. Older people, seeing only decay in the future, fear it, feeling that any change will be negative; they dream of the past when they felt secure. The young are most resilient to change for the opposite reasons. For the young the future represents their dreams come true, their goals achieved, their knowledge base increased.

To Avoid Change is to Avoid Life

Without change there can be no strengthening of concepts, no greater awareness, no evolution. Change is a necessary part of the human experience. To avoid change is to avoid life.

By viewing change as resulting in the successful attainment of a goal, change and the future become things of great joy, and the appetite for life is strengthened and reestablished. Desired change becomes a natural thing. Change becomes something to look forward to, a positive expectation. Change becomes a belief that something beneficial is going to happen.

To instill the strength necessary to view change as growth, as fruitful and challenging, you have only to use the resources outlined in this book.

We view change as a positive experience, providing the change is desired. Go to level, your meditative Alpha state of mind, and visualize the change as a positive event.

Use the Golden Image technique as outlined in Chapter 5 to enhance the positive image.

See the end result you desire as though you were the author of a play about your life. View the aspects with a positive attitude and expect good things to take place. You'll be making the unfamiliar familiar.

Change then becomes a natural thing, something to look forward to; a positive expectation, faith.

Change then becomes a belief that something good is about to happen.

Believe it to be and it will be.

PART EIGHT

The Good Life

Chapter 28 Aristotle's Good Life

Aristotle Posed Two Questions

Aristotle, one of the great thinkers of all time had thoughts on the concept of cause and effect. Cause and effect is the foundation of all programming and is one of the seven ancient principles of Hermes as mentioned earlier. All things are precipitated by cause. A great redwood tree was caused by a seed that was created by an earlier cause. The effect of the seed is the tree. The tree will eventually be the cause of still another event. It might be the cause of a redwood closet in your home, or simply a home for birds—there will however eventually be additional effects.

Aristotle asked two questions regarding cause and effect:

1. Are there causes that are never effects?
2. Are there effects that are ends in themselves, and that do not in turn become causes? A final end. Things that we desire for their own sake, not as a means to gain something else.

Aristotle says that to achieve the final causeless end we must have a closed end result, what he calls a 'right ultimate aim.' What we would call, an ultimate goal.

What is this ultimate that we should plan and aim at? If there is an ultimate then it would surely follow that every one of us should set our sights on it.

Aristotle's ultimate and final end is a good life. With a good life there is no effect turning into a cause for some other event.

Causes take one to the good life, once there however cause stops. The good life is the final effect and not of itself the cause of some other gain. The good life is something we desire for its own sake.

How it Works

Suppose that to achieve Aristotle's good life you set up a plan, with an ultimate goal. Part of the plan would be an occupation, which is a cause for earning money. The occupation is the cause while the money is the effect. You spend the money on a new car. The money is the cause of your buying the car, the car is the effect. You drive to work. The car is the cause of your getting to work, work is the effect. Therefore cause is effect, and effect cause.

But in the final end, cause stops. A good life is not a cause for a better life. A good life, (what you may call happiness,) is the final end. Aristotle calls a good life, 'living well.' Living well is an end we seek for its own sake and not as a cause for something else, or for some other effect.

Wants and Needs

Tied into living well, (a subjective concept,) are wants and needs. To simplify the difference — we have certain basic needs.

You need food. You want certain types of food. You do not need apple pie, pancakes, rare roast beef, custard pudding or a cheese sandwich. Those are things you want, not need.

Wants are determined by ethnicity, upbringing, environment, and attitude — all four of those factors are part of past programming.

Aristotle calls needs ‘natural desires’ and wants ‘acquired desires.’

When we know something is bad, such as drugs or cigarettes, and yet still want them, the desire for immediate gratification overrides the eventual bad that comes from the want. Those are acquired desires and are wants, not needs. Immature people desire immediate gratification.

Aristotle’s blueprint for achieving the good life involves a plan that includes seeking out, and acquiring things that are good for us to have. To acquire a want for the beneficial. But what is it that is good for us to have?

Temptation and Temperance

Let’s examine temptation and temperance. (Temperance would be the resisting of temptation.) A typical temptation would be the gratification of bodily pleasures, which include drugs, alcohol, tobacco, some foods, and overindulgence in general.

An understanding of temptation and temperance is in the recognition that immature people desire immediate gratification. Food, bodily pleasure, drugs etc., satisfy that desire.

The key to a good life is maturity. The ability to allow a measure of time to pass for the gratification of one’s desires.

Aristotle defines a coward as someone who avoids difficulty, trouble, pain and hardship. But with a change of attitude, difficulty, trouble, pain and hardship are simply challenges to overcome. A totally different viewpoint

When those things stand in the way of acquiring skills and knowledge then they surely qualify as challenges. Avoid learning a language, music, mathematics or any skill you desire to gain, because it appears difficult or troublesome to learn would be cowardice.

The person who undergoes hardship and goes out of his way to take the trouble to gain the knowledge or the skills is considered courageous.

Another step on the road to a good life then would be courage. The courage to go out of your way to involve yourself in the time and trouble it takes to gain the knowledge to stimulate your plan for the good life.

Plans Require Productive Thinking

Thoughts that produce desired outcomes, (what we call creative thoughts) are productive. The thoughts necessary for the good life would be the ultimate in productive thinking.

The best plan is the one that has as the end result, a good life. This is what Aristotle would set as the ultimate goal, for it is the one goal that spells finish to the cycle of cause and effect.

Determine what a good life means to you. What things would be necessary for you to have the good life? That doesn't mean things you daydream about when you have nothing better to do, like a castle in the clouds, or a chateau in the south of France.

Keep it realistic. Go to the alpha level and consider what a good life would mean to you. Once you have determined that — use the techniques you learned in this book to program it. That's your ultimate plan. All other goals are subordinate to the ultimate plan as all other goals are effects that will in turn become causes.

There is nothing wrong with goals that are subordinate to the ultimate plan but understand that they are tributaries leading to the main stream.

The important thing is to develop your plan for the good life first, then work on the rest of your goals. When you have your ultimate, living well plan established, the rest will fall into place easily, and naturally.

Establish your living well plan — then have the courage to go out of your way if necessary to involve yourself in the things that lead you to that good life—then allow your subordinate goals to come into play.

Once your ultimate plan is set, everything you do is a means to that end. Aristotle said: “The good life is an end unto itself.”

The Aristotle Action Process

1. Go to your Alpha level and determine what the good life means to you.
2. Use Golden Images to establish a good life goal.
3. Use the candle of Aristotle to help in your programming.
4. Use your new resources to gain the courage to skip over the difficulties that stand in your way.
5. Establish your subordinate goals.
6. Take the first action.

Develop a courageous attitude towards the progress of your goals. Courage is confronting difficulty, trouble, pain and hardship and overcoming.

A good life, or happiness, is when you have everything you want, and want everything you have.

The Candle of Aristotle

Candles have been used as a catalyst to instigate energies by untold millions of people for thousands of years. Virtually every church and temple of almost every religion uses burning candles to express the hope of some sort of gain.

When you use a candle with intent, that indicates an instigation of the energies you hope to manifest in whatever it is you are programming for. The Candle of Aristotle should be used in conjunction with your meditative level programming. Here is the routine in detail.

1. Go to your Alpha level and determine what a good life means to you.

(With your eyes closed you take a deep breath and as you release the breath you mentally say the number three. Take another deep breath and as you release it, mentally say the number two. Take another deep breath and as you release it, mentally say the number one. You should be relaxed and at level at this time. Just assume that you are.)

2. Use Golden Images to establish a good life goal.

(Say that a good life for you is a cabin by a lake with a platform extending over the water with a dock and your boat nearby. Create an image in your mind. Once you have it, make it clear, bring in color, give it depth, bring in sound, imagine you are feeling the rail of the platform. Bring in other senses.)

3. Use the candle of Aristotle to help in your programming.

(Picture yourself lighting a candle and placing it on a plate, in a safe place, somewhere in your home or office. Imagine this while you are at the alpha level.)

4. Use your new resources to gain the courage to skip over the difficulties that stand in your way.

(Imagine any difficulties or temptations that you will encounter and sense yourself overcoming the difficulties and temptations.)

5. Establish your subordinate goals.

(There will be smaller goals for you to achieve on your way to a good life goal. Establish a small goal that will be the first cause. It could be something simple. Something that you are certain you can achieve. Be sure to put in a date the goal is to be achieved by.)

6. Take the first action.

(Your first action will be the actual lighting of the candle. This is the catalyst for beginning.)

The candle should be lit after the meditation with a picture of the good life goal established. Place the candle in a plate, (for safety reasons) and place the candle in a place where it can burn down and disappear without being looked after. Your intent is what lends power to this concept.

Chapter 29 The Potential of Opposites

The Law of Polarity

All things have an opposite. Opposites are the same, they differ only by degree. Hot and cold are the same. What is hot? What is cold? A cold oven could be 98 degrees Fahrenheit, yet at that degree of temperature it would be a very hot day. All things are relative to the manner in which they are associated. A man who is six foot in height might be considered to be tall but if that same person were a basketball player he would be quite short. Sharp and dull are the same. What would be sharp for a pencil would be considered dull for a hypodermic needle. Opposites differ only by degree.

When that is understood it opens the door to a new, more effective manner of using one's mind. When you realize that opposites are indeed the same you can control whatever emotion an outside force stimulates. An emotion is a subjective response/reaction to another person, event, or situation. When you control your response, you have better control over your reality.

If stress is a factor in your life, then the manner in which to handle that emotion is to discover the opposite emotion or response to the stimulus.

The way to discover an opposite emotion is to either diminish or to enhance. When you diminish stress you get less stress. Diminish it still more and you come to a relaxed state. Diminish it still further and you find yourself in a state of relaxation. If you were to reverse that and diminish relaxation you would become stressful. When you discover the opposite of any emotion — all you need do to control it is to slide along the scale and change the degree.

It is necessary to stay within the nature of the emotion that you are seeking to reverse. You can change stress to relaxation, fear to faith, hate to love, but you cannot change anger to relaxation, it is not within it's nature.

Keep it Simple — Don't be Stupid

All things can be simplified. Or as then Prime Minister of England, Benjamin Disraeli once said to a long-winded peer, "In promulgating esoteric cogitations, one must beware of platentudius ponderosities."

In other words, "be brief."

William Occam, a fourteenth century scholar said, "Entities must not unnecessarily be multiplied." which is perhaps better understood when stated as "The simplest theory that fits the facts corresponds most closely to reality." This principle, widely known as Occam's Razor, is the primary driver of The Positive Thinking Method. All things are better understood when simplified, and when kept simple. Let's simplify.

Understanding Emotion

When your brain frequency goes above the normal twenty one cycles per second, it chips away at your thinking. A panic state is an extreme emotion; panic creates high brain waves. During an attack of panic one cannot think at all. Anger as well is a strong emotion and will

create high brain waves. During a serious anger situation one does not think as high brain waves prevent the individual from thinking.

Nature has created this to prevent you from thinking. Instead of trying to figure out what to do, this blanking out of thought leaves you no choice but to act instinctively. When a bear or tiger attacks, if you were to take time to think you would be killed. Instead, you react. Panic creates a surge of adrenaline. You get stronger and faster and get out of the way in a hurry. But there are no bears or tigers in cities. That doesn't matter, as these primitive emotions designed to protect us are locked deep within the subconscious.

To control the emotion is simple. You just lower your brain wave frequency. The lower the frequency, the better your thought processes. To think more clearly and creatively, lower the frequency of your brain waves. To concentrate, lower the frequency of your brain waves. Here's how to use an ancient yogic trick to instantly control the emotions.

You touch the tip of your tongue to the 'Aga' switch while taking a deep breath. Press up with your tongue and slowly let your breath out. That is an emotion cleanser. The Aga switch is at the front of your palate. Slide your tongue up along the center of your top front teeth. The spot when your tongue reaches the palate, that's the 'Aga' switch.

Love and Hate

In the Greek language there are many definitions for the word love. There is Philos, brotherly love, Eros, romantic love, Agape, spiritual love, but none of these words defines love. You no doubt have your own definition. To simplify the definition of love and to better understand the concept let's find the simplest theory that fits the facts corresponding to reality.

Love is an attitude, an emotion, a desire (Montaigne defines it as an insatiable appetite for a greedily desired object), a point of view, an attachment, a passionate state of mind, and on and on.

We want the simplest definition of all. Even something as mundane and common as a telephone was designed to simplify life. Instead of walking a mile or so to visit, or sitting down to write a letter, you pick up a phone and call.

Our definition of love is simply "Love is a positive viewpoint." What are the facts of love? When you love something, or someone, you see more positives in the thing or person than you see negatives. If you see only positives, you are deeply in love.

And so by degrees, we define love.

An infant, your own baby, or grandchild as example, can do virtually anything and you view it in a positive manner. You look with love and tenderness at things a baby does that would cause you to run upchucking to the nearest commode if an adult were to do the same thing. That is because you see only the positives, whereas in an adult you would bring in negatives as well. You would have a different attitude toward an adult, and attitudes create viewpoints.

When you hate a thing or a person, you view only the negatives. The more negatives you see, the more hate. Love and hate are the same; they are both viewpoints. One is a positive viewpoint, the other a negative viewpoint. They differ only by degree. If you work at a job that you hate — it is because you are viewing your occupation from a negative standpoint. To polarize, or turn your attitude around, is simple. It only takes a bit of understanding.

Using an Attitude Change

Joe Kovacs had come into the United States without any money, and with only a very basic knowledge of English. In Hungary he had been a student. Graduated from the University in Budapest, he decided that he wanted the freedom the U.S. promised. After many attempts he finally arrived in New York, twenty two years of age, with seven dollars left from his meager savings and money that he gleaned and cajoled from friends and relatives in Europe. His goal was to own a restaurant. He lived for that alone and the thought was always in his mind.

Due mainly to his limited English, the only work he could find was that of a menial nature. Dishwasher, janitor; once he worked in a motel making beds and cleaning rooms, and another time parking cars in an all night parking garage. Did he love his work? Strangely enough, he did. Now, you might well ask, how could he possibly have a positive viewpoint towards work such as described? It was his attitude that created his viewpoint.

His attitude toward the work he did was always the same, he was not washing dishes, he was buying a restaurant. He was not cleaning floors, he was buying a restaurant, he was not making beds, he was buying a restaurant, he was not parking cars, he was buying a restaurant. His attitude toward buying a restaurant was positive to the extreme, and so he loved all the work he did. It was easy, fun, and he bought his first, small restaurant just two years after landing in New York City.

Fear and Faith

Fear is a negative expectation. An expectation is that which is sensed or pictured by the mind. A mental picture. Fear comes about when some stimulus brings an association between the current event and a past happening. An expectation of something bad happening comes about, and fear comes into the picture.

When you consider the possible results of an action, and that consideration brings about negative mental images, fear appears. One method to eliminate fear is not to consider the results of your action at all, (but this only works when one does one's thing automatically and without thinking,) or if you were to consider the result of your action, bring in a positive mental image.

Simple. "But how?" you might ask. Here is the answer.

Your mind stores things of an emotional nature in different places of your mind. As example: Think of a thing that you like. Close your eyes and imagine the place in your mind that you sense the thing to be. It will probably be somewhere out and in front of your face. Point to the position you sense it and remember the position.

Now think of a thing that you do not like, close your eyes and sense the position. You will note it is in a different position. This is the key to what you are about to learn: Everything you think about has a different position in your mind. The determining factor is the emotion you feel about the thing.

When you change the position of a thought, you change the emotion. If you dislike oatmeal and you love chocolate ice cream, all you have to do to use this concept is to determine the position of the ice cream — say it's at two o'clock and towards the center. Now move the thought of oatmeal to the position of the ice cream, and just like that, you will find you like oatmeal.

You may do this with fear and courage as well. Determine the position of courage and concentrate on that position when you are in danger or are fearful.

To find your position of courage, think of doing something courageous. It could have been an actual event or it could be fantasy. While thinking of the thing, get an impression of the position of your mind you are sensing it.

That's your position of courage.

And now comes the big kahuna. To act and to be courageous, all you have to do is to think strongly about your position of courageous action. Just sense the place where you believe your future position of courage to be and instantly — fear and apprehension leave.

Chapter 30 The Power of Self Mind Control

If the Mind Were Like an Eye

Look at the mind as though it were an eye. It sees things just as an eye does, with one big difference. The eye sees things that are, the mind sees things that are, that were, that could be.

The eyes see the actuality, the mind sees the fantasy as well. The mind can see much more than the eye. The mind can redecorate a room in an instant. For the eye to do the same thing the furniture would have to be moved from place to place.

The eye looks at a sheet of paper and sees a blank. The trained mind sees a formula, a landscape, a story, a face, and more.

The eye sees what is.

The mind sees what could be.

The eye has a covering. It's called an eyelid. It closes off experience from the eye when the eye requires rest. When the eyelid is closed, one cannot see the things that are.

The mind also has a lid — what might be called a mindlid. When the mindlid is closed, one cannot see the things that could be.

Everyone knows how to operate the eyelid, it's automatic. It closes with irritation, and for sleep. To some degree the mindlid is also automatic. The mind lid closes with shock, fear, anxiety, depression, drugs, stimulants, depressants.

Some people have a mindlid that closes because of negativity. They look for things that are wrong and are unaware of things that are right because their mindlid closes to things that are positive only opening to the negative. Positive things irritate them and so the lid closes - automatically.

Negative people see only the negatives because the positives are closed to them. For the most part they themselves are unaware of their attitudes thinking that everyone else is wrong, as indeed they are from their point of view.

After all if you are in a dust storm you're going to squint a lot. But someone wearing protective goggles can walk around with their eyes open.

The mind's protective goggles are positive thoughts, attitudes, and outlooks.

So if you see someone mind squinting, or with an attitude that is beyond your thinking — it's probably because they have a closed mindlid.

It's easy to open an eyelid, we do it all the time. But how do you go about opening a closed mindlid?

Ah! That is one of the keys to success. And it is one of the things that we are now focusing on.

When you daydream your mindlid is wide open. When you are dreaming, your mindlid is wide open. When you visualize, your mindlid is open to the degree of concentration and attention to the imagery.

Mental Tic Tac Toe

One simple method of attending to this is a simple game. It's mental tic tac toe.

The top three squares are 1, 2, and 3; the mid squares are 4, 5, 6; and the lower three squares are 6, 7, 8. So that when playing, the first player, Tom, may say, 5.

Tom now has the center square, the number 5 being right in the center. The other player, Jerry, counters with “Three.” Jerry has chosen the upper right square. Tom says “One.”

Jerry should see that because Tom has squares 1 and 5, that 9 will give Tom a win, and so Jerry counters by saying “Nine,” thereby depriving Jerry of a win.

A simple game, but it does unlock the lid. When a player can see the game with mindseye alone, then the first step has been taken. For serious tic tac toe players the next step is three level tic tac toe where you have a-1, b-1, and c-1, which would be a straight vertical win. Good mental exercise.

For creative thought it is essential to open the mindlid. Mental tic tac toe, can be a first step for those who have a problem visualizing. It also helps when the numbers are repeated subvocally. You speak the thing mentally and this forces out the imagery.

The metaphoric mindlid opens the use of the right brain hemisphere. As soon as you imagine the shade rolling up, the drape pulling apart, or the curtain rising; all representations of the mindlid, you are using it.

And when you do, you are also using - right brain.

The Vast Difference Between Brain and Mind

There have been many arguments between scholars as to the difference between brain and mind. Are they the same? Is there a difference? If there is, what is the difference?

It can be explained best through the use of a metaphor. Since we are in the computer age I'll use the computer as a state of the art example.

The most sophisticated computer in the world is useless without software. Bill Gates recognized that when he was eleven years of age and the knowledge, along with his actions, made him a billionaire.

The essential computer, before software is installed, is like a new born brain. It can do little on its own. You can turn it on, but you will only get a lit screen and a few built in icons. Say that you wanted to write a novel with the help of your computer. The first thing you will need is a word processing program such as Microsoft Word, or Word Perfect.

If you wanted to do your taxes you would need a spreadsheet program. Want to play chess, then purchase some chess software. The software is what makes the computer a valuable, indispensable commodity. Without software a computer is useless. You need the right software to get a job done.

The brain is like a computer. The mind is the software.

Education, whether family oriented, religion oriented, school oriented, or just picked up on the streets, is software. People do the things they do, and are the way they are, because of the software (programming) they have had installed over the years.

Software can be changed. Programming can be changed.

Stress is Strongly Programmed

Virtually all authorities agree that the main reason for illness, depression, disease, self sabotage, and an entire array of problems is due in part to stress. Especially, unremitting stress caused by an event in one's life. But two people undergoing the same event will manifest

different tendencies. Given the event of a great loss, one person will have a heart attack, another will go on a vacation.

The key to handling stress is the knowledge that it is never the event that causes the problem. It is your attitude towards the event.

On the following pages you will find twelve different philosophies to rid yourself of stress. Actually, you are not getting rid of stress so much as you are letting in a relaxed state of mind. You cannot be stressful and relaxed at the same time.

The twelve powers show you a variety of ways to bring on comfort and relaxation — two feelings that are the opposite of stress. That is utilizing the power of the principle of self mind control.

A Deleterious Effect

When stress is introduced into the hypothalamus it activates ACTH, Corticoid and Catecholamine feedbacks that deform the Thymus, Spleen and Lymph to a degree. The Thymus Lymph processing of T-cells and Plasma cells cause antibodies to be released into the bloodstream thereby causing a Cybernetic feedback to Limbic, Hypothalamic, and Pituitary areas as well as Kidney and Colon responses. All of which has a deleterious effect on the immune system.

To put it in another manner — the cells of the immune system, notably T-cells, b-cells, monocytes, natural killer cells, and neutrophils, release information substances called immunotransmitters that work out communication with the autonomic and endocrine systems as well as the brain.

Don't Understand the Above — Have no Fear

If you have no idea what the above means have no fear, no one else does either, although it is an apt description of what takes place when stress interferes with one's life.

The more the scientific community learns the more we find there is to learn. The more we know, the more we realize how much there is to know, and how little we know. Every opening door reveals two closed doors on the other side. Open one of those and there are two behind that one. New knowledge simply puts us on a higher level in an infinity of plateaus.

It's the job of this work to pull you up a level or two. What you might read in going back over the first paragraph of this column is that stress causes chemical reactions in your body. Reactions that you have no control over once they have started. This much we know.

The action is instigated by the mental images you create when confronted by a stimulus that would normally cause you to sense a negative result.

The action is begun by thought.

The controlling factor is thought.

You can control the chemical action of your body by your attitude toward stimulus thereby controlling stress.

To sum it all up — eliminate stress and you'll be healthier, wealthier, and wiser.

To help with the stress removal, here are twelve of the world's most popular, and effective powers. Each of the twelve powers is designed specifically to polarize stress. However the powers may be successfully used to resolve any problem.

Chapter 31 The Twelve Powers

Qi Gong — (Energy Manipulation.) A powerful technique used by the Chinese for five thousand years.

Mental Dynamics — Utilizing the power of the mind to create, symbolize, and manifest that which is most desired.

Meditation — Concentrating the power of the brain on a single focal point to wipe out all outside negative thoughts.

Silva Method — Developed by Jose Silva more than forty years ago and taught all over the world by thousands of instructors.

Pavlov — The art of association to change one thought to another automatically, and instantly.

NLP — Developed by Richard Bandler and John Grinder, the darling of the psychological world. Mental Positions.

Regression — Going back to the cause of the problem and overlaying the original event with a desired event.

Self Hypnosis — Putting you on automatic drive to motivate and to change the outcome of behavior

Kinesiology — Having your body tell you what is wrong and how to correct it.

Autogenics — The art of organ manipulation for a full and satisfying result.

Voodoo — Using the symbology of wax and fire to dissipate the negative forces that create problems.

Grandma — Common sense solutions to events and stimuli that create problems.

On the following pages you will find twelve different ways to deal with stress. Each one is effective and works. You may favor one over another. You may even use more than one technique. Find a favorite and you will eliminate much of the stress in your life.

Stress Relief with Qi Gong

The effectiveness of utilizing the power of Qi lies in its utter simplicity. Do not attempt to complicate this or any of the other powers. The simpler the application the better. Apply the process as you read it.

Seat yourself comfortably.

Close your eyes.

Imagine the evening sky on a clear night. Total blackness. Not a star in sight. Imagine a single star appearing on the horizon. Concentrate your attention on the star.

Imagine another star appearing above the single star. There are now two stars in an otherwise black sky.

Imagine another, and another star appearing. Double the number of stars. Double them again and again and again.

Imagine the sky is filled with bright stars — each a sharp point of light.

Visualize the stars above you, below you, in front of you, behind you, alongside of you. You are surrounded by stars.

Sense the stars coming closer and closer until they wrap you like a blanket of bright light.

Say to yourself, “I am relaxed and comfortable. Relaxed and comfortable.”

Put the thumb of your left hand on the tip of the forefinger of your left hand creating a circle.

Imagine a few of the stars within that circle rapidly moving counter clockwise around and around the circle you have made of your fingers.

Move your hand to your forehead so that the circle is touching the center of your forehead.

Repeat the words relaxed and comfortable three times. Mentally saying them quieter each time. “Relaxed and comfortable, relaxed and comfortable, relaxed and comfortable.

Stress Relief with Mental Dynamics

One of the great principles of Mental Dynamics is that of Polarity, which states that all things have an opposite. Opposites are the same, differing only by degree.

The opposite of stress is relaxation. The less stress, the more relaxation; the less relaxation the more stress. It is helpful to have a cassette/cd player with a cd or tape of Baroque music with you. To relieve stress you simply slide up the scale to relaxation. Here’s how.

Find a comfortable position — close your eyes, take a deep breath, and as you exhale say the word relax.

Imagine you are sitting in front of a black velvet curtain. On the right side of you is a box. In the box are ten individual white plastic numbers. Take each number, out of the box, and hang them on the black velvet curtain.

On your left side is an empty box. Before you hang a number, remove the previous number and put it in the box at your left.

After you have put up, and taken down, all ten of the numbers, you are ready to proceed with the next step.

Imagine a gauge. It's like a yardstick. It's horizontal. On the right end is the positive side, on the left, the negative. The positive side represents the relaxed state of mind. The negative side represents the stress side.

Note where the marker indicating degrees is on your gauge. If it is at the negative, stressful side, mentally move it to the relaxation side and lock it in by mentally taking a hammer and affixing the marker on the right side of the gauge.

After having done that, create an image of whatever it was that was bothering you in the first place and, keeping the image, superimpose an orchestra playing a baroque tune.

At this time, physically turn on your cassette/cd machine, in which you have placed a baroque piece of music.

Now create an image of one of your favorite places of relaxation. While thinking about that, concentrate your attention on the music.

Stress Relief with Meditation

Take a deep breath. As you exhale, concentrate on your head.

Relax your head.

Take another deep breath. As you exhale, concentrate on your shoulders, arms, and hands.

Relax your shoulders, arms, and hands.

Take another deep breath. As you exhale, concentrate on your chest and back.

Relax your chest and back.

Take another deep breath. As you exhale, concentrate on your stomach and the small of your back.

Relax your stomach and the small of your back

Take another deep breath. As you exhale, concentrate on your hips and feet. Relax your hips and feet.

Create a mental image of the sun rising on the horizon.

Take a deep breath.

As you breath out, say the word, aum. Say it so that it takes your entire outbreath to say. Auouuuummmm.

Repeat the word Aum every time you breath out.

This is your personal mantra.

Aum is the most used mantra on Earth.

To speak it while concentrating on the word is to bring in highly charged spiritual energies.

Feel your entire body being filled with love and a relaxed carefree attitude as you repeat it again and again.

Repeat the word mentally, (actually speak it if you are in a position to do so.)

Repeat the word aum fourteen times.

Thereafter, whenever you feel stress building in you, mentally hum the mantra Aum. Do it with every exhalation. At the same time think about the sun rising on the horizon.

Stress Relief with The Silva Method

Find a relaxed position. Close your eyes and count slowly from seven to one. As you count mentally, lower your tone with each descending number so that each count is diminished in volume: 7, 6, 5, 4, 3, 2, 1.

Imagine you are standing alongside a pond of water. The water has large lily pads floating on the surface. One of the lily pads is large enough to lie on.

Project yourself mentally to the center of the lily pad. Imagine that you are on your back, resting comfortably.

Concentrate on your breathing but breathe easily. Now roll off the leaf into the water. Allow yourself to sink into the pond.

The water is magical in that it can be breathed. Each time you breath, imagine the magic water sending positive energy to all of the cells of your body, relaxing each one of them in turn.

Take three slow, deep breaths.

As you exhale after each breath mentally say the word relax.

Draw the word out so that it takes the entire outbreath to say the word relax.

Imagine you are swimming and breathing under the water of the pond.

You can breathe this water. It's magical water, restorative water. It's the water of life.

Swim underwater and play with any fish you might see. After a while, project yourself back to the leaf and relax. Feel the leaf under you back as you lie there. Feel the buoyancy of the leaf as you float. Relax.

Relax.

By now you should be in a state of great and relaxed comfort. Every cell of your body is smiling.

This is the mind (psyche) body (soma) separation that allows the mind to heal the body. This is the healing, opposite aspect of psychosomatic problems

When totally relaxed and ready to come out.

Say to yourself I am going to count from one to five and at the count of five I will be wide awake, energized, and every cell of my body will be recharged.

Stress Relief with Pavlov

Think about a time when you were totally relaxed and comfortable. Get a good mental image of the scene.

Make the scene more colorful, three dimensional, and sharp. Get an impression of the sound within the scene, the smell of the scene and the taste if applicable.

Step into the scene so that you may interact with any characters there.

Concentrate on your emotions. How do you feel about the scene? Remember, it is a place where you are always relaxed and comfortable.

Get a good feeling about your emotions. How much comfort are you feeling? How much love? Like? Satisfaction?

When you have examined your positive feelings of relaxation and comfort, slap your left elbow, with the palm of your right hand.

Once again, go through the entire scenario, and once again slap your left elbow, with the palm of your right hand.

Do this seven times in succession.

After having completed the thought and the physical action of slapping your left elbow with the palm of your right hand seven times you are ready.

From there on, whenever you feel the slightest bit stressful simply slap your left elbow with the palm of your right hand and you will bring on the feeling.

You may find that slapping your left elbow seven times in a row will bring about a state of profound relaxation.

Stress Relief with NLP

Think about a time when you were perfectly relaxed and comfortable. Get a clear picture of that time. Make the picture clearer, more colorful. Make it sharper. Zoom in on one section of the picture. Picture yourself comfortable and at ease.

Give the image movement. Sense the motion of the scene of you at ease and comfortable.

In what segment of your mind do you sense the image?

Physically put your hand at the area where you sense the image. Get a sense of the location in your mind of the picture of you comfortable and at ease.

Where is it?

Is it in front of your face, to the left, the right?

Is the picture higher than the horizontal plane? Lower? Note the exact position of you at ease and comfortable.

This is the mental position of comfort for you.

Now think about a time when you were stressed out and uncomfortable. Get a clear picture of that time. Make the picture clearer, more colorful. Make it sharper. Zoom in on one section of the picture. The picture of you at the area where you sense the mental image. Get a sense of the location of the picture of you in a stressful situation.

Where is it?

Is it in front of your face, to the left, the right?

Is the picture higher than the horizontal plane? Lower? Note the exact position of you when you are stressful.

That is your position of stress.

Note that it is different than the comfort position.

To instantly relax simply concentrate on the position of comfort. You do not need to bring in any content. Simply concentrate on the position you determined your comfort zone to be in.

Stress Relief with Regression

Place yourself in a comfortable position, either sitting in an easy chair or lying on your bed.

Think about what you had to eat the day before.

Think about every meal, and everything you had at every meal. Take your time doing this.

After that get a mental image of yourself, during the last major holiday — New Years Eve, Christmas, or Thanksgiving. What were you doing? Who were you with? Take your time, and get a good mental picture.

Think about something that happened the year before that and then the year prior to that.

Think about your earliest memory. What would that be? What is your earliest memory?

Now, back to the present.

Tell yourself that you are going to count from one to three and that on the count of three, you are going to go back to the time your stress originated. The very first time that you felt that stress had some kind of a benefit.

You do not have to consciously do this however, as it is your subconscious, or your inner conscious mind, that will find the proper place. Simply give yourself the order to go back to the time your stress first began. You will find that you have regressed to the proper time.

Count from one to three and relax.

Tell yourself that whatever benefits came out of your stressful condition are no longer necessary, as you are now older, more mature, and have new knowledge.

Tell yourself that you have new needs. Your new needs are for peace of mind, good health, and a relaxed state of mind. Whatever benefits that came out of your being stressed, you can now get through other means. Tell that to yourself.

Come back to the present by counting from three to one, and telling yourself that at the count of one you will back to the present. When in the present, tell yourself you are, and will remain, relaxed and comfortable.

Stress Relief with Self Hypnosis

While in a comfortable position, take a deep breath and as you exhale say the words “sleep now.” Draw the words out so that they take the entire outbreath to say.

Take another deep breath and once again repeat the words ”sleep now”— this time mentally say them a bit softer.

Take still another deep breath, and this time, as you exhale, mentally say the words “sleep now” so softly that even in your mind you can barely hear them.

You should be in a light trance at this time. Whatever your feelings, assume that you are in the proper condition to resolve a problem.

Put your hands on your thighs. Feel your thighs under your hands. Note the clothing on your body. Feel the floor under your feet, or the bed under your body.

With your eyes closed, concentrate your attention on a point a foot or so in front of your eyes. You will have your eyes closed so simply imagine the spot. While concentrating on the spot, say to yourself, “Whenever I sip water from a glass that I personally filled up, I will become relaxed and comfortable, relaxed and comfortable.”

After repeating those words, concentrate on the spot about a foot in front of your eyes. Breathe normally three times, and once again repeat the words. This time however mentally say them only on your outbreath. Repeat them as you breathe out. Pause as you pause to take a breath, take a breath, and as you breathe out, continue.

Repeat the phrase three times.

Thereafter, whenever you feel stressful, fill a glass with water and sip from the glass until a sense of relaxation and comfort come over you.

Stress Relief with Kinesiology

Think of something you would really like to be. Something that if you were, you would be totally satisfied and comfortable. Then think of where you would like to be if you were who you chose to be. You might choose to be fishing, casting your line on a cool, flowing river. You might choose to be on a horse, trotting along the ocean front. You might choose to be a musical conductor in front of a full symphony orchestra. Choose anything at all that you would be satisfied and comfortable with.

Do not compare yourself with anyone else.

The thought you create is you — as you see yourself — as you would like to be — as you would be perfectly happy being.

Whatever scene you create mentally is yours and yours alone. See the scene from a distance and then step into the scene to become active and interactive.

Call this mental creation your “homing thought.”

Whenever you are confronted by stress of any sort, simply think your homing thought and you will find yourself stress free.

Hold out your arm and have someone gently try to move it downward while you are thinking about the stress, and again while thinking your “homing thought.”

You will find that when thinking about the conditions that produce stress in you—you will test weak, your arm will go down with the slightest pull.

Think your homing thought and you will instantly test strong. The thought alone is enough to relax, and to strengthen you.

You may change your homing thought any time you wish. It will relieve stress so long as the thought is one of you, comfortable, satisfied, and relaxed.

Stress Relief with Autogenics

Find a comfortable position for your body and close your eyes.

Allow yourself to concentrate on your body. Get a sense of your organs, your circulatory system, your stomach, your skeletal system, your skin. Take plenty of time. At least two minutes.

Then, concentrate on your strongest arm and repeat six times, “My arm is very heavy.” At the same time create an image of heaviness. It may be someone pushing your arm down, or a weight on your arm, just so long as the feeling of heaviness is there. Take at least a full minute for this.

Direct your attention to a spot two feet in front of your nose and say to yourself, “I am very comfortable.” Experience the feeling of comfort for a minute or so.

Once again focus your attention on your strong arm and repeat the phrase, “My arm is very heavy.” and create a mental image of heaviness.

Say that to yourself slowly, six times.

Direct your attention away from your arm and repeat again the words, “I am very comfortable. Very comfortable.” and concentrate on your comfort. Spend two minutes on this.

To end the session count from five to one in this manner.

“Five” (Pause for twenty seconds.)

“Four.” (Make a fist out of each hand and tense them slowly, ten times.)

“Three.” (Bend your arms inward, towards your chest, slowly, twenty times.)

“Two.” (Take three deep breaths. Do it slowly.)

“One.” (Say to yourself, relaxed and alert, relaxed and alert.

Open your eyes.

Stress Relief with Voodoo

You will need a wax candle at least six inches long. The candle should be red.

When you are ready to proceed, you hold the base of the candle with your strongest hand and stroke the entire candle with your other hand starting at the fingertips of your strongest hand, (the one that is holding the candle at the base) and ending at the wick of the candle.

Stroke it seven times.

Stroke it again seven times, but now say the word “stress” each time you stroke the candle. You will say the word “stress” seven times.

This puts your stress into the red candle.

Light the candle and place it in a dish so that it is upright and burning. Not a plastic or paper dish; it should be a metal or a china dish. Either will do.

As the candle burns, you will find your stress leaving you little by little. When the candle has burned down to nothing, your stress should be gone.

Take the residue wax and bury it behind your house or apartment.

Stress Relief with Grandma

It’s all in your mind. What do you have to be worried about? You have all kinds of good things. Count your blessings. You got a good appetite, you get around all right. Look at all the people who have real problems. Why only the other day I saw a person in a wheelchair, with no feet. So what are you complaining about? You have your health, you have a few dollars, your car runs.

Look at all the people in other countries who don’t have what you got and have to look out for bullets and bombs yet. Or how about the people in those countries where they don’t have enough to eat.

Look at me. Do I look like a person who would lie to you? Of course not. Believe me, you have got nothing to be nervous about. It’s your attitude. You must change it. Look at the bright side.

Tell you what. If you were here I would make you a nice bread pudding. Remember how you loved bread pudding when you were a little bitty thing? One bite and all would be right with the world.

Come to think of it I may not be able to get it to you in time so I tell you what. Let’s think about something else.

You’re quite a bit older now and I don’t know, maybe your tastes have changed. So what’s your favorite desert? It won’t be like mine but it will have to do,

OK. You must go out right now and have one. If you don’t find your favorite desert in your refrigerator, then go out and look for it. When you find it, bring it home, turn on some music you

like, chew every mouthful forty two times like I taught you, think about me, and I guarantee—that stress, or nervousness, or whatever you want to call it will fly right out the window.

Bonus Technique — Stress Relief with Write Your Way to Comfort

You have bad feelings about something. It's making you stressful. Say it's being stuck in traffic on the freeway. You feel frustrated, anxious, even angry. You want to overcome these feelings especially because you have to drive the freeway twice a day during the week. You want to rid yourself of the bad feelings. You want to feel comfortable when you are stuck in traffic on the freeway. We call this technique, 'Write Your Way to Comfort.' Here's how to do it.

Write on a piece of paper, "I'm on the freeway stuck in traffic."

Close your eyes and imagine an incident when you felt marvelous.

Open your eyes and look at the words you have written. Look at them for two seconds only.

Close your eyes and imagine the incident when you felt marvelous.

Open your eyes and look at the words you have written. Look at them for two seconds only.

Close your eyes and imagine the incident when you felt marvelous.

Open your eyes and look at the words you have written. Look at them for two seconds only.

You should now feel comfortable when stuck in traffic on the freeway.

You can use "Write Way to Comfort" for just about anything that makes you feel bad. Just write it on a sheet of paper, create a mental image of feeling marvelous, and do as outlined above.

It works.

Chapter 32 The Power of Extended Perception

I Think, Therefore I Am

Rene Descartes, philosopher extraordinaire, spoke those words a few centuries ago, and philosophers ever since have been finding meanings therein.

Socrates, much before Descartes time, felt that he, the essence of himself, was his mind, and if he changed his thoughts to conform with the thinking of his contemporaries he was as good as dead. But if he died defending his thoughts, he would live on forever, as his ideas were the basic measure of himself.

Telling Plato, before ingesting his measure of hemlock, that in recanting he destroys that which he spent a lifetime defending, and in dying he lived — Socrates understood perfectly well that he was — because he thought he was.

This brings to mind that the Greeks, at the time of Aristotle and Alexander, believed that the emotions, and moods of a person were controlled by the fluids of the body. Thus, if you were in a bad mood it was due to a thickening of the blood, or the bile was amiss.

Does this concept conform with the thought of I THINK, THEREFORE I AM? If you think you are moody, then indeed you are. However, if a chemical imbalance is due to the moodiness then it does not matter what your thoughts are. Unless, your thoughts influence your chemical makeup. Is the mood due to the thought — or is the thought precipitated by the mood?

The concept that moods are controlled by fluids of the body seem at first primitive and naive suppositions by today's standards. But is that correct? The scientific community has recently discovered that chemicals are indeed an important part of the human animal's emotional makeup. Chemical messengers such as peptides and synapses that allow information to jump from neuron to neuron instantly play an important role in our behavior. Control the chemical settings, and you control your likes, dislikes, prejudices, and emotions in general.

It is a well-known fact that placebos work with a large percentage of people. Sometimes as many as 20 percent will receive a beneficial effect from an inert substance such as a sugar pill. The placebo creates a response in the chemical makeup of the body and a chemical reaction takes place. The chemicals of the body create a change in the body due to the mind's acceptance of the orders of the placebo.

Can this effect be controlled by the mind without the placebo?

Self Sabotage

Vasily Pavlova, a student in a Positive Thinking class, had a problem of long-standing origin. His complaint was a form of self-sabotage, common in many of the countries I visit and in the U.S. as well. There are many who feel deserving, intelligent, educated, and well brought up but who just cannot seem to locate success in life. Whatever they do is blocked by forces beyond their control. Some call it fear of success, some call it fear of failure, but most call it self-sabotage. Whatever the name, the cause could be found in the confines of the inner conscious.

Extended Perception

As this was a training seminar, Vasily volunteered to be a test client of the Power of Self Mind Control material, to see if the burden could be lifted from his shoulders so that he could become a more productive member of his family and of society and have a wonderful rest of his life.

I had Vasily move into his inner conscious through a sequence of extended perception suggestions, and tested him to see if he was ready for the next step. You'll find the specific technique in Appendix A. Bypassing the outer consciousness is a necessary ingredient to extending perception. When the outer conscious is sublimated, the inner becomes available for change.

When one's perception is extended and selective thinking is established, the inner conscious is open to programming as well. Prior to programming Vasily, I tested him.

"The number three is flying out of your mind." I said.

"Sense that happening. There is no longer a number between two and four. Allow your mind to perceive the new arrangement of numbers."

He counted from one to ten but skipped the three. He could not tell me how much two and one were. The number three no longer existed for him. Time to extend his perception still further. "Your name is now Napoleon." I said. He would only answer to the new name. I called him Nappy but he corrected me.

He did not like it when people used the diminutive of his name. His name was Napoleon. Vasily was ready for the next step.

I put my hand on his shoulder and told him that as long as my hand stayed on his shoulder, every word I uttered would fasten itself to his mind. Every word would become an obligation. He would be obsessed with carrying out the instructions he was about to receive because those instructions would help him to become successful. As that was what he wanted most, he waited patiently for the words.

Prior to the session, Vasily indicated to the group that whenever he attempted a thing he would jump in without regard to the consequences, with no thought of success or of failure. He would simply do the thing. On the surface it would seem that he was doing it right, but as the result was invariably a negative one, it was not right for him. Time to change his perception of things.

With a hand on his shoulder I began the extended perception procedure.

"From this day forward, you will, before attempting anything, consider what the result of a successful outcome will have on your life. From this day forward you will perceive the success as a desired thing for the future of Vasily."

That was all. He changed. Being a chess player he began to utilize the chess method of thinking ahead. He thought out every move in his business dealings. It worked.

Is it Hypnosis

Long ago, in private practice and in teaching seminars, I noted the most effective way to change a person's perspective was to keep the instruction to a minimum. The simpler the better. The instructions that Vasily received while in a deep, concentrative mood went directly into his inner conscious and his perception of his actions changed.

The question will be asked, “What is the difference between Extended Perception and hypnosis?”

On a theoretical basis it would seem as though they are the same thing, differing only by name.

One could also make a case that Yoga, relaxation, alpha thinking, trance, hypnosis, concentration, and study were all the same differing only by name.

Name, however, is identity. Identity gives substance and meaning to perception. Our example of extended perception, with its instant result and simple manner of dealing with life problems, offers a new and unique identity to desired life change.

That identifying characteristic is Extended Perception.

In training lecturers, instructors, and counselors, our primary goal is to allow the client the opportunity to see the benefits of the suggestions.

Stress is invariably the result of attitude. Change the attitude and diminish stress. Extended Perception is based on the supposition that the mind cannot hold two thoughts at the same time. You cannot be stressed and relaxed at the same time.

However, according to the principle of polarity, opposites are alike, differing only in degree. Therefore, stress and relaxation are really one thought, not two.

If you are stressed and you create a situation where the stress diminishes, then you begin to relax. The less stress, the more relaxation. The opposite is true as well — the less relaxation, the more stress. They are the same. Stress and relaxation differ only by the degree of perception.

There is only one way to get dark out of a room. That is to let in the light. The way to get rid of stress is to let in relaxation.

But first, modify the stress by understanding the cause.

A loss of any kind will create stress. However, it is not the loss that creates the stress, but the attitude toward the loss.

How one perceives the loss is the cause of the result.

Change perception, and you change the result. By extending an individual’s perception to the point where he or she will accept suggestions without qualifying, critiquing or judging — the problem can be polarized and the opposite of the problem, which is the solution, comes about.

Dealing with Those on the Other Side

During a seminar I was presenting in Los Angeles, Marjorie W. wandered in with a fixed stare on her face. She had prepaid, and so simply sat down, eyes wide open, staring at nothing, awaiting the start of the seminar. Marjorie appeared to be mentally ill and I was considering asking her to leave. About ten minutes into the class, still staring straight ahead, she muttered something incoherent.

“I beg your pardon, I didn’t quite hear you.” I said.

A little louder, still staring, she replied, “My mother died.”

“Oh.” I said, “When was that?”

“Two hours ago.” she answered, still staring straight ahead.

Suddenly it became clear. She was in a state of shock. What was she doing at a seminar? It seemed that her mother lived with her and when Marjorie got up to come to the class, she discovered her mother’s body on the living-room floor. She went into shock and wandered around the house, unsure of what to do, where to go, whom to call.

The thing on her mind when she woke up was the seminar, being held a few blocks from her house, and so — in shock — she went — and there she sat among the group of students.

A great loss, indeed. A very stressful event. How to bring her out of the stressful situation?

Often the unexpected will do the trick, so I said to her. “Maybe she doesn’t know she’s dead.”

Her eyelids flickered and she looked at me. “What?”

I continued. “Often, when people first cross over to the other dimension, they are still tied to this side. She may not know she’s crossed over. Why don’t you close your eyes, relax, concentrate, visualize your mother on the other side of the veil, and she will come to you. Tell her that everything is all right; she has simply made the transition. Tell her you love her, and that you will visit her occasionally.”

To do what I asked her to do she would have to relax, and concentrate her attention, as that was part of the instruction.

Without any further conversation, she closed her eyes and was silent for ten minutes. Not a person in the room stirred. All eyes were on Marjorie. Finally, she opened her eyes, gave a large sigh, looked around the room, and with an excited voice said:

“Oh my, what am I doing here? I’m terribly sorry I have to go, I’ve got a million things to do. You were right; she didn’t know she was dead. I spoke to her and helped her to find my father, who left us three years ago. Thank you.”

And out of the room she ran. Excited, but stress-free and functional.

When there is a loss of some kind, simply change your perception.

That was a simple suggestion that Marjorie wanted to act on. We were half way there even before the suggestion was made. That’s what a person can do with suggestion when the correct conditions are in place

Uncompleted Tasks

Still other causes of stress are those things that have to be done that are continually being put off. Aside from a great loss, uncompleted tasks are among the main reasons for a stressful condition of the body. A great loss happens but a few times in a person’s life, but uncompleted tasks are with us every day. How to complete the tasks at hand?

The Technique

First of all list the things you should do in the order of importance (starting with no more than eight), with number one being the most important, number two next, and so on. Once this is done, ask yourself these three questions for each task in turn.

1. What gain is there on completion of the task?
2. What image do I create when thinking about completing the task?
3. How will the completion benefit me, and other people?

Consider only task number one until it is completed. When task one is complete, task two becomes number one, do not consider any other tasks until it is completed. Continue in this manner until all tasks are completed.

Assign a time factor to each task and then challenge yourself to beat that time.

The Carpet Installers Assistant

Johnny Chambers was hired by a carpet store to help Carl Fisher. He knew how to install carpet but was so slow that he had been fired from the previous three shops he'd worked at.

He attended a Positive Thinking class and decided to apply the time-management material. Here's how he did it.

He brought a clock to work and timed himself installing carpet in the living room. He worked meticulously, but normally. The time of the installation from start to finish was three hours and fourteen minutes.

The next day he had a similar installation and his goal was to beat the time of the previous job. He did. Not by much, but better.

He timed every job and shortly was one of the fastest carpet installers in his shop. We call it self-competition.

You can always beat your own time if you compete with yourself rather than someone else.

Basketball

John Ortiz played basketball in high school. His goal was to stuff the ball in the basket like the pros do. He took a piece of chalk and jumped as high as he could, making a mark on the concrete wall of his garage.

After creating a set point, he continued to jump with the chalk, challenging himself to make a mark just a quarter of an inch higher than his set point.

Thirty days of this and the chalk mark was a full six inches from the original mark and he was much more confident in his game. Not long after that, he did, indeed, stuff a basket.

Housework

Markie Louis did not like cleaning her house. She did the work on Saturday when she was at home for the weekend, and hated every minute of it. Here's how she used Extended Perception.

There were six basic things that she invariably did on Saturday. Vacuum, make the bed, wash the windows, do the week's laundry, shop for the coming week, and clean and polish up the kitchen.

She wrote each of the six on a sheet of paper. Then she assigned a time to each item. Her list then looked like this:

1.	Vacuum the floors.		$\frac{1}{2}$	hour
2.	Make bed.		$\frac{1}{4}$	hour
3.	Wash windows.	1	hour	
4.	Do the laundry.	1	hour	
5.	Shopping		2	hours
6.	Clean kitchen		2	hours

Total $6\frac{3}{4}$ hours

Now that she had a base line, her goal was to compete with herself to see if she could do the work in less than 6 ¾ hours. The chore became a game, an enjoyable game. Instead of drudgery, she moved the vacuum around faster than ever before.

The vacuuming was completed in 20 minutes. She made the bed in 5 minutes.

The windows were done in 25 minutes and the laundry in 10.

She cleaned the kitchen in less than an hour and noted that thus far instead of a boring 4 ¾ hours she completed the work in a little less than two.

She had allotted 2 hours for shopping, and decided to complete that chore in 1.

It was the happiest Saturday she had known in years. She was already looking forward to the next weekend, to see if she could cut still more time off her weekly chores.

Self-competition is a simple, effective method of turning boring work into an interesting challenge.

Orderly Completion of Tasks

Janet Savin is extremely orderly and systematic. Nothing in her home is out of place. Ask her to find a receipt for a plate she purchased while on vacation the previous year and she would have it in hand in a few minutes. Ask her for her passport and she would find it in a moment. When she didn't know exactly where a thing was might take a few moments longer but everything seemed to be right there at hand almost like magic.

Her friend Frank Zander was quite the opposite. He would put a magazine down that he had purchased that day and five minutes later he would practically have to turn the house upside down to find it. Ask him to find a receipt for something he had purchased a week before and he would laugh at you.

Nothing seemed to be available or at hand for Frank. The only way he could possibly find anything was to search for it. Occasionally he would search for hours and when he finally gave up, there the thing would be, right in front of him.

Frank accused forces beyond his control. Someone was always hiding things from him. What he did not realize was that his confused state was the cause. His mind was in disorder and so his life was in disorder. He asked Janet to help, here is what she advised Frank to do.

"How many things are there lying about in your office?" she asked wanting to know just how much work there was to do.

Frank was thoughtful for a moment. "Well if you count everything, I guess thousands."

"But in a general sense. What would a pile of your paperwork consist of?"

"There would be a few from a law firm, there will be some faxes, a few letters, magazines, receipts, correspondence and notes from business associates, from friends and acquaintances. You know, the regular stuff that everyone has to contend with."

Jane nodded, "And when you look at something and think you should clear the place up, you move it from your desk to a shelf."

"Or from a shelf to the desk," Frank replied, "that's about it. So what am I doing wrong?"

"It's not so much that you're doing anything wrong, you're just not doing anything right. Let's change that.

"First of all I want you to write down, in a general way, how many different outlets you deal with. You mentioned a law firm, write law firm. After that write San Jose — I know you do a lot

of things in the bay area — then write down family, friends and associates, personal stuff, and miscellaneous. That will do for a start.

“Now take everything off your desk and put it in one pile. After you do that take a sheet of paper, this represents your desk — divide the paper into 12 sections. In each section write a general outlet. For example:

Legal	San Jose	family stuff
personal stuff	correspondence bank	
financial	foreign	pets
hobby	medical	misc.

“Now take from something from that big pile of stuff you took off your desk and place it in the proper segment. Here is a bill from your dentist, put that on the medical.

“Take every paper, every receipt, every item in this room and put in on one of the segments of your desk that corresponds with the paper. When everything is in it’s proper place put it in a folder, or box, and store it.

“Whenever you need something of a legal nature, just go to the legal folder.

“Whenever you have something come in of a legal nature, store it in your legal folder.

“Now that you’ve done that, everything should be filed properly. Now you are to take another sheet of paper and write down, in order of importance, everything you have to do today.

“Say that you have ten things to do and number one, the most important, is calling your dentist to cancel an appointment, and number two is to do the dishes, and number three is to call a friend and ask him out to dinner.

“Work on number one only. Do not do the dishes, do not call your friend, do not read a book, or watch television, or take a walk. Do not do anything else until you have called your dentist and gotten rid of chore number one.

“Then doing the dishes becomes number one and you are not to do anything until you have completed that task. After that, number three becomes number one and so on.

“Before you know it all chores are finished and you’ll be stress free, and happy. Now you can do anything you want to do.”

This advice, simple as it sounds, is easy, workable, effective, and, very definitely, the way to complete chores.

Chapter 33 The Power of Polarity Thinking

Polarity Thinking- How to Motivate Yourself to Begin

The premise of this motivation to action segment is thinking the opposite of what you normally would consider thinking. (Actually, what you are doing here is what most people do on a subconscious level anyway — using this technique, you are bringing all the negatives into view so that they can be dealt with.) This enables you to turn around and correct mistakes, before they happen. Polarize desires and then think of the process you use to make the mistake. After that, simply use the process to reverse the thought and the actions.

The Motivation Process

If, like many others you have always wanted to go into business for yourself, but keep putting it off. Consider the following:

The Worst Thing

What is the worst thing that can happen if you were to start a business venture? Write down ten of the things, of a negative nature, that could possibly happen. For example:

1. The business could fail.
2. Time would be taken away from other things
3. It would keep you from your family.
4. Self esteem would suffer.
5. People would laugh at you.
6. You would owe money you don't have.
7. You would lose the trust of others.
8. Could lose your initial investment.
9. It would be hard to borrow money again.
10. You would be fearful of starting another business.

Go through each of the ten worst things you can imagine. Write just what it would take to accomplish each of those things. For number 1: How would you make the business fail? What would you have to do if you consciously set out to make your business fail? Examples could be not paying attention to it, hiring the wrong people, not putting enough money into it, putting it in the wrong location.

By thinking about the things that could go wrong, especially those things that you yourself are responsible for you bring them out into the open — you represent them. Once they are represented by you, they can be dealt with.

Now it's time to represent the good things.

The Best Thing

Write ten of the best things that could happen. For example:

1. The business could be a big success.
2. It would allow you to do the things you want.
3. You would be setting something up for your family.
4. Self esteem would soar.
5. People would admire you.
6. You would have plenty of money.
7. People would ask for your advice.
8. You could invest in many other things as well.
9. Bankers would seek you out wanting to loan you more.
10. You might start other successful businesses.

Go through each of the best things and imagine each in turn, then write just what it would take to accomplish of those things.

You have now developed a process of success and of failure. Choose success and go through each of things once again to develop your polarity of success.

The polarity technique extends your perception of things. Extended Perception is a force of creativity that once unleashed focuses attention, allows you to see all sides of the picture, and makes you better equipped to make the right choice.

Behavior – Why You Are the Way You Are

Childhood experiences are stored at deep levels, which affect and influence present behavior. A child told to “Study and make good grades so you will be successful in life” may well equate grades with success. That being so, with average grades, the imbedded program guides the individual to average success in later life.

Success being a subjective thing, and relative to the individual, the person could have an average life with respect to health, relationships, family, friends, business, occupation and so on.

However, not everyone who receives average grades wind up average. Programs can be changed when new instructions are inserted where old ones are stored.

The brain, after programming by mind, is in charge of the body.

Your brain/mind creates physical senses to bring information to itself. Your body is created for the brain to move around and to use. The brain/mind creates telegraphs, telephones, television, computers, and so on to bring more information to itself. It creates bicycles, automobiles, and space shuttles to take the brain to more places, more rapidly. The mind, human intelligence, guides your brain just as the brain guides your body.

To control your body is to use your brain in the proper manner. By extending your perception you can change your attitude and behavior — do that and you have control over your reality.

Reprogramming Behavior

The human mind is programmed from birth to act, and to react when confronted by any of an infinite number of stimuli. The stimulus creates a thought which in turn builds an energy which manifests in an action. Stimulus cannot be controlled, it is simply there. Energy cannot be controlled, it builds according to the attitude and viewpoint of the stimuli. The control factor lies in the thought, or how you react to the stimulus. Let's take sex as an example.

Sex

The human, as well as the rest of the animal, mammal, fish and vegetable kingdoms reproduce themselves through the agency of sex. Sex is nature's strongest program. The stimulus for sex changes by degrees with the energy output of the animal, vegetable etc.

When one is at the highest energy level, the reproductive fluids are at the strongest degree of reproductive manifestation. With the aging process, the degree diminishes and the percentage of successful reproductive events suffers. In other words, the older one gets the less likely it becomes that there will be a child produced from a sexual liaison.

In many modern societies, a loss of male sexual virility is associated with a loss of manhood.

Many men develop guilt, feelings of inadequacy, a loss of self esteem, and depression when they discover that the stimuli that formerly excited them do not even attract them any longer.

Some men seek out new stimuli to re-instigate the stimulation, while others feel that life is over. Groucho Marx, when in the twilight of his years said, "Life just isn't worth living when you can't get it up any more." How wrong he was.

People go through stages in their lives. One can see a change taking place every 7 years. The 7-year old is totally different from the 14-year-old or the 21-year old, and so on throughout the ages of man.

When you accept the fact that the body changes periodically, you are better able to cope with the deterioration of energies in the reproductive cycle area of your life. Because the basic energy has weakened, the attitude toward that energy must change. When it does, the individual finds fulfillment in other areas of life. When it does not, problems ensue.

You must realize, as you age, that you are not less of a person because you no longer have the energy to reproduce as often as when you were in your third or fourth octave of life. Actually you are more of a person. After the reproductive cycle diminishes the mind develops in other directions when you allow it to.

You become more creative, more goal-oriented, and you tend to enjoy other things in life more. For everything you lose, there is something you gain — if you allow it to happen.

Sexual Transmutation for the Elderly

Transmutation, or change, is the weapon of the master. To change the obsessive sexual energy, one must transmute it by understanding the motives of the mind. The best way to examine

this important concept is by citing a real case. His name is Thomas Edwards. Tom was 72 years of age when he came to the Positive Thinking training. His goal was to become a therapist.

Understand that we do not advocate or advise anyone to have more sex or less. On these pages you will simply find techniques that, we hope, will allow you to make more intelligent choices and indeed, have alternate possibilities available to you.

During the Power of Self Mind Control classes we train people in using their minds to see things in life through different perspectives. One of the training procedures is to use self-hypnosis to put the self into a selective-thinking, noncritical, concentrative mode.

When that is achieved, the trainee brings out opposing attitudes for the same problem. Six changes of perception, each within six seconds of each other. There is a polarization effect as the trainee goes from the worst attitude toward an event to the best — then two other changes — and still two more. Then, quick as a blink, the trainee chooses the attitude that is best suited for him or her, and whamo — it happens! Instant attitude change, and extended perception.

Once you begin extending your perception, and helping others change theirs, you find a better and better life, a wonderful life. You will have expanded beyond us, if not, the material here would be useless. Everyone goes on, better, happier, more satisfied, and with a better opinion of themselves.

The Technique

Thomas Edwards hadn't come into the class for his problem, which was sexual in nature. Or at least Tom viewed it as such. It's a problem that some men will face reaching the age of 65: mild or nominal impotence. The problem played havoc with Tom Edwards's sex life. Tom felt less and less like a man. He felt that as his function was gone, the prime reason for being here in the first place was gone. His confidence left, and unhappiness was the reigning prince of Thomas Edwards's principality.

Tom had come to the class with his friend Betty Levett. Thinking he would try the six polarities he wrote his six as an example for others. In a relationship when both parties are polarizing to enhance the relationship, they see each other and the relationship from six perspectives and choose which they prefer pursuing.

With two people who want to pursue the relationship it would work like this: Each person draws out six things. Tom picked:

1. A friend relationship
2. A romantic relationship.
3. A fatherly relationship.
4. An employee-employer relationship.
5. A servant-employer relationship.
6. A employer-servant relationship.

Betty Levett chose:

1. A healthy, virile, sexy man.
2. A sickly, weak, sympathetic man.

3. A man who takes me places.
4. A man who never takes me anywhere.
5. A loving, attentive, generous man.
6. A normal sometimes he's there, sometimes he's not, kind of a man.

You would think that Betty would want 1, 3, and 5, but it's not necessarily so. Betty preferred a weak, sickly man that she could take care of. But she never realized it. Weak men were filling a need in her and were a definite benefit. She also very much preferred staying at home and so would choose 4 over 3. This is the reason for Polarized Realities and is hidden from both parties until the finalization.

Tom and Betty, after putting the six polarities in a hierarchy with number one being a first choice changed their relationship. They communicated their needs to one another for the first time and turned a mild friendship into a relationship they both needed.

It is helpful for both parties to discuss the six polarizations spending no more than five minutes on any one of them.

Another way to use the six polarities is to see six different perspectives. The good, the bad, the interesting, the creative, the boring, and the critical.

Chapter 34 Using the Power of Your Mind

Mind Energy

The mind is that part of a human that thinks, feels, reasons and wills. When there is a mind/body separation there is no feeling or reasoning ability in the body.

A person in deep trance (where there is a mind/body separation) can be told that pain is pleasure and the body will indeed feel pleasure even while a root canal is being performed. The inner conscious, that part of the mind that controls the body, has no reasoning capacity, no judgemental facility, no logic interpretation. When there is a separation of the inner and the outer conscious state the inner conscious accepts material as is.

When, through past programming, the mind associates an event with some traumatic occurrence, that trauma gestates and produces illness, disease, and other bodily problems.

As you have read the brain is like a computer. The mind is the software. A computer without software cannot be programmed.

A spreadsheet program will not produce a novel, for that you would need a word processing program.

The mind absorbs all the material input from parents, teachers, family, friends and media. When a child is brought up by loving parents, love software is programmed and the child learns love. When a child is brought up by abusive parents, abusive software is programmed and the child learns abusiveness. It is possible for a child of loving parents to become an abusive adult, but the process would be more difficult and would have to have been programmed (taught) by someone other than the parent.

The mind is easily programmed, and it can just as easily be reprogrammed. A simple example of programming is that of a cassette tape. A cassette tape has a beginning and end. A song near the beginning of the tape could be likened to the programming on the inner conscious mind. If you wanted to get rid of the song at the beginning of the tape you could do it in any one of three ways:

- 1 You could cut the song out and splice the tape.
- 2 You could erase that part of the tape.
- 3 You could record over that segment of the tape.

Material in the mind that causes you to be the person you are is similar in that much of the programming has taken place at an early age. Various therapeutic methods attempt to locate and correct that programming. When you liken the mind to the cassette tape the metaphor clarifies the problem. As an example: Say that you wish to correct this problem. A person has been programmed to believe that to be thin is to be ill and that a husky, overweight body, is a healthy, protective body. Say that program was installed at the age of eight.

You could get rid of that program in any one of three ways:

- 1 You could cut the program out of your mind. That process is known as a lobotomy. Not the best method to use, as the personality is destroyed as well as the material.

2 You could erase it by forcing yourself to forget the incident. There are therapists who use this method. Not recommended, as other material is eliminated as well, and the memory suffers. This method also destroys a part of personality.

3 You could record new material over the old material, thereby creating a new program.

When you learn how you think, you also learn the process for thinking and when you know the process, you can control the way you think. With control you gain self confidence, ego enhancement, and have a better handle on the day to day activities you are involved with. When you learn the process you begin to use more of your mind and when you do that you find improvement in every aspect of your life.

The Finder of Information

Within every brain there are electrical circuits called neurons. Attaching the neurons together are synapses, or highways between each neuron. Nerve impulses, or messages, are transmitted between the neurons via the synapses. When information comes into the brain, the material is processed in one or two ways.

1. The first manner in which information is processed is repetition. One repeats the information over and over, (such as repeating a phone number) until the chemical makeup of the neuron holding the information is strengthened and when you search for the information it is easier to find. The less repetition the more difficult the recall.

2. The second manner in which information is processed is through multiplication. When you visualize a thing, and attach it to another thing, more neurons are affected (neurons multiply to the degree of mental sensing) and the information is much more easily recalled.

Take the number 0320035060194348. To find this information in your mind after repeating it again and again would be difficult. You would find it after a number of repetitions but it would have to be a great many as it would only be impressed on one neuron.

To multiply the neurons you simply process the information through additional representational systems. Make a story out of it and you will find that you can represent the number. Tell yourself the year is 03, 2003 and there are 50 states. But 60 years prior to that in 1943 there were only 48 states. The information is impressed on many neurons now and the recall is easy. You will find that you can even give the number backwards. Try it now—you'll surprise yourself.

Take a seven-digit phone number. Say 555-6121. Instead of repetition, use multiplication and make up a story. A 55-year-old man married a 56-year-old woman. They wanted 12 children but they only had 1. The information has been placed on a multitude of neurons due to having to represent the story and it can be found quite easily. You'll find you can even repeat the numbers backwards as you did not memorize them the conventional, by rote way.

The Keeper of Information

Everything you have ever heard, seen, felt, tasted, and smelled is in your memory bank, stored away safely. There is a keeper in your brain where all memories are stored. We know it's there as there are certain things that can bring a long forgotten event to the surface of the mind.

Shock could do it; a smell, taste, sound, or sight of a reminder could do it; electrical stimulation of the brain could do it, and hypnotic trance could do it. These things do not create the memory. The material is there already, everything. Everything in those memory banks of yours causes you to act the way that you do; even those things you cannot easily recall.

Retrieving Lost Thoughts

To retrieve the event and unlock the memory bank is the goal of every memory expert on earth. Alas, they can't help. All the memory experts do is to show you how to put the information in. Material that is already stored cannot be strengthened by right brain, or representational multipliers. That has to be done before the thing goes into the brain. But there is a way to retrieve a lost thought.

The Time Line

First of all you must establish a time line. Close your eyes and think about a past event, and then a future event. Or simply consider the past and the future. You should get an impression of the past being on the right, left, high, low, close, far — from you. You may imagine the past is on your left and the future on your right. Whatever you sense is correct for you.

As an example, you want to retrieve a memory of things that happened when you were ten years old. Imagine your time line, say that it starts about a foot to the right of your right elbow to a foot from the left of your left elbow. You sense that when you think of the past you are attracted to the area to your right. That's your past time line. Imagine a spot on that time line when you were ten years old. Now pull that spot right into your mind. Imagine you are pulling it into your head. Relax. The thoughts of the ten year old you will pour into your mind.

The Past is a Memory

Everything that has happened is a memory. You remember the way the event happened. People have a tendency to exaggerate the bad things that have happened to them. When memories come back to you they are redefined through the screen of your present attitudes. People often say that if they could do this or that over again, they would be successful because they would do it differently. What they tend to forget is that given the same resources of the time, the same attitudes, fears, and beliefs, they would have done it exactly the same. You always strive to do your best — even if your best is to do it bad, you would do your best to do it badly.

When you exaggerate, you lie to yourself. As long as you are lying, why not go all the way? Use the lie to change the past. When you change your memory, you change the past. Go beyond exaggeration. Create a new memory entirely.

Neil Remembers Winning

Neil was thinking about that time. He didn't think about it too often, but he knew it was having an effect on his life. It took place when he was eleven. He was in school and Freddie, the class bully was picking on him. He took a dollar from Neil and laughed in his face. The bully said, "Well peanut, what are you going to do about it?" Neil turned away with a sigh, eyes staring

at the ground, lips clenched together. They both knew he would back away from an encounter. He was actually bigger than Freddie, but Freddie was so aggressive he brought out all kinds of fears in Neil. Neil believed he would be lose any confrontation and accepted the fact that if he didn't fight, he wouldn't be beaten.

Over the years the memory grew. Occasionally he would imagine that there was a fight and that he lost. It would have been terrible. Everyone laughing at him. He tried to repress the memory, but it always seemed to be there. Whenever he tried anything that little voice came out saying, "Watch out now. You might lose if you try."

He seldom tried anything. That memory was locked in place. He couldn't be beaten if he didn't fight. He couldn't fail if he didn't try. And so his life went.

Then Neil learned how to change the past. One day he sat down, closed his eyes and replayed the entire scene in his mind. He grabbed the dollar back from Freddie. Freddie pushed him, Neil pushed back and Freddie fell on the ground. He got up and Neil shoved him to the ground again. All the people watching laughed at Freddie. Neil really got into the scene. He worked on bringing out colors, sound, even the smell of the schoolyard. He spent thirty minutes on enhancing his new memory. After that, whenever he thought about the incident he remembered the new scene. He remembered winning. That new memory had an effect on everything from that moment on.

The Future is a Fantasy

Everything that is going to happen is in flux. Small things in the present can have a large effect on the future. When you think about the future you fantasize. As it has not yet taken place it cannot be anything but a fantasy. When you fantasize apprehension you create an energy that tends to attract fear in others. You actually attract that which you fear.

As long as you are creating the fantasy you may as well create a fantasy that is to your benefit.

Remember the Future

Create a scene in your mind and put in time. Remember where your future time line extends. When you create the scene, pick a spot where you feel the future is and pull that spot into your scene. Build all the representational systems. Enhance the image, the color, the sound, the feel. Spend twenty quiet minutes by yourself doing this. And then, whenever you think about the event. Remember what you've created. It is not a daydream. The difference between a daydream and a program is that the daydream is recreational and has no time element. The program is creational and has a time element.

Elation

Good news picks you up. When you get good news you feel strong, powerful, energetic, and motivated to go. But what to do with that feeling, and how can it be stimulated and brought about to some small degree? You would not want to be elated all the time, it would get a bit wearing. But wouldn't it be nice if you could feel a sense of elation when you do something that is just a little bit out of the normal, everyday, humdrum things that happen to you?

Depression

Amy was depressed. It was a mild form of depression. Usually this is a problem that should definitely be treated by a professional but occasionally with a mild type the following technique can work quite well.

I asked Amy, “How do you get depressed?”

She replied, “What do you mean how? I just do.” She looked at me and raised her eyebrows. “I think it’s chemical.”

“No, it ‘s more than that. Oh I know it could be chemical. But let’s find out. Whether you realize it or not you use a process for depression. If you can figure out what the process is, I will teach you how to reverse it so you become un-depressed. So tell me, what do you do to become depressed?”

Deep in thought, she was silent for a few minutes, then, with even more of a furrow in her eyebrows she reported what she thought when she got depressed. “I think that people are against me, that they don’t like me and that whatever I do won’t help me or anyone else. Food is bland, I have little or no appetite. I begin to see bad things in my husband. I just want to sit on a couch, or lay in bed. I don’t want company. I think about all the bad things that are going on in the world. “ She paused finally and looked at me asking whether or not that was enough.

I told her that it was just enough, it was a matter of fact when she gave me a list of ten things that either caused, or were the result of her depression. She told me the process.

To Overcome Depression

One way to overcome the depression is to simply reverse the process.

You think that people are against you — so you:

1. Visualize people doing good things for you. They are helping you and being nice to you and they like you.

2. Switch the thought immediately to seeing yourself doing something that helps you. It could be a small thing, something like you buying a shirt or blouse that you love. Visualize that.

3. And then think about the best meal, the best dish you ever had. Imagine the scene when you ate that food.

4. Now quickly think about one good thing that your husband does. Now another thing.

5. Then imagine yourself taking a brisk walk, see yourself taking a deep breath of fresh air.

6. Imagine that you are with a few friends.

7. Imagine that you are talking about all the good things in the world. Like TV, and VCRs and computers, and instant communication, and planes that allow you to be anywhere in the world in a day or less.

She looked at me and smiled. “I feel good.”

“Depression gone?” I asked and she nodded asking.

“That’s all you do? Just turn all the things that bother you around?”

That's how it's done. Whenever you learn how to do a thing, you also learn how to do the opposite. When you learn how to be depressed, you have also learned how to be comfortable. Just develop the process used and reverse it. Simple, and effective. It's really just a simple matter of changing one's attitude.

ESP

Extra Sensory Perception: To perceive, or to be aware of, something that could not be perceived through one of the five senses.

You think about your Aunt Millie in Atlanta, the telephone rings, it's your Aunt. That's ESP.

You're driving along a highway and get off to make a phone call. A feeling tells you to call home. You do. It's an emergency and you are wanted immediately. The feeling is ESP.

You're gambling. You're in the winning zone. Everything you do is right. That's ESP.

You're hunting for a parking place on a crowded street. Just as you get to the building you are going to someone pulls out of a parking spot right in front of the entrance. That's ESP.

You're playing golf. You're a twenty-two handicap. Every ball you hit that day goes straight as a string. You play way over your head and win the match going away. That's ESP.

You're a tennis player. One day you really feel as though you've got it. You return balls you normally miss. You go after balls you normally let get away. You win. You're elated. That's ESP.

You're a sales clerk in a store. The day is boring. You haven't had a customer in three hours. Then, eight separate customers walk in so close together that you think it's one party. That's ESP.

When you respond to information coming to you from your inner senses, it's ESP.

You respond to your outer senses all the time. You hear a siren as you're driving, you pull over. You are responding to information coming in to your sense of hearing.

You bite into a piece of meat and it tastes rancid, you spit it out. You are responding to information coming in to your sense of taste.

You see broken glass on the street, you walk around it. You are responding to information coming in to your sense of sight.

You pick up a hot pot, you drop it. You are responding to information coming in to your sense of touch.

You smell smoke, you look for the fire. You are responding to information coming in to your sense of smell.

You are constantly acting on information coming in from your outer senses. Successful people do the same with their inner senses. They seem to do the right thing at the right time. Be in the right place at the right time. They are simply using their inner senses, (ESP) to respond to information. Everyone has this available to them, but not everyone trusts their inner senses enough to act on the information.

Stimulating ESP

The method we use to stimulate ESP is so simple that you may think it not worth the time to do it that would be a mistake. Every success story you hear from all the various mind development seminars, books, and tapes use a variation of that very simple method that you are about to learn. Everything else is fluff.

Many organizations have programs running in days, sometimes weeks, and occasionally months but the thing that really changes people's lives is taught in one, brief, half-hour period. The strange thing about it is that the students and the instructors are, for the most part, unaware that it really doesn't matter a whole lot what they say as long as somewhere during the program there are ten or twenty minute meditations — for that is where the change takes place.

Meditation, the Alpha level, Extended Perception, Hypnotic trance, are all states where the inner conscious comes to the surface, and when that happens ESP is honed.

How to Open Your ESP Channel

Every Time You Meditate You Stimulate the ESP Channel

It requires only a bit of meditation to open the ESP channel. Every time you lower your brain waves you are allowing the inner senses to flow to the surface. Meditation lowers brainwaves. Every time you consciously lower your brain waves the side effects are welcome, and wonderful.

Anger leaves, fear vanishes, resentments disappear, and satisfaction comes into your being. You get more creative. Your extra senses are allowed the freedom to get through the normally overwhelmed outer thought processes. The extra senses become available for use.

Do you Anger Easily?

Anger is a negative reaction to a stimulus. Many people carry anger around with them as though it were a pet to be unleashed whenever they get unhappy about something. When you understand that you are dealing with a reaction it becomes easy to use our rule of 10. Getting angry is a learned concept. Infants anger when they are frustrated and can't get what they want. Infants are selfish. As an adult you may get angry when you can't get what you want but as an adult you can also understand that there are always choices. The trick is to use the rule of ten to establish a desire for the thing other than the original frustrated want. An infant does not have the luxury of choice, you do.

The Rule of Ten

The "Rule of Ten," as with all our techniques and concepts, you will find to be perfect for solving problems. For anger, you think about ten things that make you angry, and write them down. Then think of the opposite of anger, which would be a positive reaction to a stimulus, and write down ten things you could do of a positive nature when confronted by something that would normally anger you.

The rule is quite simple. You visualize ten aspects of the negative results of your thinking. Then you turn each one around and think about ten aspects of the positive approach to the same problem.

Alex Kaitz used this technique for the first time and reported: "It was kind of amazing. I used to get angry over inconsequential things. I pulled into my driveway once and ran over a toy. I just about went crazy. I yelled at my kid for five minutes about leaving her toys in the front. Gabriella is four years old. I made her cry and I actually felt good about it. I can't believe I did it. Then I learned about The Ten.

“The first time I applied it was a similar situation. Gabriella left her tricycle in the driveway and I had to get out of the car to take it away. I started to hit the ceiling again but instead I got back into the car and closed my eyes. I began to think first of the negatives about the situation. I saw myself crunching the trike. Then I visualized myself throwing the trike into the garbage. I saw Gabriella screaming. I imagined my wife crying and yelling. I imagined all kinds of crazy things and started to think: This is nuts! All this fuss over a thing that took me seconds to move.

“Then I thought about the positives: I saw myself moving the tricycle and Gabriella hugging me. I saw myself helping Gabriella ride the trike. I imagined Gabriella a young lady, riding a two-wheel bike. I saw her as a woman driving a car. I imagined my little-girl-turned-woman hugging me and telling me I was the best father in the world. The whole thing took me about two minutes and I felt like a new man. Now I use The Ten all the time. It’s made me a better and more efficient salesman as well.”

Using The Ten fit perfectly with our next subject.

Here is How You Fall in Love

Gary had a wonderful day. The day before was good but that day was even better. He felt as good as he had in years. That evening was when he first met Alexis. It was at a social gathering. The band was playing a tune he really liked when she sauntered by and a whiff of an aroma drifted into his. He wanted more. He watched her as she walked across the room.

He thought, “Gosh she smells good, looks good too.” Gary had just heard about The Ten and was going to try it. He thought about eight other things he liked about her. He liked her nose, her eyes, her figure. He liked the way she smelled. He liked the way she walked. That was six things. Gary said all these specific things to himself. He was already half way there. He introduced himself to her and said to himself, “I like her voice also.” Then he told her his profession and a hobby of his and she had good things to say about both of them. He thought, “I like the fact that she likes what I do and what I like. One more for ten. I like the way I fantasize so naturally about her.”

By this time, using our definition — Gary was in love. He could see only positives in Alexis. By the time Alexis told him what she did and liked it didn’t matter. As Gary could see only positives in her he would like whatever she did and liked.

Thomas came up to me during one of our seminars. “Everyone talks about falling in love.” he said. “My problem is different. How do you fall out of love?”

The problem was Maggie, a woman with whom he had been involved. She left him and he was still in love with her, but she wanted nothing whatever to do with him.

When you know one thing, you also know the opposite. Just reverse everything. To fall in love you think about the ten things you most like about the person. To fall out of love you think about ten things you dislike about the person.

I asked him what were ten things he disliked about Maggie and to tell me each one, out loud. He started to tab them off.

“I don’t like the way she dresses particularly. I don’t like the fact that she thinks I smoke too much. I don’t like her breath. I don’t like the way she treats me. I don’t like the books she reads. I don’t like the way she drives. She snores sometime, I don’t like that. I don’t like her taste in furniture, and I don’t like her cooking. And finally I don’t like the way she puts me down all the time.”

Makes you wonder what he saw in her in the first place. But remember, those ten things he disliked were within him all the time; but buried deep in the inner conscious. He just brought out what was already there. Love, at least the degree he was on, prevented him from seeing any of the negatives in her.

I then told Thomas to enhance the image of each of those things. “See her in a particularity poor dress. Imagine her yelling at you for smoking too much. Imagine her eating onions and breathing in your face. See her treating you badly. Imagine her reading all those books you hate and brighten the image you see. See her driving recklessly. Hear her snoring even louder than she does. Picture the terrible furniture she’s bought and note how uncomfortable it is. Imagine your tasting something that she’s cooked and you are looking for a place to spit it out. Hear her saying things about you to someone else in a derogatory way.”

Thomas reported that he no longer had any feelings for Maggie that he couldn’t handle. He had fallen out of love.

Your Representational System

A representational system is that set of constructions with which you sense the world. Your five senses each have a counterpart within the inner conscious so that a visual person would have a strong sense of mental imagery whereas an auditory person would do better in mentally hearing what was going on, just as a kinesthetic would sense the feel of things. An orchestra conductor would have a highly developed auditory sense, a sculptor would develop along kinesthetic lines, and an artist would have a strong visual sense.

Many overweight people have, without realizing it, have developed a strong gustatory, (taste) sense. One of their problems is that they mentally taste the food when thinking about it and cannot refrain from filling the desire that sense creates in them. They motivate themselves to eat with the model of taste they construct, while thinking to themselves that they do not want to eat. They do exactly the wrong thing.

If they truly wanted to eliminate the food, they could simply use that gustatory sense and polarize it. Let the food come into that sense and distort it. Make the pudding rancid, the steak overcooked, the fish putrid, the cheese runny, the ice cream with ice crystals. Well you get the idea. That’s using the sense, not allowing it to use you.

Everyone has at least five ways in which they represent the things that are being communicated to them via their outer senses. The representations vary by degree to the extent of the strength of a particular sense. You may be very strong with the inner sense of taste, but weak in the auditory area.

On a scale of 1 to 10, 10 being the strongest, you could be a 10 in taste, an 8 in feeling, a 7 with visual imagery, a 4 in the auditory, and a 2 in olfactory, (sense of smell}.

That being the case, you would probably have a problem with food. You would work with your hands, you would be a moderate day dreamer, you would prefer loud, simple music with a strong bass sound, and you would not understand why people rave about a particular fragrance. These are all mental representations. They do, however, have an effect on things physical, as all things must be represented mentally before they can be acted upon.

To strengthen any of the inner senses, you have only to concentrate on the sub-modalities of the representation. Say that you are a 4 in the auditory, which would make you a weak representer

of music, and you want to appreciate a classical concert as much as your companion who is a strong auditory and loves that type of music.

Listen to a few minutes of a concert. Turn it off and close your eyes. Concentrate on what you have heard. Make the sound you mentally hear louder. Make it sharper. Imagine that you are in the middle of the orchestra creating the sound.

Hear the sound in front of you, behind you, above you, below you, all around you. Imagine you hear one instrument floating out of the group. Now imagine a different instrument playing over the group. Make the sound very soft, loud, now at what you consider a perfect volume. Listen for the nuances of the music. Hear some of the instruments that are there but that you seldom pay attention to.

Now once again play a portion of the actual tape and note the difference in the way that you hear it. You have brought up your auditory response from a 4 to a 6 or 7.

You may use this same method to enhance any of your other senses as well.

Use Your Brain To Motivate

You've read here that motivation is simply strong desire. When you have a strong desire for a thing you will not linger, put off, or procrastinate. The stronger the desire the more likely it will be that you will be motivated to do something.

You must therefore ask yourself a different question. The question is not "How can I get more motivated?" The question is "How can I strengthen my desire for this thing?"

Strengthening Desire

Here is where a basic understanding of sub modalities is handy. To strengthen your desire for any thing, you simply close your eyes and bring up the various representations. As an example, you dislike doing the dishes and you continually put it off. Dishes are in your sink overnight, and sometimes all day as well. To strengthen your desire to do the dishes you think about the end result of your dishes cleaned; a sparkling, squeaky-clean, sink and kitchen.

Bring up all your representational systems, and the sub modalities of each one. Visualize a perfectly clean kitchen. Enhance the color, the size of the image. Step into the image. Hear yourself say how wonderful the kitchen looks. Hear someone else say at a louder volume, "Great, it looks great." Let the water run over your hand mentally. Take a mental breath and get an impression of the nice pleasant way the kitchen smells. Bring out additional sub modalities.

At this point you'll find yourself so motivated that you will put other things off to sparkle up your kitchen.

Einstein's Brain

It has been said that Einstein's brain was very much the same as any other brain of a person with a similar size head. His mind, now that is a different story. Reputedly, Albert Einstein used only ten percent of his brain's capacity during his thought processes. That does not seem like much until you learn that the average person only uses two percent.

Where would you be, what could you accomplish if you could use more of your mind? Well, you can. The techniques and developments are all here, in this very book. You only have to put the concepts of The Power of Self Mind Control to use.

Good luck.