

# Conditioning Your Mind For Success!

Hello My Friends!

Today you are going to receive a crash course in how to **condition** your mind for success! This is probably the **most important information** I've learned over the last 17 years of studying the human psyche. **Having this wisdom** will enable you to **break free** from unuseful (negative) programming from the past and triumph over current obstacles that stop you from **having it all!** Once you understand how your brain functions, you can use it to accomplish anything!

Suppose your mind has two parts, the Conscious and Subconscious. Your **Conscious Mind** has two functions. 1) It receives stimuli (information) from the outside world through your 5 senses (sight, sound, touch, taste, smell) and delivers it to your Subconscious to be processed. 2) It controls willpower. **Willpower** is your ability to choose how to behave or respond to information or situations that are presented to you. For most, willpower lasts about 2-3 minutes and then we revert back to previously conditioned responses from the past. I meet people every day who complain of not having enough willpower to achieve their goals. Actually, I find they have plenty of willpower, its just that their Subconscious mind is programmed for a different agenda!

Your **Subconscious Mind** has one primary role and that is to **make things happen!** It's the **reality-creating** part of your brain and it doesn't care what's good or bad, right or wrong. Think of smoking, for instance. Most smokers realize that cigarettes are an expensive, prolonged suicide. However, their Subconscious has been programmed to believe that sucking on a cigarette will make them instantly feel better. Regardless of whether this is true is irrelevant. If the Subconscious believes its true, it will be for you!

The Subconscious is governed by a set of beliefs, neuro-associations, and "life rules" that it has accumulated from childhood. Some of these "rules" are useful and some are not. If you are having difficulty achieving specific goals, it may be partly because of some **faulty or outdated beliefs** that sabotage your efforts. For example, if you believe that charging for your services somehow diminishes your efforts, you'll find it hard to charge what you're really worth. I personally struggled with this. Even though I knew my services provided outstanding results, I continually undercut my fees. Because I worked so hard but had little money to show for it, my frustrating beliefs about money got reinforced. It was a very ugly cycle! So I changed it. This is how...

**There are three things I recommend you do immediately.**

1. Incorporate Mindful Thinking
2. Modify Your Physiology
3. Incorporate Visualization and Feelization

**Incorporate Mindful Thinking.** Researchers suggest that we have approximately 60,000 thoughts per day and roughly half of those are the same thoughts. The greatest secret ever told was that **the quality of your life would be determined by the quality of your thinking.** Of those 60,000 thoughts, how many are focused on creating the life *that you desire*? How many are focused on the **solutions** you'll need to find in order to be successful? How many are used to motivate, inspire, support, comfort, and empower you? Now how many of those thoughts are focused on the exact opposite of this?

People spend too much time thinking about what they **don't** want, what they **don't** have, and all the reasons for **why** this is so! You will always walk in the direction you are faced and you will always face the direction that your thoughts point you in. Thus, you must mindfully, **purposefully**, make sure that you **focus on what you want and on how to get it!** When your Subconscious Mind starts receiving 30,000 thoughts per day on how you would like your life to be, it will implement powerful strategies for making this happen! Once your brain locks onto something it wants, it will find a way to get it. Just think of the last craving you had!

**Modify your physiology.** This means getting your energy levels and emotional states ready for positive action. Human behavior is **driven by emotion.** Emotions are driven by our thoughts and physiology. Once you've gotten your thinking up to par, it's time to crank up your emotions. **Associating positive, exciting, passionate emotions to result-producing behaviors will ensure success!** When you feel good about taking action on activities that produce successful results, you'll continue to take action. This continued, **persistent action will lead to the ultimate success you desire!**

**Incorporate Visualization and Feelization.** Once your Conscious Mind is filled with useful, goal-oriented self-talk, and you **feel the emotions that get you to take action**, the final step is to cement the final destination into your Subconscious. **Visualizing** is the art of mentally imagining yourself successful as if you have already achieved your goal. **Feelization** is the act of visualizing yourself in such vivid detail that your body produces the exact same emotions you would experience if this goal were **actually attained.** In doing so, you **associate massive amounts of pleasure** to achieving this goal, which will drive your brain and nervous system to do just that!

**Here's your assignment for the next 30 days!**

- 1) Immediately **become more aware of your self-talk.** If you taped your thoughts all day long, would they move you **closer** or **farther away** from your goals and dreams? Incorporate mindful thinking right away. If negative or unuseful thoughts pop into mind, replace them with more supportive, useful self-statements. If you have trouble coming up with these, pretend that a friend just said the exact same negative thought to him/herself. What would you say to make your friend feel better? Now **say that** to yourself!
- 2) When you start feeling upset, angry, frustrated, or scared, **move your body around energetically.** **The way to create positive emotion is through motion.** Jump up and down. Throw your arms up in the air! Find a mirror and

repeatedly flash the biggest, cheesiest smile you can to yourself. (If this sounds silly to you, you're right. Its much smarter to just sit around feeling sorry for yourself.) This crazy behavior will get you **laughing**, it will get you **breathing deeper**, and it will get you **feeling better** so that you can **get back in the game** and kick a\_\_!

- 3) **Start daydreaming more** about how successful you **now** are. **IMAGINE** what's its like to have all that money, all that free time, all those adventures. Picture yourself paying off bills, taking friends on a cruise, buying a fancy sports car, or donating large sums of money to your favorite charity! What does all of this do for you? How does it make you feel? Get in touch with the feelings and emotions that living a life like this presents. The more excited you feel when visualizing your success, the more effective it will be!
- 4) Finally, have fun with this stuff! And remember, it's all in your head!

Until next time, I hope that your day is a Shurr Success!

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