

Using The Power Of Your Imagination To Follow Through

One of the biggest challenges people face is following through on goals and activities that produce positive results. This challenge is commonly referred to as **Procrastination**. **People procrastinate for one reason; you get a payoff for it.** For this to make sense, you will need to understand the **Pain/Pleasure Principle**. All behavior is driven by pain and pleasure. **Every action you take is designed to help you either avoid pain or gain pleasure.** When you are presented with an activity that you perceive to be potentially painful, your first gut instinct is to avoid it. Immediately after distancing yourself from the “painful” activity, you will experience a sensation of relief. This relief creates pleasure. **BAM!** You have just created a subconscious neuro-association in your brain. This *neuro-association* will now link pain to the activity and pleasure to avoiding it. If the activity happens to be dancing around in traffic during rush hour, this would be considered a useful neuro-association. If, however, the activity is finishing a project, exercising, or making prospecting calls, this neuro-association is considered un-useful because it holds you back personally and professionally!

A neuro-association rarely goes away on it’s own. Actually, they tend to get stronger because they are reinforced over time. If you are procrastinating on important activities that you know would produce positive actions, you need to break the old neuro-associations and create new ones. This is how...

Remember, a neuro-association is simply a link your brain has made between an event and a specific emotional state.

Example:

Exercise = Pain

Avoidance of Exercise = Pleasure

Result: *Procrastination*

In order to break this association, you need to first get clear as to what’s really creating pain in your life and how to increase your pleasure. Putting off exercise keeps you feeling tired, unhealthy, and overweight. Even though sleeping in or catching up on a little TV may seem more pleasurable at the moment, that choice will keep you feeling sluggish and irritable all day!

Now focus on the benefits of exercising. Getting stronger, feeling energized, and looking your best will produce massive amounts of pleasure throughout the day! Your brain takes action on the connections it makes. Thus, you must get your brain to connect pleasure to exercise and pain to not exercising.

Example:

Exercise = Pleasure

Avoidance of Exercise = Pain

Result: *Follow Through*

Here’s another example:

Prospecting Calls = Pain
Avoidance of Calls = Pleasure
Result: *Living Paycheck To Paycheck!*

Connecting With Others Via The Telephone = Pleasure
Procrastinating On Making Those Calls = Pain
Result: *Creation Of Wealth!*

Now that you understand what really creates pleasure and pain in your life, it's time to create a new neuro-association. This is how...

Close your eyes and imagine you are standing at a crossroads. One path is very familiar to you. It's the one most traveled. If you choose to travel down this path, it will take you to the same familiar thoughts, feelings, behaviors, and results you've been experiencing. But that's the problem. You don't want the same results. You want better outcomes! Imagine what would it will cost you mentally, emotionally, physically, and financially if you decide not to *take action right now* on the activities that lead to your desired results?

Now imagine yourself standing at the crossroads on more. Now you choose the least traveled path. It's the one that takes courage to travel for you cannot see the outcome, and for many that is just too frightening. However, it is also the most rewarding for those who have the tenacity and guts to find out. On this path, you will take immediate action on those activities that you used to put off. Imagine what you will now gain from taking action right now on these growth-producing activities. Imagine the massive amounts of pleasure you will experience in all areas of your life as a result of these new choices.

As you continue establishing clearly in your conscious and subconscious mind what truly creates pleasure and pain, your mind will assist you in following through. Improve your self-talk and focus on what you want. Your subconscious will help you with the rest.

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