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Welcome to Personal Power, and congratulations on your commitment to measurably improve the quality of your personal and professional life! You are about to join millions of extraordinary people who have invested in and experienced the amazing benefits of this 30-day audio coaching system. I am especially honored and excited to welcome you to this special, new edition, Personal Power II: The Driving Force, and to share with you how important this journal can be to your success with this program.

Designed to be used after you listen to each day's session, your Personal Success Journal is a place to consistently capture the key concepts and "action items" of each dais session. This simple system will help you maximize the benefits you experience. Your journal is written to reinforce specific stories, examples, and principles, so if YOU browse through it right now, it may make little sense to you. (This is not a set of Cliff's Notes!) But when you review the summaries and complete the assignments each day following your audio session, you'll find this journal to be extremely valuable in accelerating the process of creating change and in expanding your appreciation of your personal progress.

I'm a firm believer in the adage that if your life's worth living, it's worth recording so in addition to the written exercises, be sure to take some extra moments each day to jot down a few notes about the events in your life, how you're feeling, what you're pleased and excited about, and to acknowledge the positive changes you're making. Personally, I've kept journals for nearly two decades, and I know you'll find real value in putting your thoughts, ideas, and emotions on paper: There's a certain level of clarity that comes from journal writing that's difficult to reach any other way. This is such a simple yet rewarding process! The value of it "creeps up" on you. It's like watching children as they grow up: Sometimes it's difficult to see how much they're growing if we're their parents, but when you

see a child after being away for a while, the growth is so obvious! A journal gives you a chronicle of your own progress, and when you look back on it in the future, you'll have that sense of distance that allows you to see and appreciate just how far you've come.

Here are a few simple steps for getting the most from your journal:

1. Each day, Monday through Friday, listen to the assigned tape or CD.
2. After the session, open your journal and take immediate action on the day's "assignment."
3. Before you close it for the day, take a few minutes to reinforce your learning by jotting down any additional thoughts or feelings in your journal about what you learned and how you're going to use the progress you've already made.

So let's go! I know you're as anxious as I am for you to get started. It's amazing to think what exciting things are in store for you between now and the end of the next 30 days. Throughout that time and until we meet in person, remember to...

Live with passion

Warmest regards,



A page of lined paper with 20 horizontal lines, evenly spaced, for writing.

A page of lined paper with 20 horizontal lines, evenly spaced, for writing.

Ultimately, everything we do in our lives is driven by our fundamental need to avoid pain and our desire to gain pleasure; both are biologically driven and constitute a controlling force in our lives.

**We will do far more to avoid pain than we will to gain pleasure.** Pain is the greater motivator in the short term.

At any moment in time, whatever you focus your attention on is what is most real to you. Therefore, if you want to change your behavior, you must focus your attention on

1. how not changing your behavior will be more painful than changing it
2. how changing will bring you measurable and immediate pleasure

You must change what you link pain and pleasure to in order to change your behavior.

**Use pain and pleasure instead of letting pain and pleasure use you!**

## **YOUR ASSIGNMENT:**

To take control of your life, you must take control of the force of decision. **The power to change anything in your life is born the moment you make a real decision-which by definition is something you take immediate action upon.**

Take the following steps now:

1. List four new actions you know you should take now.
2. What is the pain you've associated with these actions that has kept you from following through? Write it down.
3. List any pleasures you were able to get from not following through on these four actions.
4. For each of these actions, describe in a paragraph what it will cost you if you don't follow through. What will you miss out on? What will you lose?
5. Now begin to associate pleasure with taking action by asking yourself these questions. What are all the benefits you'll gain by taking action in each of these areas now? How will it enhance your life? How will it create greater joy happiness, success, freedom, or pride? Write your answers.

1. Four new actions I know I should take now:

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“For every disciplined effort there is a multiple reward.”

2. The pain I've associated with these actions in the past:

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3. The pleasure I took from not following through in the past:

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4. What it will cost me if I don't follow through now:

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2. Three neuro-associations that have disempowered me until now:

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To change your life you must change your neuro-associations. Three things must be in place for you to make these changes and count on them to last. They are the three fundamentals of NAC:

1. **Get leverage on yourself.** To do this, three levels of responsibility are necessary—you must decide the following:
  - A. Something must change.
  - B. I must change it.
  - C. I can change it.
2. **Interrupt your current pattern of association.** You must scramble the old pattern of thinking and feeling; this is best done by using something unusual, such as making a radical change in what you say or how you move your body.
3. **Condition a new, empowering association.** Install a new choice, and reinforce it until it is conditioned. **Any thought, emotion or behavior that is consistently reinforced will become a habit (a conditioned pattern).** Link pleasure to your new choice. Reward yourself emotionally for even small progress, and find yourself developing new patterns quickly.

### YOUR ASSIGNMENT:

For *each* of the four actions you listed yesterday, do the following:

1. *Get leverage:* Write down 10 reasons why you must change that behavior now; then list all the reasons why you know you can do it.
2. *Interrupt your own pattern:* Design four or five ways to get yourself out of the limiting association—and do them!
3. *Condition yourself* by rehearsing your new behavior. Give yourself a sense of accomplishment and exhilaration, pride, or joy each time you do this. Do it consistently and rapidly until each time you think of this new pattern you feel good automatically.

Here is a bizarre, outrageous, and effective way to get leverage and break your pattern:

*Get a weigh-loss buddy and promise him or her and a group of other friends that you will begin a strict regimen of healthy foods and enjoyable exercise. Further commit to them that if you break your promise, you will eat a whole can of Alpo dog food.*

The woman who shared this with me told me that she and her friend kept their cans in plain view at all times (no pun intended!) to remind them of their commitments. When they started to feel hunger pangs or considered skipping exercise, they'd pick up the can and read the label. Such appetizing ingredients as "horsemeat chunks" helped them achieve their goals without a hitch!

1. Ten reasons why I must change now, and why I know I can do it:

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“The great end of life is not knowledge but action.”

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2. Four or five ways to get myself out of the limiting associations:

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In this session, you learned what people really want in life is to change one of two things: either the way they feel about something (e.g., to move from being frustrated to confident, from sad to happy, from depressed to emotionally strong) or they want to change a behavior (e.g., to stop smoking or drinking, to start taking massive action, to exercise and enjoy it, to follow through on their commitments). But the only reason we want to change our behaviors is we're hoping that if we lose that weight, stop procrastinating, take that action, we'll feel good. **Everything human beings do is merely an attempt to change the way they feel, to "change state."**

Moment to moment, what we do is powerfully shaped by the state we're in. When we're in a frustrated state, we tend to behave very differently than when we're feeling confident or excited or determined. One of the most important things we can do to create the power, joy, and passion we really want in our lives is to learn to manage our states of mind.

You can do this immediately through two primary vehicles, the first of which is *physiology*.\*

1. You can change how you feel instantly by changing the way you move, breathe, use your facial expressions, or make any new demand on your body.
2. The state you're in determines your behavior and also your performance. If you want to change your performance in anything—business, sports, relationships, etc.—the first thing to do is to change your state. In any situation, if you put yourself in a peak state you will be able to utilize more of your true capabilities in life.
3. Remember, you're always responsible for your own states. After the next few days of learning, you won't just be responsible; you'll know how to quickly and easily change how you feel about virtually anything and move yourself into peak performance at will.

Here's how to use your physiology to manage your state.

1. Move your body differently, and develop some "power moves": deliberate, strong, unhesitating movements that give you an immediate sense of certainty. You can also use your voice to put yourself in a peak state. Speak stronger, more rapidly, with a bit more volume from deeper in your chest than you usually do.

2. Changing your breathing can immediately change your state. Deep, diaphragmatic breaths create radically different emotional states than shallow breathing that begins in the upper chest.
3. Radical changes in facial expressions will immediately change the way you feel.
4. Changing elements of your diet can maximize your health and energy.
5. All of these put together can make significant changes in the patterns of the emotional states you experience day to day.

## YOUR ASSIGNMENT:

Here's how to develop the ability to put yourself in a passionate state instantly.

1. Invite a friend or business associate to participate in an "experiment." Sit down together, and ask your partner to notice what you do with your physiology—face, voice, body, gestures, posture, etc.—throughout the experiment.
2. Begin to talk about a subject you're normally passionate about in an exaggeratedly dispassionate way, as if you don't really believe in it, you don't feel strongly about it. Pick something that normally does inspire you, but talk about it in an uninspiring way, and have your partner notice what you do with your face, your voice, your body, and your gestures.
3. Change your state radically. Get up, if necessary, and move around for a moment.
4. Now talk to your partner about the same subject with all the passion, joy, energy, and conviction you can muster.
5. Ask your partner to share with you some of the specific differences in how you moved, breathed, used your face, and used your voice, and record this in your journal. These are your *biomarkers*, the "triggers" that can cause you to feel passionate in the future.
6. Experiment today: At some moment when you're calm or feeling negative, snap yourself immediately into a passionate state using what you learned from Step 5 above.





A second way to manage your states, in addition to using your physiology, is to control and direct the focus of your mind.

1. The way you feel and what you experience in your body comes from what you focus your attention upon during a given moment.
2. At any moment, you are “deleting” most of what is going on around you. That is, to feel bad, you have to delete (not focus on, not think about) everything that’s great in your life. And vice versa. For you to feel good, you have to delete the things you could feel bad about. This process of deleting is an important part of how the mind maintains the balance in one’s emotional state. Undirected, however, it can wreak havoc in your day-to-day experience.

To manage your states, there are two things you can control with respect to focus. When you change either of these, you immediately change how you feel.

1. What you’re picturing in your mind
2. How you’re picturing it, (e.g., dimension, brightness of mental pictures, etc.)

At this moment, how you’re evaluating things determines what you focus on.

1. Evaluations are nothing but questions you ask yourself.
2. Your state-and ultimately, your life-are the result of the questions you ask.

To manage your states via focus, you must control the questions you ask yourself.

1. Eliminate limiting, “endless loop” questions.
2. Continually ask yourself questions that empower you.

### **YOUR ASSIGNMENT:**

1. Develop five questions you’re going to ask yourself every morning for the rest of this 30-day program- questions that will cause you to go into positive and powerful states.
2. Write them down and put them next to your bed or on your bathroom mirror.
3. Every morning ask yourself these five questions and come up with at least two answers for each of them.

### **ANTHONY ROBBINS’ MORNING POWER QUESTIONS**

- 1. What am I happy about in my life now?**  
What about that makes me happy?  
How does that make me feel?
- 2. What am I excited about in my life now?**  
What about that makes me excited?  
How does that make me feel?
- 3. What am I proud about in my life now?**  
What about that makes me proud?  
How does that make me feel?
- 4. What am I grateful about in my life now?**  
What about that makes me grateful?  
How does that make me feel?
- 5. What am I enjoying most in my life right now?**  
What about that do I enjoy?  
How does that make me feel?
- 6. What am I committed to in my life now?**  
What about that makes me committed?  
How does that make me feel?
- 7. Who do I love? Who loves me?**  
What about that makes me loving?  
How does that make me feel?

Five questions I’m going to ask myself every morning:

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“Things do not  
change; we change.”





Values are emotional states that, based on our life experience, we believe are most important for us to experience (move toward) or avoid (move away from). The moving-toward values, or “pleasure” values, are emotions like love, happiness, success, security, adventure. These are known as *ends* values. It’s important to make the distinction between means values, which are simply “vehicles” or “instruments,” and *ends* values, which drive all of our behaviors as human beings.

1. Some people may say that what they value most in life are their cars. Well, it’s true they may value a car (i.e., it’s important to them), but they value it as a *means*, a way to get what they’re really after. The *end* a person who values a car might be seeking is a sense of convenience or a sense of freedom or, depending upon the type of car, maybe a sense of power or fun.

Likewise, many people say they want money. But money is merely a means to an end. They don’t want pieces of paper with pictures of “deceased notables” on them. They want what they think money will give them. For some people, they believe that’s security or the ability to take control of their lives. A feeling of choice.

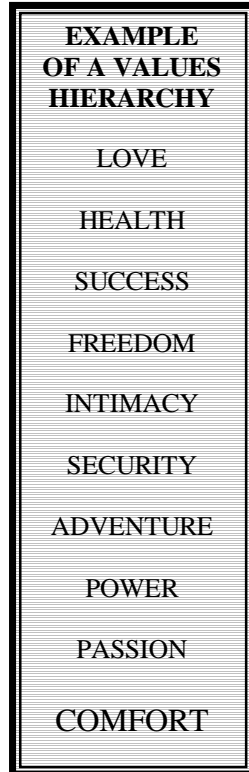
The secret in life is to know what you’re really after, the end values.

2. **All decision making is nothing hut values clarification.** If you know what you value most, what you truly want most out of life, then you’ll find you can make decisions much more effectively and rapidly.

**A belief is a felling of certainty about the meaning of something.** Your beliefs determine whether or not you feel like you’re meeting your values—they can either limit or liberate you.

There are two basic kinds of beliefs:

1. Global beliefs are generalizations: “Life is...,” “People are...,” “I am...”
2. Rules are conditional ideas: “If this, then that.”



## YOUR ASSIGNMENT:

The subject of values is critically important because our values guide all our decision-making. Most people would think that even attempting to define their own values is too big a task for a thirty-day process, much less a single day. (I actually teach and guide people through this process during an intensive four-day program called DATE WITH DESTINY.) Obviously, if you’ve made it to the ninth day of this program and are still taking notes, you are an extraordinary individual! Having said that, I would like to give you a six-step process, which will require a significant amount of your time and energy, but I think the rewards are remarkable.

You might want to complete the first two of the six steps today and divide the rest of these tasks over the course of the next week. I know how challenging this can be, but there are few things in the world more rewarding than being absolutely clear about what’s important to you. So set yourself up to win on this assignment today by breaking it down into doable chunks. And be sure to have fun!

1. Ask yourself this question: *What’s most important to me in my life?* Make sure you write down the feelings you’re after, the states you value most, such as *love, passion, or happiness*, as opposed to means values like *money or business success*. If you think you want money or business success, ask yourself, *if I had that additional money, if I had that business success, what would it ultimately give me?* How would it make me feel? Those feelings are the true driving force in your life, your “moving-toward values.”
2. Rewrite your moving-toward values in the order of their importance.
3. Make a list of all the negative feelings or emotions you’d do almost anything to avoid. For some people, this list might include *rejection or frustration or overwhelm or loneliness*. Discovering what you want to avoid will help you understand more about your drive. We are not driven just to get what we want. We’re also driven to avoid those feelings we link the most pain to, our “moving-away-from values.”
4. Rewrite your moving-away-from values in the order of their importance; starting at the top of the list with the one you would do the most to avoid feeling.

5. What has to happen for you to feel these emotions? For example, if success is one of your values, what has to happen for you to feel successful? (For some individuals to feel successful, they have to have a million dollars in the bank. For others to feel successful, they have to wake up, look down, and see that they're above ground because they believe every day above ground's a great day!) Similarly, on your moving-away-from values, what has to happen for you to feel them? (For some individuals, if they don't achieve a goal one time, they feel like a failure. For others, it's impossible to fail. Their rule is, "I would fail only if I were to give up. As long as I keep trying, I'm successful.") It's important to understand the rules you have for feeling bad, because often we make it too hard to feel good and too easy to feel bad.
6. Have you discovered any rules, which limit the quality of your life? If so, which rules are you willing to change now to improve your life forever?

1. What's most important to me in life (moving-toward values)?

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**EXAMPLES  
OF A MOVING-  
TOWARD  
VALUES**

HAPPINESS

LOVE

SUCCESS

HEALTH

INTELLIGENCE

POWER

GROWTH

CONTRIBUTION

AFFECTION

HUMOR

2. My moving-toward values in order of importance:

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**EXAMPLES OF A HIERARCHY OF MOVING-TOWARD VALUES**

1. HEALTH
2. SUCCESS
3. HAPPINESS
4. GROWTH
5. LOVE
6. CONTRIBUTION
7. HUMOR
8. INTELLIGENCE
9. POWER
10. AFFECTION

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3. What would I do the most to avoid (moving-away-from values)?

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**EXAMPLES OF MOVING-AWAY-FROM VALUES**

- DEPRESSION
- BOREDOM
- OVERWHELM
- ANGER
- WORRY
- FRUSTRATION
- RESENTMENT
- SADNESS
- JEALOUSY
- SELF-PITY

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4. My moving-away-from values in order of importance:

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**EXAMPLES OF A HIERARCHY OF MOVING-AWAY-FROM VALUES**

1. ANGER
2. FRUSTRATION
3. BOREDOM
4. RESENTMENT
5. JEALOUSY
6. DEPRESSION
7. OVERWHELM
8. SELF-PITY
9. SADNESS
10. WORRY

5. What has to happen for me to feel each of these emotions (moving-toward and moving-away-from values)?

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**EXAMPLES OF RULES FOR MOVING-TOWARD AND MOVING-AWAY-FROM VALUES**

“I feel healthy whenever I walk at least 15 minutes a day.”

“I feel healthy when I take care of myself by getting massages.”

“Whenever I eat fruit, I feel healthy.”

“I feel boredom if and only if all the world’s problems have been solved.”

“I would feel boredom if I cut off all contact with humanity and set up residence in Antarctica.”

6. The rules I'm willing to change now to improve my life forever:

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**EXAMPLES OF RULES THAT SHOULD BE CHANGED**

**“I have to do everything perfectly all the time in order to be successful.”**

**“I feel intelligent only if I have an IQ of 200 or higher.”**

**“In order for me to feel loved, my children must obey me 100 percent of the time without complaint.”**

**“I must always breathe pure, unpolluted air to be healthy.”**

**“To be a success, I must write five best-selling novels, make \$3 million, and set a new record for running the mile-all by age 21.”**

**“I will be happy only when I win the state lottery.”**

**“I know I’m successful when I never make any mistakes.”**

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“Nothing has any power over me other than that which I give it through my conscious thoughts.”

To gain full control of your life, you must discover your core beliefs, change those that are limiting you, and resolve any conflicting beliefs.

To change a belief you must do the following:

1. Identify the belief you want to change.
2. Link enough pain to your current belief so you automatically move away from it.
3. Identify a new, empowering belief.
4. Link massive pleasure to the new belief.
5. Condition the new belief by “rehearsing” (mentally picturing and feeling the effect) over and over again how your life will be better with this new belief, and how painful it would be to keep the old belief.

Two Simple Yet Valuable Core Beliefs to Adopt

1. “The past does not equal the future.”
2. “There is always a way if I’m committed.”

**Find two core beliefs that have limited your life** and use the “Dickens Pattern” to change them.

1. Identify the two beliefs you want to change.
2. Close your eyes. Think about and feel the consequences—past and present—you’ve experienced because of these beliefs. Feel the emotional costs these beliefs have had on your life. What have they cost you in your relationships, your finances, your physical body, your level of happiness and fulfillment? What do you regret most as a result of these beliefs?
3. Step five years into the future and drag these limiting beliefs with you. What is the cost?
4. Step into the future 10 years. What is the cost?
5. Step into the future 20 years. What is the cost?
6. Come back to now and recognize none of this has happened yet. You have a chance to change it. What happened was a painful gift to move you to change your entire destiny right now!
7. Change your body radically-move as if you felt totally energized, excited, and passionate (e.g.. breathe, talk more rapidly).
8. Decide what your new beliefs should be and write them down, stated in the positive. Close your eyes and think about how these beliefs will transform the quality of your life. What will you gain by these new beliefs? How will you be happier? How will you be more successful financially and in your relationships? How will your physical body be transformed when these beliefs begin to guide your daily actions? Again, associate. How is your life greater now, more fulfilling, richer emotionally, physically, financially?

9. Step into the future five years with your new beliefs. Where are you now in your life?
10. Step into the future 10 years. Where are you now?
11. Step into the future 20 years. Where are you now?
12. Look at both destinies and decide which one you’re committed to living, and then return to the present.

## **YOUR ASSIGNMENT:**

You may find it useful to write down what your old beliefs were and what the consequences have been or would have been all your life in order to remind yourself of the leverage that will guide you in maintaining your new beliefs. Write down how your two new beliefs will enhance the quality of your life now.

What my new beliefs are and how they will increase the quality of my life:

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“It is the mind that  
maketh good or ill,  
that maketh wretch  
or happy, rich or  
poor.”

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First of all, commit yourself to mastering the fundamentals. Get excited about practicing fundamentals every day to create the ongoing level of happiness and joy you want.

With goals, we create our destiny! We must have a big enough “why” to succeed—we must have *enough compelling reasons* to drive us forward to do whatever it takes to achieve our goals. “Purpose is stronger than outcome.” *Who you become* in the process of achieving your goals is the real purpose.

Why do goals work?

1. “As you think, so you become.” If you develop a consistent and impassioned focus on something, you’ll experience it.
2. Setting a goal is acknowledging to your conscious and subconscious minds that where you are is not where you want to be. Having a goal creates positive pressure, which is necessary to move you forward—you *must learn to manage pressure*.

Here’s how to create a big enough “why” for each of your goals.

1. Write down all you will gain from achieving your goal—why you’re committed to making it a reality (linking pleasure to achieving).
2. Write down what it will cost you not to achieve the goal (linking pain to not achieving).

## YOUR ASSIGNMENT:

Remember: part of what drives us in life is our desire, our hunger. Seeing and admitting that things are not as good as we want them to be creates a drive to make our lives the way we believe they should and must be. Take action on the following assignment:

1. List the specific areas of your life that are not what you want them to be.
2. Write down what you would have to believe to consistently follow through on the transformation of your life.
3. List the set of beliefs you’d have to hold to achieve your ultimate goals. *What would you have to believe in order to not only set your goals but really achieve them? What would you have to believe to make your life the masterpiece it deserves to be?*
4. Write down *why* you must change these situations now and why you know you can. You’ve probably already handled much more difficult situations at some point in your life. If you haven’t, now is the time to do so.

1. The specific areas of my life that are not what I want them to be:

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“People are not lazy. They simply have impotent goals—that is, goals that do not inspire them.”

2. What I would have to believe to consistently follow through on the transformation of my life:

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3. What I would have to believe to not only set my goals but really achieve them:

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4. Why I must change these situations now and why I know I can:

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1. List your goals for *personal development*.
  - A. Next to each of these goals, write down the time within which you're committed to accomplishing it, i.e., within 1, 3, 5, 10, 20 years.
  - B. Select your top three *personal development* goals, and under each one, write a paragraph describing why you're committed to achieving this goal within the next year.
2. List your *things* goals.
  - A. Next to each of these goals, write down the time within which you're committed to acquiring it, i.e., within 1, 3, 5, 10, 20 years.
  - B. Select your top three *things* goals, and under each one, write a paragraph describing why you're committed to acquiring it within the next year.
3. List your *economic* or *financial* goals.
  - A. Next to each of these goals, write down the time within which you're committed to achieving it, i.e., within 1, 3, 5, 10, 20 years.
  - B. Select your top three *financial* goals, and under each one, write a paragraph describing why you're committed to achieving it within the next year.

1. (Brainstorm your personal development goals below.) My top three goals for personal development and one action I can take today toward their attainment:

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“There is only one success-to be able to spend your life in your own way.”

**YOUR ASSIGNMENT:**

1. For each of your top nine goals, write down one action you can take right away to make initial progress toward achieving it.
2. Take that action toward each goal today.
3. Do the *Rocking Chair Test* to help you commit to accomplishing each of your goals. Imagine yourself much older, sitting in your rocking chair and looking back on your life, first, as if you had *not* achieved your goal, then imagine yourself having achieved it. (Experience the pain that would follow *not* doing it along with the *pleasure* that would come from accomplishing your goal.)

**Be sure to take time this weekend to listen to your bonus session entitled THE SIX HUMAN NEEDS! You'll find it on Cassette 1 of Volume 12, or CDs 23 and 24.**



**O**ur consistent emotions shape character and destiny.

If you're feeling any emotion, positive or negative, on a regular basis, it's the result of an internal ritual. Your rituals consist of your habitual ways of looking at the world, talking to yourself and moving your body.

1. List five negative emotions that you experience on a regular basis (e.g., depression, discouragement, sadness).
2. Write down your rituals for each of these emotions, i.e., what you must do in your mind in order to feel them-the "recipes" you have for creating each of these emotional states.
3. List five positive emotions that you experience regularly.
4. Write down your rituals for each of these emotions.

Procrastination is nothing but a ritual. Here's how to overcome it.

1. Find out how you create the ritual.
2. If you don't do this, what will be the ultimate price you'll have to pay?
3. If you'd already gotten this done, how would your life be better? How much more joy would you have?
4. Develop the habit of saying, "I want to..." instead of "I have to..."
5. Develop the habit of moving your body to interrupt the pattern of procrastination.

### **YOUR ASSIGNMENT:**

1. Review your five negative emotions and how you create them. Then develop a pattern interrupt for each one.
2. Review your positive emotions and determine how you can trigger them more often, and when in your life you'd be willing to put yourself in a great state on an ongoing basis
3. In this journal, write down what you do to get yourself into the ritual of procrastination and how to break out of it.

1. A pattern interrupt for each of my five negative emotions would be:

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“Most people fail in life because they major in minor things.”

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2. A trigger for my positive emotions would be:

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**Whenever you're in an intense emotional state, anything that consistently happens around you while you're in the peak of that state gets associated to it.** This process is called "anchoring." For example, is there a particular song that, whenever you hear it, you remember a person you were once in a relationship with? It's because while you were in the peak of an emotional state, the unique sound of this music was playing in the background. This was linked up in your mind and in your body so that any time you hear the music, you remember the feelings of that same moment once again.

We're always anchoring. We're constantly learning to associate and create meanings out of things that are happening around us, and this is usually happening on an unconscious level. The secret is to understand anchoring so we can take conscious control of the process and use it to condition ourselves to feel the way we want and need to in given situations. Wouldn't it be useful to anchor yourself to feel good about exercise? Or get rid of the negative anchors you may have to it currently? Mastering this skill can change virtually any area of your life. Listed below are a few reminders about anchoring that are described in detail in this session.

Here's how to create positive anchors.\*

1. The secret to anchoring yourself is to get yourself into a highly emotional state. For example, to anchor excitement, breathe the way you breathe when you're excited, stand the way you stand, smile the way you smile, gesture or make the statements or sounds you make when you're really celebrating. Literally put yourself in the peak of that state.
2. While you're in the peak of the desired state, do something unique over and over again until it's conditioned and you've created a consistent "trigger." This could be the snapping of your fingers and saying the word *excellent* each time you feel you're at the peak of this state, repeating it dozens of times with more and more emotional intensity.
3. Then change your state. Relax. Change your focus for the moment.
4. Use the trigger; e.g., snap your fingers and say "Excellent!" and you should feel your body snapping right back into that peak feeling.

*\*To refine your anchoring abilities or to see demonstrations of its power so you can utilize it for yourself and others. I highly recommend you consider getting our Unleash the Power Within Personal Training System audio/videotape program or multi-media program. I created this system many years ago to help people eliminate phobias and fears and guide them through the process of eliminating negative anchors.*

This process has been done to you for years by advertisers. Here's an example. If I were to say to you, "How do you spell relief?" and I did it in the right tone of voice, one you'd recognize from the commercial, you'd probably say "R-O-L-A-I-D-S." (Rolaids).

How to "Collapse" Negative Anchors

1. Create a series of positive anchors.
2. Fire off the positive and negative anchors simultaneously. This will collapse the negative association.

The two keys in making a positive anchor effective are the following:

1. Make sure you're "in" a desired emotional state; i.e., make sure you're breathing the way you're breathing when you feel that way, that you have that same look on your face, you're saying the same things to yourself. You're truly in the state that you want to anchor.
2. Consistently link a trigger to that state. A unique touch, a facial expression, a gesture, a snap of the fingers, a word, something that you will use in the future as the trigger for your anchor.

How to Do a "Swish Pattern"\*

1. Identify the behavior you want to change, and then imagine the behavior in your mind's eye.
2. Create a new picture of yourself, as you would be if you made the desired change.
3. "Swish" the two pictures so that the unresourceful behavior automatically triggers the resourceful one. Do this by making a big, bright picture of the behavior you want to change, then in the bottom right-hand corner of that picture, make a small dark picture of the way you want to be. Now take that small picture, and in less than a second, have it grow in size and brightness and literally burst through the picture of the behavior you no longer desire. As you do this, say the word whoosh! with all the excitement and enthusiasm you can muster.
4. The key to this pattern is speed and repetition. Do this five or six times, as fast as you can-and have fun doing it! What you are telling your brain is, "See this. Whoosh! Do this; see this. Whoosh! Do this..." until the old picture automatically triggers the new picture, the new states, and thus the new behavior.

**YOUR ASSIGNMENT:**

- 1. Create a positive anchor.
  - a. Choose an emotion you would like to have “at your fingertips.”
  - b. Take yourself back to a time when you really felt that way.
  - c. Link that feeling to a gesture (e.g., making a fist and saying “Yes!”) and do it over and over until you can trigger the feeling with this anchor.
- 2. Do at least 15 swish patterns as described above.

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“Do what you can,  
with what you have,  
where you are.”

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**M**oney is nothing but a means to measure the exchange of value between people.

#### Seven Reasons Why Most People Never Make It Financially

1. They associate negative things to making and/or having money.
2. They never make having an abundance of money an absolute *must*.
3. They never develop an effective strategy for building wealth.
4. They fail to follow through consistently on their financial plan.
5. They rely too much on “experts.”
6. They become financially complacent.
7. They allow financial crisis to turn into financial ruin.

You can use what you’re learning in this program to heal these seven “wealth wounds.”

To condition yourself for wealth, you must develop strategies for

1. *attracting* money into your life
2. *managing* your money
3. *sharing* your money, which will give you tremendous joy

To master these strategies, use modeling.

1. Find people who are getting these results and study what they do.
2. Do the same things consistently and get the same results.

### **YOUR ASSIGNMENT:**

Give yourself a financial checkup to find out your “wealth wounds” so you can “heal” yourself quickly:

1. *What are your most limiting beliefs about having absolute financial abundance? (You can ask yourself another question: What do you associate to financial excess? You’ll find that financial abundance is excess. It’s having excess money—more than you need. Most people associate negative emotions to this and wonder why they never maintain a financial position of “excess dollars.”)*

2. Now consider whether you have a specific amount of money that represents financial abundance. *Have you made this number a must for your 4fe? Or is your current must the ability to live comfortably by paying your current bills?* If you’ve not established a specific number, do so now and commit to having it.
3. Remember the axiom: **Never leave the site of setting a goal or making a decision without taking some action toward its attainment.** Today, do something toward developing a financial plan. Contact a financial planner, or pick up a book on creating financial plans, or call us and enroll in FINANCIAL MASTERY. \*
4. Use something you learned from today’s session—some simple distinction—to start feeling like you’re making financial progress. Maybe it’s simply a financial decision you’re going to make about what you’re no longer going to spend or what you are going to invest in. Maybe it’s a decision you’re going to make about what to believe about financial excess. **Remember, tiny actions lead to a pattern of habits which ultimately can be used to create the financial freedom you deserve.**
5. Make a list of any financial terms or aspects of financial management that you currently don’t fully understand, and make a commitment to find the people who can give you the answers you need. **There’s nothing wrong with not knowing an answer;** there’s something incredibly wrong with not taking action to get that answer immediately.
6. Remember the power of “why.” Write a paragraph about why you’re going to continue to follow through and avoid complacency. What were the excuses you used in the past? This is an area of your life that must be mastered. So come up with enough reasons that will help you continue to follow through. Make a list of them now.
7. **Ultimately, what frees you from fear is the belief that you are much more than anything that could ever happen to you financially.** Write down one or two situations that have occurred in your life that seemed difficult or impossible, but you pulled yourself through. Use these to remind yourself of the capacity you have to turn challenges into opportunities.

1. My most limiting beliefs about having absolute financial abundance:

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2. What specific amount of money represents financial abundance to me?

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3. What I will do today toward developing a financial plan:

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4. What I learned today that I can use to make progress:

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“Lucky is what happens when preparation meets opportunity.”

4. Financial terms and aspects of personal finance I don't currently understand fully:

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5. Why I'm committed to follow through:

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5. One or two situations from the past when I pulled through despite difficulty:

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If you are sabotaging yourself financially, it's because you believe on some level that the accumulation of money is going to lead to more pain than pleasure.

To begin attracting wealth you must

1. recognize you're *already* wealthy;
2. believe that you're also creating a way for others to fulfill their dreams.

Here's how to eliminate financial self-sabotage.

1. Write a description of all of the pain you experience because you don't have the financial abundance you deserve.
2. List words that you associate to money.
3. Write down what you remember hearing about money when you were growing up.
4. Write how your life would be greater and better if lack of money were no longer an issue.
5. Remove your limiting beliefs by attaching new beliefs to them or ridiculing them. Write down this information and say it to yourself over and over again.

Empowering beliefs that will lead you to financial freedom:

1. *The more I give to others, the more money I receive on an ongoing, consistent basis.*
2. *I must live in an attitude of gratitude and I must give much more to others than I expect back.*

Financial abundance comes from doing what you love doing and making sure it creates tremendous value for other people. To find the appropriate vehicle for building wealth, answer the following questions:

1. *What do you love to do most?*
2. *How could you do this to benefit others so that they would be willing to invest in it?*
3. *How could you do it to reach a multitude of people?*
4. *How could you do it intelligently so that it remains profitable?*

Above all, *make sure you're a giver!*

**YOUR ASSIGNMENT:**

For the next 10 days, every day write down three ideas for increasing your income, or ways in which you could earn more from the income you already have. Doing this for 10 days will begin to train your mind to look for economic opportunities. They're all around you-but you must develop a habitual mind-set that notices them—then causes you to act upon them.

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“Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt.”



To eliminate fears, we must change our mental roles. First, define what must happen for you to feel successful and to feel like a failure, then create new definitions for what must happen for you to feel successful and to feel like a failure.

To remove fear of failure, *decide* you're going to be free of this fear, *get leverage*, then *interrupt your pattern* using the "erasure technique."

1. Get yourself into a strong, positive state and create a positive anchor.
2. Picture a big failure from your past and watch it happen as if it were on a movie screen.
3. With a smile, run the entire memory in reverse at high speed.
4. Now run it forward twice as fast to the end and stop.
5. Run it backward and forward repeatedly as fast as you can, each time making it more bizarre.
6. Now think about the painful memory. You should be smiling!

And finally, *imagine having the success you want* over and over again until it's absolutely real for you and becomes a sense of certainty that is emotionally conditioned.

### **YOUR ASSIGNMENT:**

2. To eliminate the fear of success, turn the fear of pain on itself. Take a moment right now and write down all that you'll lose if you don't remove the fear of success. What will it cost you if you keep indulging in this emotion?
3. List all that you'll gain by using your inner courage and faith right now. What will you gain by overcoming this fear of success?
4. Do the erasure technique to free yourself from the fear once and for all.

1. What will the fear of success cost me:

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“We can change our lives. We can do, have, and be exactly what we wish.”

2. What will I gain by using my inner courage to overcome this fear of success?

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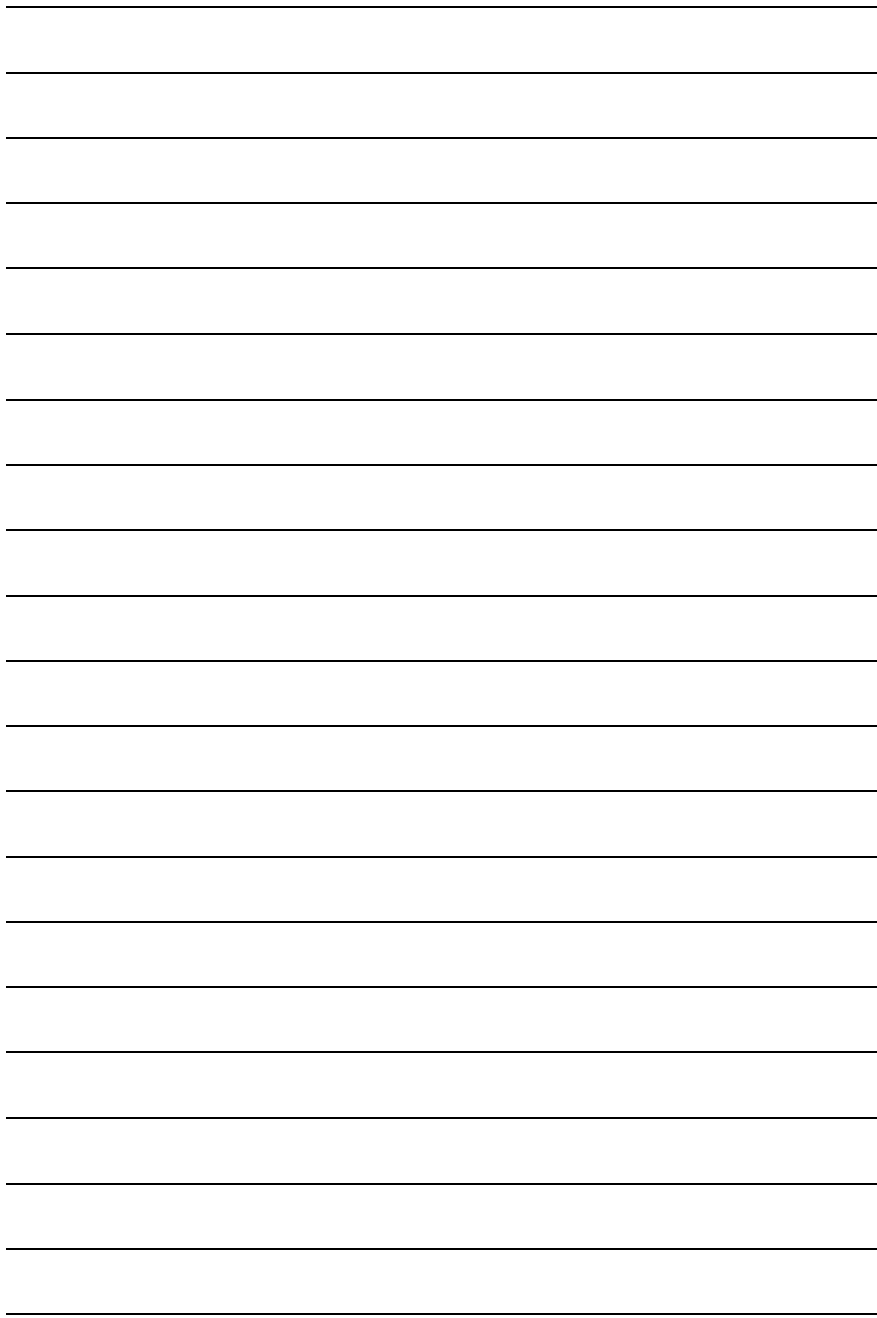
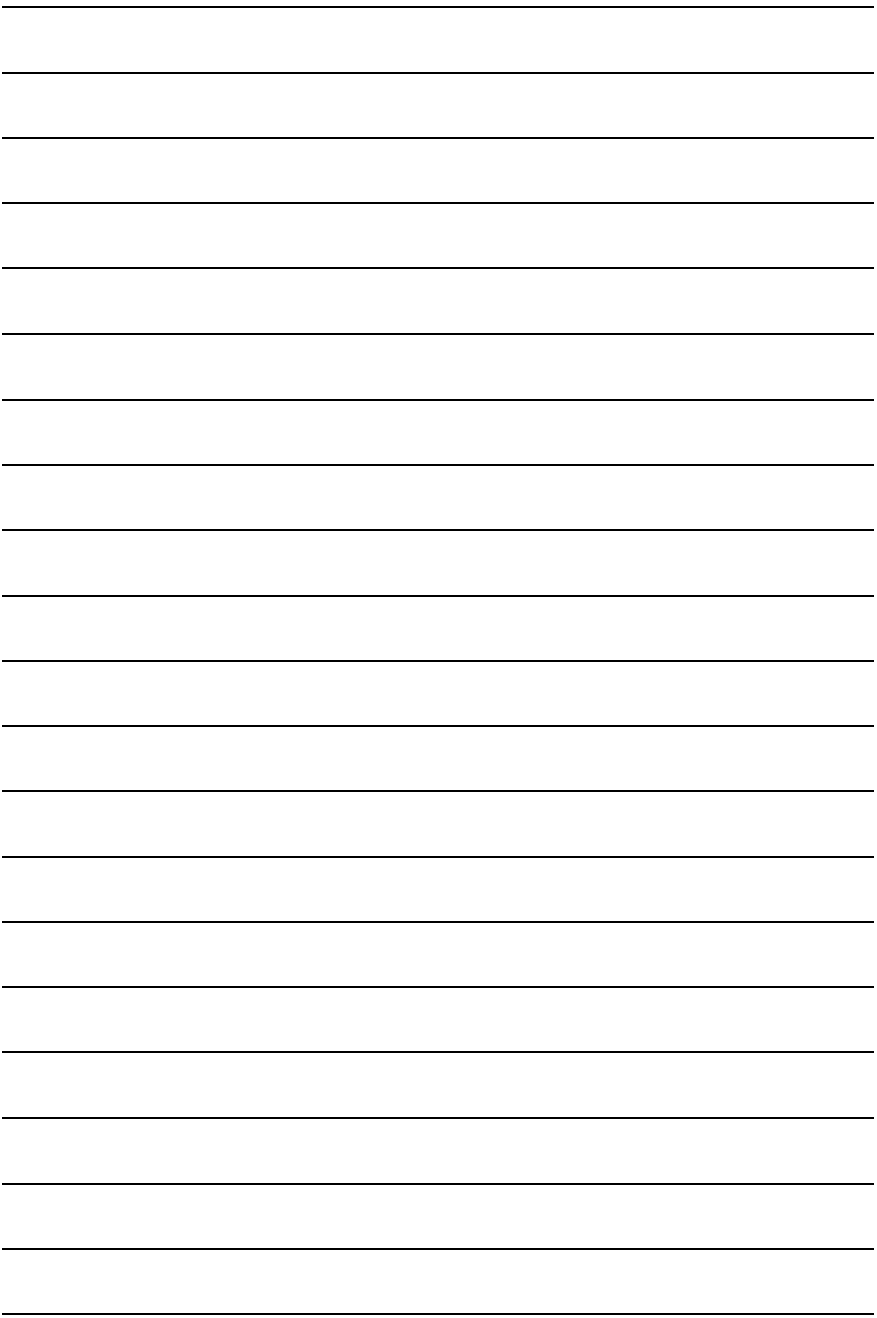
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Here's how to overcome fear of rejection.

1. *Decide* that you're not going to allow it to control your life.
2. Get *enough leverage* to follow through: write down the cost of not overcoming this fear and the benefits of being free of it.
3. *Create a new set of rules* for what must happen for you to feel rejected.
4. Use the erasure technique to interrupt your old pattern.
5. *Create a strong positive anchor, then fire it off as you imagine yourself being rejected.*

**YOUR ASSIGNMENT:**

1. Write down two experiences when you felt you failed and two when you felt rejected, and a benefit you gained from each of them.
2. Use the erasure technique with these four experiences.

**Two experiences that made me feel I failed:**

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**Two that made me feel rejected:**

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“The mind is its own place, and in itself can make a heav'n of hell, a hell of heav'n.”

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Anything we do, including “self-sabotage,” we do with positive intent. Our brain, at some level, conscious or unconscious, is always trying to benefit us in some way through its actions. An example of this might be if you consistently pull back right before you’re about to have your greatest success—yet this is not your brain trying to hurt you. It may simply be trying to protect you from succeeding and putting yourself in the position of needing to continue to do so; i.e., your fear of success may actually be protecting you from a situation where you may ultimately feel rejected. It’s important to realize the intent is good. Your brain is “on your side.” You must simply condition it to be more effective.

What’s happening when we begin to sabotage ourselves is we have mixed neuro-associations. That is, we associate both pain and pleasure to the same outcome. For example, some individuals have been in intimate relationships that were quite painful. Now they find themselves moving toward relationships out of the desire to have intimacy, have love and connection, but at certain points pulling back because they associate the pain of the past and the fear of rejection to relationships.

### YOUR ASSIGNMENT:

1. Identify any tendency you may have to sabotage yourself.
2. *Feel good* because your brain is trying to help you avoid pain and gain pleasure.
3. Get leverage to make a change.
4. Interrupt the old pattern using the erasure technique.
5. Rehearse achieving the success you want and feel the pleasure of succeeding until the new pattern is conditioned.

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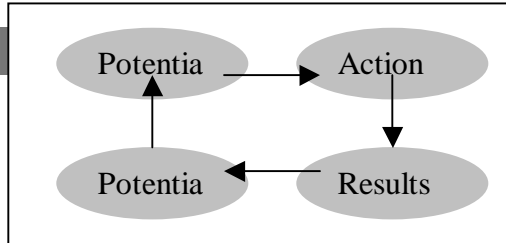
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There are three primary ways you can create self-confidence at any moment:

1. The quickest way is to make a radical change in your physiology: intense, radical changes in breathing, gestures, movement, and facial expressions.
2. Control your mental focus. The fastest way to change what you’re focusing on is to change the questions you’re asking yourself. Change from, “What happens if I fail at this?” or “Why do I always screw these things up?” to “What’s the best way to get this done now?” or better yet, “What’s the best way to get this done and enjoy the process?”
3. Change your core beliefs. Change from, “I’ve never done it before so I don’t see how I could do it today,” to “If I can imagine it, I can achieve it.”

The Success Cycle:



To have more confidence, stop analyzing yourself and focus on how you can contribute to others.

## YOUR ASSIGNMENT:

Recall five of your greatest successes, and write a paragraph describing each one. Use these examples to remind yourself that you can always find a way!

My five greatest successes:

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The first key to vibrant health and energy is to understand and apply the *power of breath*.

1. Breathing controls the condition of your blood stream; it controls the flow of lymph and thereby stimulates the body's immune system.
2. The most effective way to breathe in order to cleanse your system is to
  - A. inhale through your nose for one count;
  - B. hold for four counts;
  - C. exhale through your mouth for two counts. (E.g., inhale 7; hold 28; exhale 14. Remember to start your breathing from deep in the abdomen.)
3. Another essential component of healthy breathing is daily aerobic exercise, including swimming and running.

The second key: *eat water rich foods*—your body is 80% water.

1. At least 70% of your diet should consist of water-rich foods (e.g., fresh fruits, vegetables or their juices freshly squeezed).
2. How much water you drink should be dictated by your thirst: **However, whenever you're stressed, drink plenty of water. Hydration changes the biochemical functioning of your body and has a huge effect on your emotional state. Instead of reaching for food, reach for a glass of water first.**
3. Without sufficient water from water-rich foods, its own toxins can literally poison the body.

Write down everything that has passed your lips in the last 24 hours along with the amounts.

1. Circle the water-rich foods that still had their natural water in them.
2. Determine what percentage of your diet is made up of water-rich foods.
3. To be sure that 70% of your diet is water-rich foods, eat a salad with every meal and fruit for snacks.

## YOUR ASSIGNMENT:

For the next 10 days, work on creating this new results ritual.

1. Three times a day, practice 10 repetitions of deep breathing as instructed above.
2. Make sure you diet consists of 70% water-rich foods and notice what a huge difference this makes in your energy level. You'll be addicted to consistently living in this way that massively improves the quality of your life.

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“The higher your energy level, the more efficient your body. The more efficient your body, the better you feel and the more you will use your talent to produce outstanding results.”

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The biggest thing that keeps people from having the relationships they want is that they're looking for a relationship to be the solution to their problems. This approach tends to disempower both people in a relationship.

You must think of a relationship as a place to give rather than a place to get.

Relationships fail primarily—because of the following:

1. The law of familiarity-enthusiasm decreases, then negative “anchors” are formed, which are the primary killers of relationships.
  - A. To prevent negative anchors, make sure you're not focusing on the other person when you're in negative states.
  - B. Don't let arguments get out of control—use pattern interrupts with each other. Be playful!
2. We fail to consistently meet the strategies of love and attraction that each partner has. We all have unique triggers or anchors that cause us to feel love and attraction:
  - A. Some of us need to be *shown* we are loved; e.g., we want someone to look at us with that loving look or to take us places to show they love us, or maybe even to buy us things.
  - B. Some people need to hear they're loved in a specific way with a certain tone of voice.
  - C. Some people need to be touched in a certain way. Some need a gentle touch; some need to be held tightly so they know that you passionately care. Everyone is different. Everyone is unique. You must know the strategy of your partner. Be sure to review the process of how to do this on the tape.

If you want your relationships to last, you must do the following:

1. Find out what the person's love strategy is and meet it consistently.
2. Give what you most want to receive, but don't get trapped by “You do it first, and *then* I will.”
  - A. Use your enthusiasm to enhance the quality of your relationship.
  - B. Ask questions that encourage love to be expressed.
  - C. Be spontaneous—work at creating special moments.

The quality of your relationship comes down to the quality of your commitment to making it work. **Nothing of lasting and measurable value in life can be created without absolute commitment.**

**YOUR ASSIGNMENT:**

1. Identify and write down exactly what you want in a relationship and what you don't want.
2. Identify what the relationship needs to be for you to be happy with yourself and contribute to it in an effective way.
3. Develop a list of unique things you can do together to enhance your relationship on an ongoing basis.

1. What I want in a relationship:

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“If you would win a man to your cause, first convince him that you are his sincere friend.”

2. What I don't want in a relationship:

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3. Description of what my relationship needs to be:

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4. Unique things we can do together to enhance our relationship:

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To solve problems effectively you must do the following.

1. Manage your emotional state-avoid "overwhelm." Learn to associate massive pain to the state of being overwhelmed; associate pleasure to solving the problem.
2. Write the problem on paper. Spend no more than 20% of the time defining it-*80% of the time should be spent on the solution.*
3. Come up with your best plan for handling the challenge and act upon it as quickly as possible.
4. Notice what you're getting from your current actions.
5. If what you're doing isn't working, change your approach. Develop more flexibility by asking yourself, *What would happen if...*
6. Find role models and get their answers.
7. Change your beliefs about what problems are-call them *challenges*-they are opportunities for you to *grow*.

Use the five problem-solving questions to put yourself in a positive, resourceful state for finding effective solutions.

### **YOUR ASSIGNMENT:**

Using a problem you now have, go through the five questions and write down your answers to them.

**THE PROBLEM-SOLVING QUESTIONS**

1. What is great about this problem?
2. What is not perfect yet?
3. What am I willing to do to make it the way I want it?
4. What am I willing to no longer do in order to make it the way I want it?
5. How can I enjoy the process while I do what is necessary to make it the way I want it?

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“If a man hasn’t  
 discovered  
 something that he  
 will die for, he isn’t  
 fit to live.”



There are three basic life paths:

1. The “dabbler”
2. The “stresser”
3. The *master*

Remember these key ideas:

1. *Decide what you really want.*
2. *Develop a plan*-find someone to model.
3. *Take action immediately.*
4. *Be flexible.*

Keep a journal-if your life is worth living, it’s worth recording. Capture your thoughts, your ideas, and your emotions on paper so you can use your insights and life experience to constantly improve. Remember, we’re only happy in life if we’re growing and contributing. Your journal becomes your own personal textbook for better living.

To make your life the masterpiece it deserves to be, I challenge you to do the following.

1. *Master your mental and emotional states.*
2. *Develop compelling reasons* to continue to manage your life.
3. *Anticipate the challenges of life* and use role models to help you determine how you will deal with them.
4. *Re-evaluate your 4fe on a regular basis.*
5. Become a “*team player*”~~ this is the greatest joy!
  - A. Surround yourself with a team of people you deeply care for, to whom you’re inspired to contribute more and more, which causes you to demand more from yourself-this—is true wealth!
  - B. *Commit your life to something bigger than yourself.*

## YOUR ASSIGNMENT:

1. Today and during the next four days, review the past 25 days and do any assignments or other work that you have not yet completed.
2. Pick your top four goals, and write a paragraph for each one, describing why you’re committed to achieving it, and what you’ll lose by not achieving it.
3. Develop a plan for achieving these four goals, which includes something you can do in the next four days toward accomplishing each of them.
4. For at least the next 10 days, continue to do your morning questions.
5. Please consider allowing me the privilege of coaching you personally. Reading the materials in the back of this book will help you discover if you’d like to participate in MASTERY UNIVERSITY (LIFE MASTERY, FINANCIAL MASTERY and DATE WITH DESTINY) or a satellite event. Or at the very least, stay in touch with me by writing me now and telling me what this program has done for you. I’d greatly appreciate it. But I can promise you that if you’ll allow me to work with you personally, I’ll assist you in taking whatever changes you made over the last 30 days to an even greater level of success and fulfillment than you’ve imagined. Congratulations on the new momentum you’ve created in your life. I look forward to speaking with you soon.

Why I'm committed to achieving my top four goals:

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My plan for achieving my goals (including something I can do in the next four days):

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“I challenge you to make your life a masterpiece. I challenge you to join the ranks of those people who live what they teach, who walk their talk.”

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**Total Self Confidence**

1. I am resourceful—I have the ability to do whatever it takes to succeed, and to support all those whom I love.
2. I enjoy life’s challenges, and I learn from everything that happens in my life.
3. I live each day with passion and power!
4. I feel strong and powerful, happy and excited.
5. I have tremendous confidence in my talents and my abilities.
6. I meet every situation knowing I am its master.
7. I have deep respect for myself and for everyone I meet each day.
8. I am committed to perform with excellence in all that I do.
9. I forgive myself and others easily.
10. I am aware of the priceless value of my life and the lives of everyone I meet.
11. My confidence is unshakable because I live with integrity.
12. I am always at peace because I trust and follow my internal guidance.

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**Vibrant Health and Energy**

1. I deeply respect my body and take excellent care of it each day.
2. I consistently think healthy thoughts.
3. I have mastered the habit of proper breathing, and it gives me great energy.
4. I feel great pleasure from the health and strength of my physical body.
5. I eat and drink only wholesome foods and beverages.
6. I wake up each day feeling vibrant and healthy.
7. I start each day with an abundance of energy.
8. I have a deep sense of health and well-being.
9. I respect my body’s healing wisdom and its energy.
10. I will always feel and look young and healthy.
11. I have an abundance of energy available for all that I must do.
12. I retire each night feeling grateful for my vibrant health and energy.

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**Unlimited Financial Success**

- 1. I was born to share freely in the abundance of my life.
- 2. I have much to give and I share it freely with others each and every day.
- 3. My work is a great contribution to others, and I am richly rewarded for it.
- 4. I attract and enjoy greater financial abundance each day.
- 5. I am a giver and what I give comes back to me multiplied many fold.
- 6. I am deeply grateful for every day and for all the great abundance in my life.
- 7. My gratitude opens me up to unlimited financial success.
- 8. I am aware of, and I experience, all the wealth that surrounds me every day.
- 9. The wealth of my Creator circulates throughout my life—His wealth flows to me in avalanches of abundance.
- 10. I feel prosperous and I think prosperous thoughts.
- 11. I share in the unlimited resources of my life.
- 12. I handle and invest my money wisely, and I profit daily.

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**Getting Into Action!**

- 1. I enjoy the pleasure of using my personal power to benefit myself and others.
- 2. I feel great pleasure as I take massive action to accomplish my goals.
- 3. I am in the habit of taking action, so it's effortless for me.
- 4. I make the most of my time each and every day.
- 5. I feel the joyful pulse of life as I take consistent action to shape and achieve my destiny.
- 6. I am a "do-it-now!" person, and I make my time serve me.
- 7. I'm eager to get into action as I wake up each day.
- 8. I am deeply fulfilled as I use my personal power wisely.
- 9. I feel strong and powerful as I take consistent action to accomplish my purpose.
- 10. I feel grateful for my personal power and the abundance I enjoy.
- 11. I enjoy greater and greater success because I take consistent action to achieve my goals.
- 12. I feel great freedom and pleasure as I get into action each day.

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All humans have different desires, but they are driven by the exact same needs. So many people in life have achieved their goals only to think, “Is this all there is?” It’s because they never analyzed their true needs or how to meet them. They’ve only pursued the goals that the culture has conditioned them to pursue. An understanding of the Six Human Needs can allow you not only to turn on your driving force and discover all you’re capable of, but also to be truly fulfilled on a consistent basis.

### The Six Human Needs

In a moment we will walk through the Six Human Needs that drive all your behavior, but first let’s realize that whatever need we have, we develop “vehicles,” or strategies, some of which are empowering to our lives, others of which may be fulfilling for the moment but in the long term are quite destructive. For example, to be significant, some people tear others down, some people collect the most toys, some contribute in unique and meaningful ways. The vehicles you select will determine not only your fulfillment in the moment, but also your long-term fulfillment and whether you will truly grow and contribute in a significant way. A good means of measuring this is to think about your life’s experiences and sort them into one of four classes. Let’s take a close look at these four classes.

A **Class 1 experience** is something that

1. feels good
2. is good for you
3. is good for others
4. serves the greater good

When we find these four criteria in an experience, we usually call it a “peak life experience.”

A **Class 2 experience** is something that

1. does not feel good
2. but is good for you
3. is good for others
4. serves the greater good

These are experiences we often want to avoid in life but ultimately give us the most joy because they cause us to grow as human beings, and as we master them we become much more fulfilled.

A great secret to being fulfilled is learning how to convert Class 2 experiences into Class 1 experiences, i.e., learning how to take things that don’t feel good but are good for you, good for others, and serve the greater good, and make the process of doing them feel good as well.

This is when the tools you’ll be learning in this program on conditioning are worth their weight in gold. When you learn to love to do those things that improve your life and improve the lives of others, you develop a level of pride, strength, and confidence very few human beings ever experience.

A **Class 3 experience** is something that

1. feels good
2. is not good for you
3. is not good for others
4. does not serve the greater good

These are those non-productive experiences that we all too often allow ourselves to indulge in. Drinking excess alcohol, for example, could fit into this category. Class 3 experiences provide for the immediate pleasure which, in the long term, destroys people’s quality of life and gives them ultimate pain.

A **Class 4 experience** is something that

1. does not feel good
2. is not good for you
3. is not good for others
4. does not serve the greater good

Why would someone continually indulge in a Class 4 experience? Smoking cigarettes the first time, for example, was not a pleasurable feeling. But people often will indulge in Class 4 experiences simply because of peer pressure or because of conditioning and old belief systems. You must free yourself of Class 4 experiences to be fulfilled.

**THE SIX HUMAN NEEDS YOU MUST  
MEET CONSISTENTLY TO BE FULFILLED  
ARE THE FOLLOWING:**

- |                     |                       |
|---------------------|-----------------------|
| • certainty/comfort | • uncertainty/variety |
| • Significance      | • connection/love     |
| • Growth            | • contribution        |



All people have the same problems because they all have the same six human needs and these needs are paradoxical; i.e, they seem to be in conflict with one another. Serious problems can arise when we choose destructive “vehicles” to try to satisfy these needs. Yet we can choose to establish new patterns of fulfilling these needs that will move us rapidly toward life mastery.

All human beings have the need for:

**1. Certainty/Comfort**

For most people, certainty equals survival. We all need a sense of certainty that we can avoid pain and gain pleasure. Some people try to achieve certainty by trying to control everything around them. This is usually a Class 3 experience; i.e., it may feel good for the moment but it’s not good for them, it’s not good for those around them, and it doesn’t serve the greater good. On the other hand, using your internal courage or faith to achieve certainty would be a Class 1 vehicle. When you’re feeling courageous, when you’re really using your faith, you feel good, what you’re doing is good for you, and in a courageous and faith-filled state you tend also to do those things that serve the greater good.

Here’s the paradox, though. When a person becomes totally certain, when things are completely predictable, when you satiate this need, you become b-o-r-e-d. And so while we want certainty, we simultaneously want a certain amount of.

**2. Uncertainty/Variety**

Everyone needs variety, a surprise, a challenge to feel fully alive and to experience fulfillment. With too much certainty, we’re bored. Likewise, with too much variety, we become extremely fearful and concerned. We need a degree of certainty in our lives to appreciate the variety. There’s a delicate balance between these two needs that must be struck for us to feel truly fulfilled. Some people choose to get variety, to feel a change in their states or the way they feel, by doing drugs or alcohol. Some people do it by watching movies. Others use stimulating conversation and opportunities to learn.

**3. Significance**

We all have a need for significance, a sense that we am unique in some way, that we have a special purpose or meaning for our lives. Again, we can try to meet this need through destructive vehicles—making ourselves unique by, for example, manufacturing a belief that we’re better than everyone else. Some people become unique by developing extreme problems that set them apart from others. Medical science now shows that some people have developed the subconscious ability to make themselves ill in order to gain the caring attention of others. This would clearly be a Class 4 experience. Some people develop uniqueness by earning more money, having more toys, going to school and achieving more degrees. Or by dressing in a unique way, having a certain sense of style. Or we can choose to live a life of extraordinary service. This is clearly a Class 1 experience, although it may feel like Class 2 at times.

Just remember, we all need to feel unique. But, paradoxically, in order to feel unique we have to separate ourselves. If we feel totally unique, we feel different and separate, and this violates our need for...

**4. Connection and Love**

This includes feeling connected with yourself as well as others with whom you can share your love. To meet this need, you can join a group or a club that has a positive purpose. Some individuals join a gang for negative purposes but they still achieve the feeling of connection. By aligning with your Creator, and feeling like you’re being guided, you can feel immediate connection. Again, sometimes individuals become ill in order to feel connected and loved. Some people will steal, do drugs, drink excessive amounts of alcohol, to be part of a group and to feel a sense of connection. Others will perform at extraordinary levels in order to be accepted, loved, or connected to a high performance team. A simple thing to remember is, as with all other human needs, if you give consistently that which you wish to receive, you tend to get it back from others.

## 5. Growth

Growth equals life. On this planet, everything that is alive is either growing or dying. Growth is one of the two primary needs in life. It doesn't matter how much money you have, how many people acknowledge you, what you've achieved in life. Unless you feel like you're growing, you will be unhappy and unfulfilled. But in addition, you must also experience the euphoria of meaningful...

## 6. Contribution

We all have a deep need to go beyond ourselves and to live a life that serves the greater good. It is in the moments that we do this that we experience true joy and fulfillment. Contributions are not only made to others but contributing to ourselves is a meaningful action as well, for we cannot give to others that which we do not have. A balance of contribution to oneself and to others, especially unselfish contribution, is the ultimate secret to the joy that so many people wish to have in their lives.

If there's anything you do that others find difficult but that you love to do (and that you could do for hours), I can promise you it's because you get a tremendous amount of certainty, variety, significance or uniqueness, connection, growth and/or contribution from this. When we perceive that an action will meet many of our needs, we are driven to take that action. Likewise, if there's something you avoid doing or are constantly putting off, it's because your current strategy of approaching it causes you to feel a lack of certainty that it will have pleasure (maybe you actually have a sense of certainty that it will be painful) or you don't believe it meets many of your other needs.

Anything human beings do can meet all six needs if they simply change their perception (what they notice, appreciate, or believe) or their strategy (how they approach getting the job done).

If you'll find just a few vehicles to meet all six of your needs, you'll find yourself full of drive and you'll *know* what to do to achieve your goals. And it all starts with *awareness*—**you must become aware of why you're doing what you're doing now so that you can find a new pattern for fulfillment!**

## YOUR ASSIGNMENT:

1. What's something you love to do? Something you feel compelled to do? Something that's effortless and totally fulfilling? Something you could do 24 hours a day? Describe it in the space below, then complete the Human Needs Analysis Chart #1 to see why you feel that way about it.
2. What's something you hate to do? Something that you should do? Something that you never get done because you hate it so much? Describe it in the space below, then use the Human Needs Analysis Chart #2 to see why you feel that way about it.
3. Choose something you don't like to do, something that doesn't feel good, but that you know is good for you and others, and serves the greater good. Turn this Class 2 experience into a Class 1 experience by asking yourself, What could I choose to believe about this that will make it fulfill each of my six human need at the highest possible level? Write down your answers in this journal as they come to you. Then go out and apply them *immediately!*

# #1 “What is something I love to do?”

NAME \_\_\_\_\_ ACTIVITY/BEHAVIOR \_\_\_\_\_

Does _____ (the activity/behaviour) Fulfill me need for:	How would I rate (0-10) the level of fulfillment this offers me for this need?
1. Certainty/Comfort <input type="checkbox"/> Yes <input type="checkbox"/> No Ability to Avoid Pain (e.g. decrease stress) and Gain Pleasure; Security, Survival	
2. Uncertainty/Variety <input type="checkbox"/> Yes <input type="checkbox"/> No Surprise, Diversity, Difference, Challenge, Excitement	
3. Significance <input type="checkbox"/> Yes <input type="checkbox"/> No Importance, Uniqueness, Being Needed, Having Purpose or Meaning	
4. Connection/Love <input type="checkbox"/> Yes <input type="checkbox"/> No Bonding, Oneness, Sharing Intimacy, Feeling a Part of, Unity	
5. Growth <input type="checkbox"/> Yes <input type="checkbox"/> No Learning, Changing, Expanding, Stretching, Improving	
6. Contribution <input type="checkbox"/> Yes <input type="checkbox"/> No Giving, Helping, Serving, Nurturing, Making a Difference	

How specifically does this meet or fail to meet my need?

**#2 “What is something I know I should do but dislike or put off”**

NAME \_\_\_\_\_ ACTIVITY/BEHAVIOR \_\_\_\_\_

Does _____ (the activity/behaviour) Fulfill me need for:	How would I rate (0-10) the level of fulfillment this offers me for this need?
1. Certainty/Comfort <input type="checkbox"/> Yes <input type="checkbox"/> No Ability to Avoid Pain (e.g. decrease stress) and Gain Pleasure; Security, Survival	
2. Uncertainty/Variety <input type="checkbox"/> Yes <input type="checkbox"/> No Surprise, Diversity, Difference, Challenge, Excitement	
3. Significance <input type="checkbox"/> Yes <input type="checkbox"/> No Importance, Uniqueness, Being Needed, Having Purpose or Meaning	
4. Connection/Love <input type="checkbox"/> Yes <input type="checkbox"/> No Bonding, Oneness, Sharing Intimacy, Feeling a Part of, Unity	
5. Growth <input type="checkbox"/> Yes <input type="checkbox"/> No Learning, Changing, Expanding, Stretching, Improving	
6. Contribution <input type="checkbox"/> Yes <input type="checkbox"/> No Giving, Helping, Serving, Nurturing, Making a Difference	

How specifically does this meet or fail to meet my need?

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**I**n this session, you've heard several powerful and inspiring excerpts from highly acclaimed interviews with four masters in their respective fields. All are from Anthony Robbins' POWERTALK! series, and they have been specially selected to move you toward achieving lasting personal fulfillment.

### **Dr. Stephen Covey**

Dr. Stephen Covey, head of the Covey Leadership Center and author of the bestsellers *The 7 Habits of Highly Effective People* and *Principle-Centered Leadership*, shares with you his principles regarding organization, community, and family leadership.

Values are internal; principles are external.

1. Our value system is manifested in our habits, or what in an organization are called "practices."
2. The part of mission statements that focuses on principles deals mainly with four things:
  - A. Physical well-being
  - B. Economic well-being
  - C. Social well-being
  - D. Psychological well-being

Seven habits are required to build the character strength that produces success:

1. Take responsibility for your own life.
3. Decide what your life is about.
4. Live in accordance with what your life is about.
5. Treat other people with great respect and dignity.
6. Listen to others first.
7. Use synergy.
8. Hone your skills.

### **Dr. Deepak Chopra**

A traditionally trained medical doctor who is also an expert in alternative forms of treatment and psychoneuroimmunology, Dr. Deepak Chopra has written many books (both nonfiction and fiction) exploring the powerful mind-body connection, including *Quantum Healing*, *Perfect Health*, and *Ageless Body, Timeless Mind*. In this enlightening interview, he talks about how to achieve vibrant health and longevity.

1. The human body is an exquisite pharmacy, producing every "drug" that the pharmaceutical industry does- in a better quality, the right dose, without side effects, and cheaper.
2. The hypnosis of social conditioning has caused most of us to lose the ability to use the huge "library" of information our bodies have.
  - A. A network of intelligence, communication, and information controls all of the simplest and most complicated processes in our bodies.
  - B. If you can get in touch with these processes, you can eliminate 95% of all disease.
3. We are steeped in the "superstition of materialism."
  - A. This superstition is the belief that the world is made up of physical objects in space and time, that thought or consciousness is the "epiphenomena" of matter. In other words, we believe that our beliefs are simply a by-product of our physical bodies.
  - B. The truth is that it's the other way around!
    - 1) This is a thinking universe, a "quantum soup."
    - 2) We create the body and mind; through the body and the mind, we ultimately create our experience of the world.
4. You make a new body once a year.
  - A. Because of the underlying quantum mechanical framework-the cellular "memory"-the body keeps rejuvenating itself in the same form.
  - B. It's as if you had a chance to change every brick in a building every year, yet you keep rebuilding the same structure.
5. There is no such thing as reality, only perception of reality.

## Dr. Barbara DeAngelis

The author of a blockbuster series of best-selling books on relationships, including *How to Make Love All the Time* and *Secrets About Men Every Woman Should Know*, Dr. DeAngelis talks about the most common mistakes people make in relationships.

1. Not making a true commitment to the relationship-If things aren't going their way, they leave, either physically or mentally or emotionally, and never handle the problem.
2. Not telling the complete truth to their partner-Sometimes telling the truth means asking for what you want, and a lot of people don't know what they want in the first place. When you let all the resentments and little problems build up rather than rock the boat, it quickly erodes the passion between you and creates the experience of two separate realities rather than an intimate, shared reality.

Here are the first steps to take to recreate the intimacy and bring the magic back into your relationship:

1. Take an accounting of all the things you are both holding inside that are not balanced, all the things you've been hurt and angry about.
2. Use the "love letter" technique to get in touch with what you want. Sit down with a piece of paper and a pencil and write what you feel, starting with the anger all the way through until you feel the love. Exchange letters with your partner and read them so you both understand what's going on with the other person.
3. Read every book on relationships that you can. Listen to tapes. Sit down with your partner and do exercises. Go to workshops together. Do everything you can to improve your relationship education.
4. If you want lifelong passion, you're going to have to invest in it. Don't wait until your relationships are in crisis. Make them your top priority now!

## Dr. John Gray

The biggest name in the area of relationships today, Dr. John Gray is the author of mega-bestsellers *Men Are From Mars and Women Are From Venus*, *What Your Mother Couldn't Tell You and Your Father Didn't Know*, and *Mars and Venus in the Bedroom*. Here he shares his insights on how to improve communications and interactions between the sexes.

1. The underlying idea of men and women "being from two different planets" is not that the two sexes are so completely different they'll never be able to understand each other or get along. Rather, it's that *once you accept someone's differences, then you can really begin to understand the validity of who that person is.*
2. If all of us were the same, we'd be missing out on so much. Part of what makes life worth living is the variety, the differences between men and women. We are often attracted to people who have qualities we don't.

Some of the major differences in how women and men communicate include the following:

1. When a woman comes home from a stressful day, the first thing she wants to do is talk about it, whereas when a man comes home from a stressful day, the first thing he wants to do is forget his problems.
2. When a man hears about someone else's problems, he feels he must either solve them for the other person, or if there's nothing that can be done, he wants to forget about it for the time being.
3. Tension often occurs when the man starts trying to handle the woman's problems, thinking that's what she wants, when all she really wants is to be heard. At the same time, she gets the feeling that he's trying to shut her up and that he doesn't really care about what she's going through. She doesn't want him to fix her problems; she just wants him to *listen*.
4. One thing men can do is learn the art of "ducking and dodging." When women talk about problems, men should simply listen, not taking it personally, not offering solutions. They should listen actively, keeping their attention on their mate, not getting distracted by other things.

- 5. In general, women tend to be more process-oriented, while men tend to be more goal-oriented. This can create difficulties in corporations, for example, if a woman in upper management shares problems with others at that level, and a man thinks, “So what’s she going to do about it?” whereas she would think it rude to talk about a solution without first giving everybody a chance to talk about the problem.
- 6. There are many other distinctions, which are physiologically or culturally based. For example, repeated studies show that men tend to use one part of the brain at a time, being very task-oriented, whereas women tend to use many parts of the brain at the same time. And in a crisis, women generally want to talk before acting, while men tend to act first.

1. What’s one idea, strategy, distinction, or awareness you gained from Steven Covey that will be valuable to your personal or professional life? What qualities can you focus on that form the foundation of success?

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2. What is the most significant understanding or insight you’ve gained from Deepak Chopra on how human physiology and emotion influence each other? How would you apply his distinctions to experience more vibrant health?

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3. According to Barbara DeAngelis, what are the most common mistakes people make in relationships, and what steps can you take today to improve your relationships instead?

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4. How can you apply John Gray’s distinctions and ideas on the differences between the sexes to create more fulfilling relationships with the significant people in your life?

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**I**n the following pages you will find a complete, cross-referenced index of the CDs for Personal Power II. This index is designed to give you easy and immediate access to any specific element contained in the Personal Power II series, enabling you to review at your convenience the wide diversity of distinctions you have learned over this 30-day period of time. We hope this instant “fingertip” access will empower you to utilize what you have learned to continually improve the quality of your life, as well as all those who you have the privilege to touch. Enjoy!

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<b>J</b>			
Jackson, Michael	2	3	47
Pepsi commercials	1	2	31
	6	12	22
why best dancer	1	1	15
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<b>K</b>			
kamikaze pilots example	2	3	36

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Law of familiarity	5	9	2
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leverage, belief change and	4	8	13, 21
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limiting emotions, self-identification with	6	11	24
linkage of pain, belief change and	4	8	14-15
linkage of pleasure, belief change and	4	8	19-20
Living Health System	9	17	All
Lombardi, Vince	5	9	2
longevity study on living tissue	9	17	24
loop questions, endless	3	6	39
Los Angeles Dodgers	3	5	28
lottery winner stories, goal-setting and	5	10	5-8
lousy answers to brain's questions	3	6	30
lousy questions	3	6	33, 35
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<b>M</b>			
majoring in minor things	1	1	15, 39
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Mandino, Og	1	2	33
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measurement			
emotions and	3	5	28
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men are from Mars, women are from Venus metaphors:	12	25	29-30
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FEAR as an acronym	8	15	4
NAC of controlling your life	2	4	2
pressure and diamonds	5	9	29
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morality of increasing financial wealth	7	14	12
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Mother Teresa's associations	2	3	47
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<b>N</b>			
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Nazi concentration camp as contrast	3	6	51
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negative vehicles for meeting	12	23	27-31
positive vehicles for meeting	12	23	32-34
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negative vehicles for meeting	12	24	19-20
positive vehicles for meeting	12	24	21
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need for significance	12	24	7-17
negative vehicles for meeting	12	24	8-10
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negative vehicles	12	23	45-49
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neuro-scieoces	1	1	33
neuro-associations	2	3	All
creating	2	3	39-45
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sabotaged relationships and	8	16	6-8
Neuro-Associative Conditioning	2	4	All
	4	8	6
belief change and	4	8	13
definition of	2	3	5
Dickens Pattern and	4	8	29
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<b>O</b>			
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overweight woman conquers fear of rejection	8	15	44-45
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<b>P</b>			
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	12	25	22
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as controlling force	4	8	5
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linkage to financial abundance	1	2	41-42
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	7	13	32
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PowerTalk! audio magazine	5	10	80-81
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	9	18	6
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controlling forces behind	1	2	8-9
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<b>Q</b>			
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reasons come first; answers come second	5	9	22
receiving is evidence youve given	7	13	50
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Rituals			
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