

Enjoy the Ebook



T A B L E O F C O N T E N T S

Welcome to Personal Power!.....	2
DAY 1 o The Key to Personal Power.....	4
DAY 2 o The Controlling Force That Directs Your Life.....	B
DAY 3 o Taking Control: The First Step.....	14
DAY 4 o The Science of Success Conditioning: Neuro-Associative Conditioning (NAC).....	18
DAYS 5-7 o What Everyone Wants and How You Can Get It!.....	22
DAY 8 o The Power of Focus.....	28
DAY 9 o Values and Beliefs: The Source of Success or Failure.....	32
DAY 10 o How to Take Complete Control of Your Life	42
DAY 11 o The Power of “Why”	46
DAYS 12-14 o Creating Your Future: The Goal Setting Workshop.....	50
DAY 15 o Success Conditioning: The Power of Rituals	54
DAY 16 o Anchoring Yourself to Success	58
DAY 17 o How to Condition Yourself for Wealth.....	64
DAY 18 o Ending Financial Self-Sabotage	70
DAYS 19-21 o Overcoming Fears of Failure and Success and Overcoming Fear of Rejection	74
DAY 22 o Eliminating Self-Sabotage and Creating Unstoppable Self-Confidence	82
DAY 23 o How to Increase Your Energy	88
DAY 24 o The Power of Successful Relationships	02
DAY 25 o How to Solve Problems Quickly and Effectively	96
DAYS 26-30 o My Personal Challenge to You	100
SUBLIMINAL o Total Self-Confidence and Vibrant Health and Energy.. ..	106
SUBLIMINAL o Unlimited Financial Success and Getting into Action!.....	108
BONUS o POWER TALK!’s The Driving Force: The Six Human Needs	110
BONUS o POWER TALK!’s Meetings With Masters.....	122
Index.....	129
ANTHONY ROBBINS’ LIVE EVENT INFORMATION.....	155

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,

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:

“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.

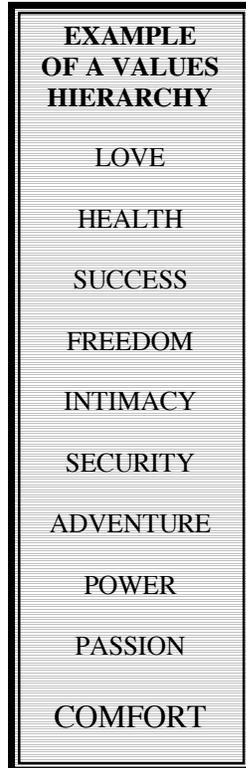
The secret in life is to know what you’re really after, the end values.

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.

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.

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:

“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:

Our 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:

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

2. A trigger for my positive emotions would be:

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." (Roloids).

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.

Money 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.

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.

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
- Significance
- Growth
- uncertainty/variety
- connection/love
- 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?

In 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' POWER TALK! 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.

TOPIC	VO	CD	TRACK
A			
ability vs. capability	1	1	9, 29
	3	5	8
absolute belief and faith, power of	5	9	11
abundance causes synergy	7	13	51
access to resources, good questions and	3	6	58-60
accomplishments, creating self-confidence	8	16	44-45
through			
action, consistency of	4	8	3
power of	1	1	26
advertising, pleasure/pain associations used in	1	2	28-31
aerobics			
deep-breathing and	9	17	17
facial	3	5	38
affirmations	3	5	22
conditioning mind for wealth	7	14	58-60
physiology of happiness and	4	7	79
alcohol	3	5	24
associations to	2	3	29-30
American Express commercials and	1	2	30
associations			
anchor of power, general's chair as	6	12	21
anchor, Robbins' creativity	6	12	11
anchoring	6	12	(All)
	2	3	39, 41-42
athletes and	3	5	28
cause of	6	12	5-7
elements of effective	6	12	1-4, 18-19
new beliefs to past financial teachings	7	14	44-51
relationships and negative	6	12	8-9
	9	18	8-11
swish pattern and	6	12	25-28
anchors	4	8	7
how to collapse	6	12	15-17
how to create	6	12	10-16
personal benefits of using	6	12	13
using existing	6	12	20-24
anger and negative anchoring	9	18	10-11
anger, Robbins'	3	6	40-41
answers, brain's search for	3	6	29-31, 47, 50
Anthony Robbins Foundation	7	13	48
Aqua Power System	9	17	17
Arguments			

TOPIC	VO	CD	TRACK
negative anchoring and	9	18	10-11
pattern interrupts, and	9	18	12-13
As a Man Thinketh, inspirational quotation	6	11	18
from			
Ask and you shall receive	3	6	29
aspirin, headache example and	3	6	6
assignments:			
2 decisions to take action on	1	1	40-41
5 morning questions	3	6	69-82
7 wealth distinctions	7	13	35-42
applying Problem-Solving Questions	10	19	36-37
applying rocking chair test	5	10	70-76
areas of dissatisfaction/necessary beliefs	5	9	38-39
association of pain to limiting beliefs	4	8	15, 19-20, 29-40, 44-48
benefits/erasure of failures/rejections	8	15	46
benefits of new beliefs	4	8	50
breaking ritual of procrastination	6	11	30-33, 35
changing focus	1	2	47-54
converting Class Two Experience to Class	12	24	47-51
One			
creating new associations	2	4	52
creating positive anchor	6	12	29
deep-breathing challenge	9	17	15-16
eliminating fear of success	8	15	31
eliminating self-sabotage	8	16	18-21
getting leverage	2	4	47-48
greatest successes and self-confidence	8	16	46
identifying positive/limiting neuro-	2	3	50-53
associations			
interrupting patterns	2	4	49-51
money-making ideas	7	14	68-70
negative and positive rituals	6	11	34-35
passionate vs. dispassionate physiology	3	5	45-46
rating needs fulfillment of activity you hate	12	24	46
rating needs fulfillment of activity you love	12	24	46
qualities desired in ideal partner	9	18	32
swish patterns for procrastination	6	12	29
taking action to attain goals	5	10	66-69
water-rich foods eating challenge	9	17	29
ways to enhance existing relationship	9	18	32-33
associations			
advertising and pleasure/pain	1	2	28-31
AT&T commercials and	1	2	28
creating new empowering	2	4	33

TOPIC	VO	CD	TRACK
of Mother Teresa	2	3	47
of Spielberg, Steven	2	3	48
of Springsteen, Bruce	2	3	47
of successful celebrities	2	3	47-48
relationships sabotaged by mixed	1	2	16-19
to pain/pleasure	4	8	6-7
unreality as basis of some	2	3	43-45
athletes	3	5	28
attention			
focus and	3	6	5
headache example and	3	6	6
negative behavior and getting	2	3	37-38
attitude of gratitude	4	7	75
ayurvedic medicine	12	25	12-22
B			
baby walking example	1	1	31
bad habits	3	6	18
vs. self-sabotage	8	16	3
balloons story, Jairek Robbins and	2	3	22-24
basketball player's performance turnaround	8	15	17-22, 28
Beardstown Ladies	7	13	53
beer, Rohbins' childhood neuro-associations to	2	3	31-32
behavior, change in	3	5	7
controlling focus to change	1	2	35-40, 45
controlling forces of	1	2	1-34
	4	8	5
differences in	3	5	8
feeling and	3	6	6
neuro-associations determine	2	3	2-5
beliefs	4	7	All
	4	8	All
about ensuring financial freedom	7	14	52-53
about increasing financial wealth	7	14	13-22
about past financial teachings, changing	7	14	44-51
about problems, changing	10	19	19-20
evaluations and	3	6	27
focus and	3	6	24
how to change	4	8	1-50
identification of limiting	4	8	14, 26-27, 33-40
Success Cycle	8	16	38-40
Belushi, John	3	5	14-17

TOPIC	VO	CD	TRACK
	3	6	15, 25, 52
biochemistry	3	5	24
Blanchard, Ken and golf example	6	12	12
introduction to program	1	1	7
blood test and deep-breathing effect	9	17	16
body, definition of	12	25	18
boredom			
lousy questions and	3	6	71-78
paradox of conflicting needs	12	23	36-39
patterns in relationships. interrupting	9	18	14-15
people at party	3	6	8
brain			
as camera, focus and	3	6	8-12
as computer	1	1	21
	3	6	29
differences	12	25	35
breakthroughs	3	6	65-66
Breath, use of	3	5	25, 37
breathing deeply (see deep breathing)			
Buddha's reaction to verbal abuse	8	15	36
Bush, George	3	6	34
business			
costs of limiting beliefs	4	8	36, 39
creating successful	2	3	4
meeting Six Human Needs in	12	24	29-38
personal power	1	1	39
pleasure/pain associations affect	1	2	20-220
what we really want from	3	5	1
C			
camera/party as metaphor for focus	3	6	8-12
cancer studies and oxygen effect	9	17	10-11
cancerous tumor, cellular regeneration	12	25	18
capability			
vs. ability	1	1	9, 29
	3	5	9
vs. consistency	3	6	62
celebrities, associations of successful	2	3	47-48
certainty, need for (see <i>need for certainty</i>)			
challenge, need for (see <i>need for uncertainty</i>)			
challenges, solving (see <i>solving challenges</i>)			
change, behavioral	3	5	7
effective questions for meeting needs and	12	24	45

TOPIC	VO	CD	TRACK
anchor example, funeral and	6	12	7, 15-17
manic	3	5	39
physiology of	3	5	20-21
ritual of	6	11	9, 23-24
desire, definition	5	9	24
desperation vs. inspiration	1	1	16
Destiny Technologies	3	6	43, 81
destiny			
associations to giving control	2	3	21-22
consistent emotions shape	6	11	2-4
creating own	2	3	6-13
daily behavior and	2	3	9-11
Dickens Pattern and	4	8	49
four elements of life	2	3	10
destructive behavior, pleasure linkage and	2	3	36-38
Dickens Pattern process	4	8	28-50
time allowance	4	8	32
Dickens, Charles	4	8	28
diet (see <i>eating</i>)			
disappointment, ritual of	6	11	7
disempowering associations (“links”)	4	8	28
dissatisfaction	1	1	16
distinctions, new	3	6	1, 63
diversity, need for (see <i>need for uncertainty</i>)			
doubt created by lousy questions	3	6	59
	8	16	34
drive, Robbins’ experience with uncertainty			
and loss of	12	23	8-25
drive, understanding emotional basis for	12	23	6-7
drug abuse, neuro-associations and	2	3	25-28
drugs			
cocaine	3	5	27
state change and	3	6	15
ducking and dodging skills	12	25	32
dyslexic student and surfing story	2	3	16-19
E			
eating	3	5	26
importance of water-rich foods	9	17	18-24, 26-27
state management and	3	5	40
Edison, Thomas	4	8	23
effective questions			
meeting needs and creating change	12	24	45

TOPIC	VO	CD	TRACK
solving challenges	10	19	5-7
state management and	3	6	81
embezzlement story, Robbins’	3	6	40-42
	4	8	25
emotion, created by motion	3	5	32
emotional costs of limiting beliefs	4	8	38-39
emotional state and anchoring	6	12	5-7
emotions (see also <i>state</i>)	6	11	All
	3	6	2
controlling your own	3	5	13
resulting from rituals	6	11	4
empowering beliefs	4	8	22
creation of	4	8	15
identification of	4	8	42
of Robbins’	4	8	43
vs. accurate beliefs	4	8	17-18
empowering focus	3	6	52
empowering questions	3	6	42-43,
			45-46, 50,
			53,
			59, 67-68,
	4	8	70,
			72-78
			25
empowerment, employee	12	25	8
Empowernet and Robbins’ seminars	8	15	43
energy, empowering beliefs and	4	8	45, 47
how to increase	9	17	6-29
limiting beliefs and	4	8	34, 36
need for	9	17	1
erasure technique for past failures	8	15	21-22
Erving, “Dr. J” Julius (basketball talent)	1	1	15
evaluations, focus and	3	6	24
questions and	3	6	25-27
excellence, addiction to	3	6	82
excitement, morning questions about	3	6	73
exercises:			
applying swish pattern	6	12	26-28
assessing diet for water-rich foods	9	17	25-28
brown room	3	6	20
cape walk	8	16	28-29
changing limiting financial beliefs	7	14	49-51
changing rules for feeling rejection	8	15	37
current associations to money	7	14	29-31
deep-breathing	9	17	14-15

TOPIC	VO	CD	TRACK
deep breathing and aerobic	9	17	17
defining success and failure	8	15	11-13
describing self-empowering rituals	6	11	20-21
describing self-limiting rituals	6	11	16-19
erasing past failure	8	15	23-27
focusing on hope vs. expectation	8	16	32-33
huge, silly grin/depresion	3	5	21
identifying habitual positive emotions	6	11	20-21
leverage and fear of rejection	8	15	33-35
linking pain to financial lack	7	14	25-28
mini-Dickens Pattern	4	8	31-50
moving "as if" energized	3	5	36
moving "as if" successful	3	5	35
pain of not changing financial beliefs	7	14	37
passionate vs. dispassionate state	3	5	43
past teachings about money	7	14	32-35
pleasure of financial abundance	7	14	38-41
rapid vs. slow movement	3	5	33
rehearsing successful changed results	8	16	41
setting financial goals	5	10	52-62
setting personal development goals	5	10	11-34
setting "thing" goals	5	10	35-50
existing anchors, using	6	12	20-24
experience, classes of	12	23	9
F			
facial aerobics	3	5	38
failure	8	15	All
	1	1	30
as best friend	1	1	35
deciding to be free of fear of	8	15	16
definition	1	1	11
	3	6	16
erasure technique for past	8	15	21-22
how to eliminate fear of	8	15	4-31
lessons of	1	1	38
success, changing definitions of	8	15	5-15
vs. success	1	1	37
faith in finances	7	13	33
familiarity, relationships and	9	18	7-8
Farley Industries	1	1	39
Farley, Bill	1	1	39
fat woman conquers fear of rejection	8	15	44-45

TOPIC	VO	CD	TRACK
fat, lousy questions about	3	6	35
fear	1	1	28-29
development of liniiting	8	15	3-4
fear of failure/success, deciding to be free of	8	15	4-31
-			
public speaking	3	5	9
rejection linked to fear of failure/success	8	15	32
rejection, fat woman conquers	8	15	44-45
useful purpose of	8	15	2
feeling, focus and	3	6	28
fighting people at party example	3	6	8
Fiji, Robbins' resort	5	9	15
finances	7	13	All
	7	14	All
abundance, associations and lack of	1	2	41-42
beliefs about increasing	7	14	13-22
benefits of empowering beliefs	4	8	46
changing beliefs	7	14	44-51
complacency	7	13	27
conditioning for	7	14	7-8, 56-60
crisis into ruin	7	13	31-33
FINANCIAL MASTERY	7	13	52-54
focus on	7	13	45
freedom, beliefs for ensuring	7	14	52-53
giving	7	14	62-64
limiting beliefs and their cost	4	8	34, 37-39
morality of increasing	7	14	12
role models and vehicles for success	7	14	61
self-sabotage, associations and	7	14	1-7, 23-51
steps for developing	7	14	54-67
why not?	7	13	3
financial trader, associations and success	1	2	21
fulfillment and turnaround	12	23	5-7
financial turnaround, Robbins'	7	13	15
Firewalk	3	6	65
	1	1	28
and self-confidence	8	16	24-25
fist in face exanple	3	6	27
flexibilit~	1	1	30
flight to Hawaii, example	1	1	32
focus	3	6	All
	3	5	19
changing behax ior b~ (ontrolling	1	2	35-40
experience	5	9	25

TOPIC	VO	CD	TRACK
immersion and	1	1	17
misuse of	1	1	15
power of	3	6	1-84
self-confidence and controlling	8	16	31-34
state and	4	8	8
W Mitchell's	3	5	16
focusing on others vs. self-analysis	8	16	43
focusing on world tragedy example	3	6	55
foods, state change and	3	6	15
power of eating water-rich	9	17	18-24, 26-27
Frankl, Victor (<i>Man's Search for Meaning</i>)	2	4	14
freedom, money and	3	5	2
Freudian therapy	2	4	11
Fruit of the Loom	1	1	39
frustration	1	1	16, 37
	3	5	9
limiting beliefs and	4	8	38
Robbins' ritual of	6	11	8
fulfillment and Six Human Needs session	5	10	78-82
	12	24	28
effecting change and patterns of	12	23	47-48
financial trader's turnaround	12	23	5-7
first step to finding new pattern for	12	24	44
house-cleaning example	12	24	41-42
personal activities and levels of	12	24	40-43
scale for rating level of	12	23	46
yearning for	12	23	3
fun, money and	3	5	2
fundamentals, mastering	5	9	2, 5
funeral and negative anchor example	6	12	7, 15-17
future benefits, Dickens Pattern and	4	8	45-48
future costs of limiting beliefs	4	8	35-39
future focus, Dickens Pattern and	4	8	31
G			
gangs, fundamental needs met by	12	24	20
Gates, Bill	7	13	3
generalizations, beliefs and	4	8	16-17
Gestalt therapy	2	4	8
giving (see also <i>contribution</i>)			
destiny controlled by associations to	2	3	21-22
to others, experience	7	14	62-64
to self, experience pleasure of	7	14	65

TOPIC	VO	CD	TRACK
global beliefs	4	8	11
goal-setting exercises (see also <i>exercises</i>)			
power of	5	9	1, 7-8, 17, 33
results of powerful	5	10	4-8
Robbins'	5	9	10-13
workshop instructions	5	10	1-3, 9-10, 65
goals	5	9	All
	5	10	All
achieving anything	5	9	23
acknowledging dissatisfaction	5	9	26
being intelligent	5	9	16
flexibility of	5	9	36
lousy	5	9	7
making brand new and fresh	5	9	4
not just "things"	5	9	18-20
pain of not achieving	5	9	34-35
power of	5	9	21
review of	5	9	36
Robbins' results	5	9	13-14
specifying in detail	5	9	12
golf example, state of mind and	6	12	12
Gooden, Dwight	3	5	28
gratitude in finances	7	13	46-48
focus on	3	6	14
morning questions about	3	6	74
Gray, Dr. John (Robbins' introduction)	12	25	29
great answers to brain's questions	3	6	31
great communicators	3	6	60
grow, need to (see <i>need to grow</i>)			
growth journals and	3	6	84
H			
habits (see also <i>rituals</i>)			
developed daily	1	1	39
seven (Dr. Stephen Covey)	12	25	6-11
habitual emotions, habitual questions and	3	6	32
habitual focus, habitual questions and	3	6	32
hair-pulling habit, woman stops	8	15	44
Hall of Fame's failure statistics	1	1	30
happiness, morning questions about	3	6	72
headache example, focus and	3	6	5-6
health improvement program	9	17	3-5
health, good questions about	3	6	36-37

TOPIC	VO	CD	TRACK
heart disease and effect of diet	9	17	23, 26
helping others to change	1	1	2
Hendrix, Jimi	3	5	14
Hill, Napoleon	7	13	4
house-cleaning example, fulfillment and	12	24	41-42
how vs. why	3	5	18
liuutan beba~ ior/performarice	1	1	13
human bodx as pharmacy	12	25	15
humor, focus on	3	6	47-48
hyperactivity, eating and	3	5	40
I			
Iacocca, Lee	1	1	36
IBM	1	1	37
immune system cleansing, deep-breathing and	9	17	6-11
immune system study	9	17	9
inspiration vs. desperation	1	1	16
installation of new beliefs	4	8	20, 42-50
instructions, CD vs. audiocassette	1	1	6
instructions, course materials	1	1	4-5
instructions, subliminal affirmations	1	1	6
instructions, Success Journal	1	1	6
interpretation of experience, example	12	25	19-20
interrupting patterns	2	4	26-32
belief change and	4	8	13-14
interviews ("Meetings with Masters")	12	25	All
intimacy	12	25	26
increasing (see <i>relationships</i>)			
investments, Bible story	7	13	28-29
J			
Jackson, Michael	2	3	47
Pepsi commercials	1	2	31
	6	12	22
why best dancer	1	1	15
journals, power of	3	6	84
jukebox and scratched record example	2	4	28
K			
kamikaze pilots example	2	3	36

TOPIC	VO	CD	TRACK
kissing people at party example	3	6	8
knight and static noise story	2	3	44
knight story, reference to Rohhins'	4	8	28
L			
Law of familiarity	5	9	2
learning, Robbins' focus on	3	6	42, 45
value of	4	8	24-25
leverage, belief change and	4	8	13, 21
Dickens Pattern and	4	8	29-30
getting	2	4	23-25
life's lessons, journals and	3	6	84
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
boredom and	3	6	71
doubt and	3	6	59
love and law of reciprocation	8	16	10
love letters exercise	12	25	27
love, conveying in voice	3	5	30
increasing (see <i>relationships</i>)			
morning questions about	4	7	77
M			
majoring in minor things	1	1	15, 39
makeup, motivations for putting on	1	2	7
making a living instead of designing a life	1	1	2, 15, 34
Mandino, Og	1	2	33
manic-depression, study of	3	5	39
meaning of associations, need for transforming	2	4	12-16
measurement			
emotions and	3	5	28
state	3	6	3

TOPIC	VO	CD	TRACK
memory retention	1	1	40
memory, state and	3	5	10
men are from Mars, women are from Venus metaphors:	12	25	29-30
brain as camera at parts	3	6	8-12
conditioning for success	2	4	19-21
definition of	4	8	27
FEAR as an acronym	8	15	4
NAC of controlling your life	2	4	2
pressure and diamonds	5	9	29
problems expand influence circle	10	19	21-27
watching great movie alone	9	18	2
military uniform, anchoring anti	6	12	24
mirror portion of Dickens Pattern	4	8	35-36, 39, 45, 47, 48
Mitchell, W	3	5	16
	3	6	14, 25
modeling for wealth	7	13	3, 14-15
money neuro-associations (see also <i>financial success</i>)			
definition of	7	13	2
principles, The Richest Man in Babylon and what we really want with	7	14	64
what we really want with	3	5	1-3
monkey and colored squares experiment	8	16	7
morality of increasing financial wealth	7	14	12
morning questions	3	6	71-78, 80-82
power of	4	7	78
Mother Teresa's associations	2	3	47
moving-away-from values	4	8	10
moving toward values	4	8	10
N			
NAC (see Neuro-Associative Conditioning)			
Nail-biting habit, swish pattern for breaking	6	12	26-28
Nazi concentration camp as contrast	3	6	51
survivors example	2	4	14-15
need for certainty	12	23	13-35
artificial vehicles for meeting	12	23	35
doubtful questions create doubt	12	23	26
negative vehicles for meeting	12	23	27-31
positive vehicles for meeting	12	23	32-34
Robbins' uncertainty experience	12	23	12-25
self-evaluation of meeting	12	24	4-6

TOPIC	VO	CD	TRACK
need for connection and love	12	24	18-24
negative vehicles for meeting	12	24	19-20
positive vehicles for meeting	12	24	21
relationships and	12	24	22-23
need for significance	12	24	7-17
negative vehicles for meeting	12	24	8-10
positive vehicles for meeting	12	24	11-16
self-evaluation of meeting	12	24	16
need for uncertainty	12	23	37-49
	12	24	1-6
Fulfillment scale and	12	23	46
man in south of France and	12	23	38
movie-watching as vehicle	12	23	44
negative vehicles	12	23	45-49
paradox of conflicting needs	12	23	37-43
positive vehicles for meeting	12	24	1-3
Robinsons' opposing travel preferences	12	24	2-3
self-evaluation of meeting	12	24	6
Need to contribute	12	24	26-27
Need to grow	12	24	25-27
needs and problems, universality of human	12	23	10-12
needs, basic human (see <i>Six Human Needs</i>)			
negative anchor example, funeral and	6	12	7, 15-17
negative anchors, relationships affected by	6	12	8-9
and relationships	9	18	8-11
collapsing	6	12	15-17
negative consequences of limiting beliefs	4	8	15, 32-40
negative emotions as driving force	3	6	67
negative neuro-associations, awareness of	2	3	12-13
neuro-scieoces	1	1	33
neuro-associations	2	3	All
creating	2	3	39-45
definition of	2	3	2
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
fundamentals of	2	4	22-39
science of	2	4	2-20
neurolinguistic programming (NLP)	2	4	2-3, 18
New associations, belief change and	4	8	13, 15
Dickens Pattern and	4	8	30

TOPIC	VO	CD	TRACK
New habits, morning questions and	3	6	81-82
New Year's Eve Syndrome	5	9	21
Niagara's current	7	13	11
Nicholson, Bill	1	1	39
nondirective therapy	2	4	11
North, Oliver and anchoring	6	12	24
O			
old dog/new tricks, belief change and	4	8	21
outcome and clarity	1	1	25
overeating, controlling forces behind	1	2	10-12
overweight woman conquers fear of rejection	8	15	44-45
overwhelm, avoiding	10	19	9-12
P			
pain and pleasure	1	2	All
	12	25	22
motivating forces of	1	2	1-34
W. Mitchell's	3	5	16
wealth	7	13	6
pain (see also <i>pain and pleasure</i>)			
as controlling force	4	8	5
deciding between behaviors that both give	1	2	15
linkage, belief change and	4	8	14-15
linkage to financial abundance	1	2	41-42
linkage to financial success	7	14	3-6
linkage to limiting beliefs	4	8	29-40
overrules desire for pleasure	1	2	13-14
paradigms	12	25	8
paradox of conflicting needs	12	23	36-39
parenting, influence and	3	5	29
participation, exercises and	4	8	1
party/camera metaphor, focus and	3	6	8-12
passion, voice and	3	5	42
past does not equal future	1	1	3, 20
	7	13	32
	4	8	22-23
pattern interrupts	2	4	26-32
for erasing past failures	8	15	21-22
W Mitchell's	3	5	17
and arguments	9	18	12-13
belief change and	4	8	13

TOPIC	VO	CD	TRACK
Dickens Pattern and	4	8	30
patterns, positive intent of	8	16	4-5, 11
Pavlov, Ivan (dogs example)	2	3	45
peace of mind, ritual of	6	11	10
peak emotional states	4	8	7
morning questions and	3	6	81-82
peak performance	3	5	28
Pepsi commercials and anchoring	6	12	22
and associations	1	2	31
personal power	4	8	3-5
definition	1	1	10
phobia cures on TV story	2	4	40-45
physical benefits of empowering beliefs	4	8	46
physical costs of limiting beliefs	4	8	36, 38-39
physiological storms	3	6	2
Physiology	3	5	19-27
change	3	6	2, 40
Dickens Pattern and	4	8	41-42
differences	12	25	34
of happiness, affirmations and	4	7	79
self-confidence and changing	8	16	23-30
state and	3	6	4, 13
	4	8	8
piano-tuning example, conditioning and	2	4	19-21
pleasure (see also <i>pain and pleasure</i>)			
and pain, motivating forces of	1	2	1-34
as controlling force	4	8	5
focus on	3	6	56
linkage, belief change and	4	8	19-20
linkage and destructive behavior	2	3	36-38
linkage to lack of financial abundance	7	14	4
linkage to new beliefs	4	8	44-48
positive anchors, stacking	6	12	16
positive associations, Robbins' destiny-	2	3	13-15, 51
changing -			
positive consequences of new empowering	4	8	19, 31
beliefs			45-48
positive emotions, empowering beliefs and	4	8	45, 47-48
positive thinking	3	6	22-23
vs. conditioned responses	2	3	6-8
Post-it notes	1	1	35
power move	3	5	34
power, definition	1	1	22
power of:			

TOPIC	VO	CD	TRACK
deep-breathing	9	17	6-11
eating water-rich foods	9	17	18-24, 26-27
goal setting	5	9	1, 7, 8, 17, 33
questions	3	6	80
rituals	6	11	1-3
successful relationships	9	18	1-2
“why” is power to achieve dreams	5	9	39
PowerTalk! audio magazine	5	10	80-81
	9	17	30
	9	18	6
	12	23	2
	12	25	1, 37-38
how to receive	12	24	52
Presley, Elvis	3	5	14
	3	6	15
pressure			
diamonds (metaphor)	5	9	29
and tension, mastery of	5	9	28
creates human behavior	5	9	27-29
Robbins’ with exercising	5	9	30-31
Presuppositions	3	6	33-35
pride, morning questions about	4	7	76
private victories always precede public victories	12	25	6
problem-solving questions	10	19	28-35
problems, changing beliefs about	10	19	19-20
problems, solving (see <i>solving challenges</i>)			
procrastination and pleasure/pain conditioning	6	11	29
controlling forces behind	1	2	8-9
ritual of	6	11	27-28
swish pattern for stopping	6	12	26-28
program requirements	1	1	8
psychoneuroimmunology	12	25	12
public opinion poll	3	6	34
public speaking, fear of	3	5	9
purpose is stronger than outcome	5	9	18
Q			
quality answers, quality questions and quality	3	6	36
of life	3	6	13, 38
of questions	3	6	38

TOPIC	VO	CD	TRACK
of states	3	6	13
quality questions, quality answers and Quayle, Dan	3	6	36
	3	6	34
questions on meaning	3	6	27
on what to do	3	6	27
belief change and	4	8	15
deletions and	3	6	54, 57
evaluations and	3	6	25-27
focus and	3	6	28, 49
great answers to	3	6	31
lousy answers to	3	6	30
power of	3	6	40, 49
	4	8	9
resources and	3	6	58
self-confidence and controlling	8	16	34
solving challenges and effective	10	19	5-7
thinking and	3	6	69
R			
Rapidity			
of movement	3	5	32
of voice	3	5	29
rational emotive therapy	2	4	9
reasons come first; answers come second	5	9	22
receiving is evidence youve given	7	13	50
reciprocation, love and law of	8	16	10
reconditioning technology	1	1	22
reference library of profound knowledge	12	25	37
references, limitations of	4	8	23
Rejection	8	15	All
changing rules for feeling	8	15	35-38
conditioning self to feel strong	8	15	42-45
Fat woman conquers fear of	8	15	44-45
how to handle	8	15	36-42
how to handle fear of	8	15	33-39
key to success is massixe	8	15	39-41
Stallone, Sylvester	8	15	40
Relationships	9	18	All
affected by negative anchoring	6	12	8-9
cheating in	9	18	16
commitment and	9	18	30-31
empowering beliefs about	4	8	19, 45, 47
familiarity and	9	18	7-8

TOPIC	VO	CD	TRACK
finding partner's triggers	9	18	24-26
increasing intimacy and love in	9	18	3-4
intense states and	9	18	8-11
limiting beliefs and	4	8	33, 37-39
Mistakes	12	25	25
mixed associations and sabotaged	1	2	16-19
negative anchoring and	9	18	8-11
neuro-associations and sabotaged	8	16	6-8
paradoxes of conflicting needs in	12	23	40-43
	12	24	22-24
pattern interrupts and	9	18	12-15
power of successful	9	18	1-2
priority of	12	25	28
strategy for enhancing	9	18	27-29
study of	1	1	17
threshold state and	9	18	10-11
tools for improving	9	18	5-6
triggering love/attraction feelings in	9	18	17-26
trust and commitment example	2	4	34-38
what we really want from	3	5	1, 4
repetition is the mother of skill	1	1	17
	4	8	12
	5	9	4
	7	13	6
resources, questions and	3	6	58
respect, focus on	3	6	45-46
responsibility, changing state	3	5	31
Results			
focus and	3	6	64
rehearsing successful changed	8	16	41-42
Rhee, Grand Master Jhoon	5	9	5
Richest Man in Babylon, The	7	14	64
rituals and conditioning	6	11	11-15
Rituals			
awareness of triggers for	6	11	21-22
creating positive	6	11	10
emotions result from	6	11	4
power of	6	11	1-3
practice with positive	6	11	24-26
recognizing self-limiting	6	11	4-9
successful living, how to install	6	12	1-28
road to someday leads to a town of now here	1	1	27
Robbins, Anthony			
as coach	6	11	41

TOPIC	VO	CD	TRACK
associations to giving	2	3	21
background	1	1	2
balloons story and Jairek	2	3	22-24
beliefs on age	4	8	15, 18
childhood neuro-associations to beer	2	3	31-32
communication with Becky	12	25	33
core beliefs enable self-confidence	8	16	36-37
creativity anchor	6	12	11
destiny-changing positive associations	2	3	13-15, 51
early success	1	1	18
elimination of nail-biting habit	6	12	27
experience with loss of drive and uncertainty	12	23	8-25
fathers	1	1	17
Fiji resort	5	9	15
financial self-sabotage experience	7	14	4
former disempowering associations	2	3	52
goal setting	5	9	10-13
goals, results	5	9	13-14
high school story	1	1	1
introduction/interviews	12	25	1
meeting Becky	7	13	55
pattern interrupts in marriage	9	18	12-13
pressure with exercising	5	9	30-31
ritual of frustration	6	11	8
seminars at United Artists Theatres	12	24	31-38
Thanksgiving story	1	1	17
	7	13	47-48
trip to Russia	5	9	10
weight control experience	9	17	3-5
Robbins, Becky	3	6	19
rocking chair test	5	10	71-72
Rogerian counseling	2	4	10
role modeling	1	1	33
	4	8	4
empowering beliefs and	4	8	47
finances	1	1	33
limiting beliefs and	4	8	34
relationships	1	1	33
weight	1	1	33
role models	3	6	62
and solving challenges	10	19	8
Influencing children through	6	12	23
rules	4	8	11
for failure and success, changing	8	15	5-15

TOPIC	VO	CD	TRACK
for feeling rejection, changing	8	15	35-38
running east looking for a sunset	7	13	12
Russia, Robbins' trip	5	9	10
Ruth, Babe	7	13	32
S			
sabotage (see <i>self-sabotage</i>)	4	8	17
Sanders, Colonel Harlan	2	4	28
scratched record example, jukebox and self-analysis vs. focusing on others	8	16	43
self-confidence	8	16	All
controlling focus for	8	16	31-34
core beliefs and	8	16	35-42
definition of	8	16	22
doubtful questions and lack of	8	16	34
Firewalk/wood-breaking examples and	8	16	24-25
physiology change and	8	16	23-30
state change	8	16	24-27
Robbins' core beliefs and	8	16	36-37
using accomplishments to create	8	16	44-45
self-doubt and self-analysis	8	16	43
self-esteem, limiting beliefs and	4	8	34, 36
self-identification with limiting emotions	6	11	24
self-perception determines others' response	8	15	45
self-sabotage	8	16	All
Robbins'	1	1	18, 19
for love, accident-prone man's	8	16	9-10
patterns, successful people and	8	16	17
self vs. bad habits	8	16	3
cause of	8	16	1-2
how to eliminate	8	16	1-21
mixed associations and	1	2	43-44
steps for eliminating	8	16	12-17
sense of purpose, need for (see <i>need for significance</i>)			
sensory acuity	1	1	31
shopping	3	5	26
significance, need for (see <i>need for significance</i>)			
Six Human Needs (also see <i>individual needs</i>)	12	23	All
	12	24	All
session on fulfillment	5	10	78-82
business and meeting	12	24	29-38

TOPIC	VO	CD	TRACK
levels of fulfillment for	12	24	28
need for certainty	12	23	13-35
need for connection and love	12	24	18-24
need for significance	12	24	7-17
need for uncertainty	12	23	37-49
need to contribute	12	24	1-6, 26-27
need to grow	12	24	25-27
paradox of conflicting needs	12	23	36-39
skiing/study example, focus and	3	6	51
smoking	3	5	25, 37
associations and intent of	8	16	5
	2	3	34-35
solving challenges			
80%/20% rule	10	19	4, 13
basic steps for	10	19	12-20
developing ability	10	19	1-3
effective questions and	10	19	5-7
flexibility and	10	19	16-17
overwhelm and	10	19	9-12
Problem-Solving Questions	10	19	28-35
role models and	10	19	8, 18
spelling, word <i>the</i>	3	5	10
Spielberg, Steven (associations of)	2	3	48
spiritual benefits of empowering beliefs	4	8	46
spiritual costs of limiting beliefs	4	8	34, 38
spontaneous right action	12	25	22
Springsteen, Bruce (associations of)	2	3	47
stacking anchors	6	12	16
stakeholder information system	12	25	10-11
Stallone, Sylvester (massive rejection)	8	15	40
starvation example	3	6	1, 2, 55
Dickens Pattern anul	4	8	41
focus and	3	6	53
self-confidence and	8	16	24-27
state	3	5	All
effective questions and	3	6	81
emotion	4	8	8
management	3	5	6
	3	6	4, 61-62
measurement	3	6	3
of mind, triggering supportive	6	12	12-13
physiology and	3	6	4, 13
relationships and intense	9	18	8-11
static noise story, knight and	2	3	44

TOPIC	VO	CD	TRACK
stress, elements of	12	25	21
study/skiing example, focus and	3	6	51
subconscious questions	3	6	70
success			
conditioning	6	11	1-3
deciding to be free of fear of	8	15	16
definition	1	1	11
	3	6	17
	8	15	5-15
failure	1	1	37
	3	6	68
formula	10	19	All
how to eliminate fear of	8	15	4-31
is a trap	5	9	27
leaves clues	1	1	33
massive rejection is key to	8	15	39-41
rehearsing changed results and	8	16	41-42
secret to lifelong	2	3	5
source of Robbins'	3	6	61
study of	3	6	6
what we really want from	3	5	1
why vs. how	1	1	2, 34
	3	5	18
success/judgment/experience	1	1	41
	7	13	31
Success Cycle and beliefs	8	16	38-40
Success Journal	1	1	6, 40
	3	5	45
	3	6	81, 83
	4	8	50
successful business, creating	2	3	4
successful living, how to install rituals for	6	12	1-28
successful people and self-sabotage patterns	8	16	17
successful relationships, power of	9	18	1-2
suicide	3	5	14
associations and intent of	8	16	11
superstition of materialism	12	25	17
surfing story, dyslexic student and	2	3	16-19
surprise, need for (see <i>need for uncertainty</i>)			
swish pattern	6	12	25-28
T			
Tae Kwan Do	5	9	5

TOPIC	VO	CD	TRACK
taxes, become an expert on	7	13	26
Taylor, Elizabeth	3	6	15
television	3	5	26
Templeton, Sir John	7	13	46
Thanksgiving story, Robbins'	1	1	17
	7	13	47-48
therapies, comparison of	2	4	5-12
there's always a way	4	8	24
thinking, questions and	3	6	69
threshold, relationships and	9	18	10-11
definition of	1	2	38
triggering feelings of love and	9	18	17-26
attraction			
triggering supportive state of mind	6	12	12-13
tumor, pituitary, and Robbins'			
uncertainty experience	12	23	12-25
Tylenol, headache example and	3	6	6
U			
Ultimate Success Formula	1	1	24
	4	8	3
uncertainty, need for (see <i>need for uncertainty</i>)			
uncertainty, Robbins' experience			
with loss of drive	12	23	8-25
unfaithfulness in relationships	9	18	16
unique, need to feel (see <i>need for significance</i>)			
United States Army	3	5	28
University of California, San Francisco	3	5	39
UNLEASH THE POWER WITHIN	8	15	43
	9	17	31
upset, "why" questions and	3	6	44
usefulness of beliefs vs. accuracy	4	8	18
V			
values	4	7	All

TOPIC	VO	CD	TRACK
focus and	3	6	24
meeting needs by violating	12	23	41
moving-away-from	4	8	10
moving-toward	4	8	10
variety, need for (see <i>need for uncertainty</i>)			
vehicles, definition of	12	23	27, 31
verbal abuse, Buddha's reaction to	8	15	36
visualization, practicing	6	12	26
voice, conveying passion in	3	5	42
influence and	3	5	29
W			
water poured on woman at seminar story	2	4	29-33
water-rich foods, diet and importance of	9	17	18-24, 26-27
Watson, Tom	1	1	37
wealth (see also <i>finances</i>)			
adding value for others	7	13	9, 17
as a must	7	13	10
as emotional issue	7	13	2
as prey	7	13	16
conditioning yourself for	7	13	1
decide specific amount	7	13	11
effective strategies	7	13	12-18
financial (see <i>financial wealth</i>)			
formula	4	7	75
is abundance	7	13	57
key to having	7	14	9-11
lack of (results)	7	13	8
Negative associations	7	13	5-9
plan and follow-through	7	13	19-23
rely on yourself	7	13	24
study of	7	13	16
study, <i>Think and Grow Rich</i>	7	13	4

TOPIC	VO	CD	TRACK
Vehicle	7	13	18
Wounds	7	13	All
weight control experience, Robbins'	9	17	3-5
weight loss as wealth example	7	13	11
whoosh pattern (see <i>swish pattern</i>)			
why questions	3	6	39, 44, 68
why vs. how	3	5	18
wood-breaking	3	6	66
and self-confidence	8	16	24-25
Wooden, John	5	9	3