

Four Steps To Wealth

Is brought to by Stuart Goldsmith of The Inner Circle..

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Welcome!

Years ago I wrote what was to become a best-selling book called *The Midas Method* and over the years I have had many people say that the report profoundly changed their lives and set them on the road to a brighter, wealthier future.

Whenever I appear in public as a speaker, I can always guarantee that someone will shake my hand and say something like: "I just want you to know, your book changed my life."

Very gratifying!

The book is still available if you can get hold of a copy, but what I have done in this special report is to distil the basic ideas contained within its pages, down to a far shorter, more manageable length under a new title *Four Steps to Wealth*.

I hope you enjoy the insights I am so excited about sharing with you.

It All Starts With Belief

Let's start with a question.

Do you believe in yourself? Do you believe that you can have more, that you deserve more, that you can BE more?

Be careful about just answering 'yes'...

When I started out on this journey, years ago, I didn't believe in myself enough to get the life that I really wanted. I thought that those things were for other people - a nice house, a good quality car, time to do whatever I wanted without being a wage-slave. At best I thought (if I did think about it at all), that one day, at some distant, undefined time in the future, I might have a better life. I was jogging along, working for a major UK Corporation, underpaid and with no hope of promotion. I was renting a flat and driving a beaten-up old car which would hardly pass its road-worthiness test. My love-life was a mess and my bank balance was very red.

Financially I was just holding my life together; the same as most people.

I received weekly letters from the bank demanding repayment of my unauthorised overdraft. There was no hope of promotion at work, and hence no hope of a salary increase.

I was also enmeshed in a deeply unhappy relationship from which I couldn't seem to escape. I mention all this in case you think I am somehow 'special'. Authors seem to have this rosy glow around them, don't they?!

Does my story sound a bit like yours? At least in places?

Don't worry, there are millions of people with a very similar tale to tell.

About this time, someone gave me a 'Positive Thinking' book. I don't remember the title, but I do remember that when I read it I was very sceptical.

That report had a very simple message. The message was this:

BELIEVE THAT YOU CAN DO SOMETHING AND YOU WILL DO IT

This sounded so ridiculously simple, that my first reaction was to laugh it off and forget the money that I'd spent on that book. But something kept nagging away at me; I couldn't seem to get that simple message out of my mind. I ended up reading the book several times over.

The idea was so simple; yet it had a ring of truth about it.

Could it really be so easy? Was there a way that I could apply this principle and improve my *own* circumstances?

After reading and re-reading that book, I decided that I had nothing to lose. It wasn't actually going to cost me anything to try this idea. I wasn't being asked to send in any more money or invest capital in a 'Get Rich Quick' scheme; I was merely being asked to believe; to have faith in myself. **I figured that it couldn't be a bad thing to have faith in myself, regardless of whether or not I got rich at the end of it.**

I also knew that if, by putting these principles to work, I could start from nothing and get even a fraction of the things that I wanted, then I must be onto a winner!

From that moment on, there was no stopping me. I read every book about 'Positive Thinking' and motivation that was going. Some were terrible, some were very good; but all were lacking in something.

Even at this early stage, before I had applied the principles of 'Positive Thinking'; I thought to myself, "If this works, I'm going to write my own report and pass on my experiences." In a

sense I was using myself as a guinea-pig. If these principles could work for me; they could work for anyone!

What Did I Do. . . ?

First I decided (yes, just decided) to make some REAL money and stop messing around. Then I applied the time-proven principles of positive thinking which, over the next few years brought HUGE personal benefits for myself, I felt as though everything I touched turned to gold!

The Result ?

Well, on the material level I am pretty well sorted and have (amazingly!) become a multi-millionaire with a string of properties to my name. Obviously I could own any car, and have, in fact, owned 3 brand-new Mercedes, eleven BMWs and a Porsche 911 – not all at once! These days I've gone all 'Eco' and drive a Toyota Prius Synergy car. No street cred – but I've done all that and could buy myself a top of the range Rolls for cash tomorrow, if the mood took me (which, I assure you, it won't!)

How Did I Do It ?

I achieved my ten million pounds (and all the other things), by using the simple techniques outlined here. This stuff really does work! I did not, (as in a lot of 'Get Rich Quick' reports), have a helping hand up from anyone. Nobody left me a penny. I have no special talents or abilities, (although I have my fair share, just like you). I wasn't 'lucky' in the sense that I discovered that my house was built on an oil well, or that I gambled money and won. **I've had my fair share of good and bad luck over the last eight years - just like you.**

Starting with a large overdraft, I achieved everything that I have today by simply changing my beliefs. By believing that I deserved these things. By believing that it wasn't just other people who made money or got the good things in life - by believing that I could do it if I really wanted to. That's all.

It's that simple. This is the only major 'secret' I am going to impart to you in this report.

The rest of the report is devoted to convincing you that what I say is true.

Why do I need to convince you? Because if you genuinely believed what I said, you would already be well on the way to having everything you wanted. You would not need this report, and you probably would not have bothered to get it.

The very fact that you're reading this means that you probably don't have everything you really want. I'm telling you that the main thing stopping you from having everything that you really want is BELIEF. You can have it if you believe that you deserve it.

Consider the following statement:

BELIEVE IN YOURSELF AND YOU CAN HAVE AS MUCH MONEY AS YOU DESIRE

Do you believe this statement? The chances are that you don't (at this stage). So what would be the point in me telling you to recite this over and over again until you believed it? You wouldn't! You would just get bored and give up; then you would put this report on the shelf and forget it! That's not what I want.

I want you to succeed. I want you to have all the things you deserve. I achieved everything I ever wanted by starting from these first principles. Don't let your scepticism and disbelief stand between you and success.

Harmful Beliefs

You probably believe (quite strongly) that there are all sorts of things standing between you and a large amount of money. (I use money as an example, you might want something else.)

You probably believe that all or some of these things stand in your way:

- 1) **Age:** (“I’m too old/young.”)
- 2) **Sex:** (“It’s tough if you’re a woman/man.”)
- 3) **Background:** (“I never had a chance.”)
- 4) **Physical abilities:** (“With my wooden leg? Forget it!”)
- 5) **Luck:** (“I never get the breaks.”)
- 6) **Education:** (“I was in my first job at thirteen.”)
- 7) **Race:** (“It’s hard if you’re Black/Chinese/Asian etc.”)

You are completely WRONG of course! As I’m sure you realise, I could find any number of examples of people in those categories who have become successful.

If you hold such strong beliefs (and the chances are that you hold at least a few of these); you can begin to see that your’re already sabotaging your own success.

But look what you could be missing out on!

Starting from NOTHING, I banked TEN MILLION POUNDS (\$16 million) using only the secrets divulged to you in this report. I achieved a great many more things besides. For example, I only work two or three days a week, the rest of the time is mine to do with as I please - I don't have to work at all if I don't feel like it of course but I love my work (writing and giving seminars)!

If I can do this, starting with an overdraft, I *know* that you can - because there is nothing 'special' about me.

It's all very well if someone tells you how they made a million after 'Daddy' left them half a million! Anyone could do that! It is also interesting, but irrelevant, if someone who is a brilliant inventor, or a financial genius, makes a million. Good for them! But where does that leave the ordinary person like you and me?

If you’re in anything like the position I was in, then you'll probably have almost no spare money (perhaps a few hundred if you sell some things!) and you probably are not absolutely brilliant at any one thing. You are exactly the sort of person this report is aimed at. Forgive me for categorising you, but I wrote this report for the normal, ordinary person who has a genuine desire to obtain everything they have ever wanted. It CAN be done; I know, because I did it!

You are on your way to an exciting new life. A life where you can achieve ALL of the things you want to achieve; where wealth, success and happiness are within your grasp. Will you reach out with me now and take them?

Making a Start

There are four parts to attaining everything that you want in life. They are simple to explain and I will tell you what they are:

1. Know what you want.
2. Believe that you are worth it.
3. Believe that you can achieve it.
4. Go out and get it.

Now most people would think that item number four - getting what you want - is the biggest obstacle standing in their path. **THEY WOULD BE WRONG!**

You will be surprised to learn that knowing what you want and believing that you can get it, form over **SEVENTY-FIVE PERCENT** of the secret of success. Yes, 75%! It is this 75% which I will deal with in this report.

Actually going out and getting the things you desire is only 25% of the battle!

You, like me, and millions of other people, have probably spent a lifetime thinking that it was the other way round! You probably thought that belief in yourself and knowing what you want formed 25% of the solution, and that getting the things you want formed 75%. This is the first of many 'minor secrets' which I will impart to you in this report.

Before I realised that belief in myself and knowledge of where I wanted to be, were so important, I had blamed external circumstances for my lack of success. I blamed anything and everybody rather than myself. I said things to myself like:

“If only I had been born rich, or someone had left me some money, then I could do so much.”

“If only I had chosen a different profession; this job is a dead-end, it's too late for me to retrain.”

“Other people get rich, not me. They probably do it illegally anyway; either that or they're lucky.”

I spent a great deal of time and energy re-enforcing my Negative Self Image (NSI), then finding reasons why I could not *possibly* make a success of my life. I spent many hours doing this; I worked at it very hard!

Are you as guilty as I was? Do you spend time thinking up detailed and plausible reasons why you can't have the things you want?

Worse still, do you firmly believe that you are a special case, that your unique circumstances totally exclude you from success and happiness? Are you prone to thinking, “It's all very well for him, but...”?

Together, we will shatter the illusion that your present situation is caused by external influences over which you have no control. You will come to know for yourself that you *can* control your own destiny (within limits, of course!), that you can 'call the shots', that you are not a puppet whose strings are being pulled by some external agency.

Belief in yourself and knowledge of where you want to be are vitally important to your success.

When you know where you are going, and believe that you can get there, the path just opens up for you. Things 'just happen'.

A desire which was just a 'pipe dream' can become a reality. By applying yourself to changing your belief structure, the whole world opens up to you!

I'm telling you that it **REALLY IS SIMPLE!** When I suspended my disbelief all those years ago, I gave myself a chance in life; after all, I had nothing to lose. But what have you got to lose?

Nothing!

You will need belief in order to change your life as from today. Together, let's have a look at belief. The amazing factor which accounts for a massive **FIFTY PERCENT** of the pathway to success.

Believe In Yourself – You’re Worth it!

Belief is the first and most important secret of happiness and success.

Right now, at this very moment, you are reading this sentence at a certain stage in your life.

Think about your life for a minute or two.

Think about the financial side, for a start. How well off are you? Take a look around you at your possessions; think about your bank balance and savings account (if you have either), think about your total wealth.

Now do a little exercise: On a piece of paper, add up your total wealth, (this can be done in a very short period of time).

Do it roughly; there's no need to be exact. Write down your big assets first, with an approximate price next to them, then your most expensive possessions, then the approximate value of your other possessions.

Now look at your total. How do you feel about your total financial worth? Are you happy or unhappy about it at this stage of your life?

The chances are that you would like to do better; probably a *lot* better.

Now I want you to try something: Imagine being in a better financial position. Strongly visualise yourself driving the car you really want or living in the house you have always desired; spend a little time over this until you can really imagine yourself in this better position.

Now ask yourself a vital question: “Do I believe that I am *worth* this and do I believe I can *achieve* this?” Ask yourself this question now. Think about it for as long as it takes to come up with an answer and don’t be tempted to answer yes, just because it sounds good. Look a little deeper within yourself.

If the answer is an emphatic “YES!” then great; you are well on your way to achieving more. If the answer comes back as “NO” or you are unsure, then join the club of millions of people who have not yet started to believe in themselves. Right now you are totally trapped by your lack of belief. No wonder you don't have the things you want - like a nicer place to live. **You don't believe that you are worth it and/or you don't believe you can get it!**

Until you start believing in your own worth,
there is not a single chance in ten thousand that
you will ever achieve the wealth and happiness
you really deserve.

Why? Because no matter how hard your conscious self works towards achieving these things, your subconscious knows that you are not worth it! Your subconscious will go to great lengths to sabotage all your efforts and ensure failure - your conscious and subconscious minds will not be working as a team!

In fact they will be pulling in opposite directions, like a tug of war. What will happen if your conscious mind tries to improve your lot in life, but your subconscious mind is works, like an underground resistance organisation, to foil your plans?

I'll tell you. **Your best laid plans and efforts will 'accidentally' come to grief.** You will make silly mistakes which will ensure failure. You will have a terrible run of 'bad luck', or maybe sudden ill-health will prevent you from attending a vital meeting, or going on holiday, or something else which is important to you.

In short, your subconscious mind will try every trick going to ensure that your efforts are neutralised.

Your conscious mind knows nothing at all about these secret plans of sabotage and mayhem! It thinks that it is trying *really hard* to achieve the things it wants. It can't understand why things 'just' keep going wrong. It is amazed that every time it gets close to achieving a major goal, something always seems to go wrong at the last minute!

Digging Holes

Please understand that it is not enough just to say that you believe in yourself; you must really believe in yourself. Similarly, it is not enough to work really hard towards your goals without this belief in place. To give a silly example: You could work hard all week long digging a large hole in the ground, then work hard all the following week filling it in again! You would have put two weeks of solid effort into something and achieved nothing!



Most people spend a lot of their lives digging holes and filling them in again.

IF YOU DON'T BELIEVE IN YOURSELF YOU ARE HANDSOMELY EQUIPPED TO FAIL!

No amount of effort on your part will assure your success. Amazingly, not even luck will work for long. If your Great-Aunt Aggie left you a fortune, and yet you didn't believe that you were worth leaving it to, then within a short while it would be gone, slipping away through your fingers, frittered away on useless schemes and ideas. Spend on tinsel trivia, shiny baubles and expensive designer toys.

Two Types of Belief

I have talked a little bit about one type of belief, the belief in your fundamental worth as a human being, the belief that you deserve all the things you are striving for. This type of belief stems from having a Positive Self Image.

I have called this type of belief **PSI-belief**, (Positive Self Image Belief).

The other type of belief is your belief in your *ability* to achieve your goals. This type of belief is easier to get than PSI-belief, but it is an equally important ingredient of your success equation.

I call this belief I-CAN belief.

Both of these beliefs must be in place before you can start seriously working towards your major life-goals.

PSI BELIEF IS BELIEF IN YOURSELF

I-CAN BELIEF IS BELIEF IN YOUR ABILITIES

These two beliefs are quite distinct and separate from one another. The first is much more important than the second, and far harder to obtain; but both are foundation stones of success..

Because this is such an important point, I want to summarise what I have just said:

PSI-belief is concerned with how you feel inside about yourself. It is about having a Positive Self Image; knowing that you deserve more, that you are worth it.

I-CAN belief is concerned with convincing yourself that you are *able* to achieve your goals.

I want you to clearly understand the difference between these two types of belief, so let me give you an example which will help you:

Mary, David and Sue have always longed to go on a skiing holiday. Mary is lacking in both PSI and I-CAN belief. Let's hear what she has to say:

MARY: "I would love to go on a skiing holiday but I have so much to do at home, there's the dog to feed as well, and it would be selfish of me to take a break whilst the children are so young. Anyway, I'm really clumsy; I'd never get the hang of it."

TRANSLATION: "My needs are less important than a dog's (PSI) and I couldn't do it anyway (I-CAN)."

David is lacking *only* in PSI-belief: Let's listen to him:

DAVID: "Skiing is for rich people, not for the likes of us. Pity really because I'm sure I would be good at it as I love most physical sports."

TRANSLATION: "I'm a second class citizen and I'm going to make sure that I stay that way. I don't doubt my abilities though."

Sue is lacking *only* in I-CAN belief. Here's what she might say:

SUE: "A holiday is a really great idea. I deserve a break after the year I've just had. The children can go to my Mother's, she'd love to have them and the change would do them good. Does it have to be skiing though? You have to be really athletic and muscular don't you?"

TRANSLATION: "I feel good about myself inside and know that I am worth this break. However, I have doubts about my abilities, and I'm a bit scared of this unknown challenge."

These examples should help you to understand how different the two beliefs are.

I'm now going to tell you something which you might find surprising: PSI-belief is to do with FEELINGS and EMOTIONS about yourself, and is not easily improved by logical argument, whereas I-CAN belief is more rational, and is open to logical argument.

This becomes obvious when we look at our skiing friends.

No amount of rational, logical argument about how easy it is to ski, how cheap the kennels are, or how much the children might enjoy her being away, will convince Mary to go on this holiday.

Why? Because she doesn't think she is worth it! All this talk of dogs and children is just a smoke-screen to give her an excuse for not going.

If I did try to convince her, the conversation would go something like this:

ME: "Mary, why don't you take this break, you deserve it!"

MARY: "But who would look after the dog?"

ME: "There are plenty of excellent kennels close by, but if you don't fancy them then I could look after it for you."

MARY: "Thanks; but it's not just the dog. Don't forget I'm a Mother and have certain responsibilities to my children. I can't just get up and leave them."

ME: "Sure you can! They're old enough now, and you've told me many times that your Mother would love to have them."

MARY: "That's true, but I couldn't really afford to go. There are so many other things I should spend my money on, like clothes for the children."

ME: "Why not spend it on yourself just this once?"

MARY: "Anyway, I couldn't leave the house empty for all that time, there are lots of burglaries around here."

And on and on and on! One excuse after another. Do you see what I mean? Mary's practical problems are purely incidental to the central message which runs through her every sentence. This message is: "I'm not worth it. I should spend money on other people not me. I don't deserve a holiday."

Do you see that **no amount of rational talking or explanation can help Mary?**

Sue, however, is a different proposition. She has a fundamentally Positive Self Image; all she needs is a little convincing and reassurance about her abilities. I could probably persuade her to go if I told her about the easy slopes, the beginner's classes, and the fact that there would be dozens of people just like her. In other words, by presenting a rational argument, I stand a good chance of boosting Sue's I-CAN belief.

A talk with Sue might go something like this:

SUE: "I've never been skiing before, I couldn't do it. Surely you have to be really fit?"

ME: "Nonsense! Most of the people going won't have been before. There are beginner's classes and excellent training."

SUE: "I'm too old though. They're all youngsters aren't they?"

ME: "Are you joking? Last time I went there were three people over sixty who were there for the first time!"

SUE: "I'd be scared of hurtling down those long slopes like you see on the television."

ME: (Laughing), "You only get to go on those slopes when you're good and ready. You'll be starting out on the flat!"

SUE: "Really? Perhaps it would be fun after all."

A little more rational argument and Sue might be willing to go.

Notice the difference between Mary's message and Sue's message:

Mary is saying: "I'm not worth it."

Sue is saying: "I can't do that."

These are very different statements.

Notice also, how I was able to persuade Sue by rational argument? Increasing your belief in your own worth (PSI), is a more difficult proposition, because it is not amenable to rational argument.

Do you remember earlier I asked you to take a little time over the question, “Do I deserve a larger house?” This is because I knew that PSI-belief was not easily approached by such intellectual questions. PSI-belief is lodged so firmly in the subconscious mind, that I asked you to IMAGINE being in your new home.

The coins of the subconscious mind are IMAGES, just as the coins of the conscious or rational mind are THOUGHTS. There are no thoughts in the subconscious mind.

Because all this talk about conscious and subconscious minds can be confusing, let me summarise this chapter briefly:

YOU WILL NOT ACHIEVE YOUR GOALS WITHOUT SELF BELIEF

THERE ARE TWO TYPES OF SELF BELIEF, PSI BELIEF AND I-CAN BELIEF

PSI-Belief reflects how you FEEL about yourself deep down inside.

It is about your level of self-worth. PSI-belief cannot be improved by rational argument, reading reports, or discussion. **It can be improved by visualisation and by actually achieving something, starting off with small things.**

You must have a Positive Self Image if you are to succeed - you must believe that YOU ARE WORTH all the good things in life, you must believe that YOU DESERVE IT.

I-CAN belief reflects how capable you think you are on a 'nuts and bolts' level. It concerns how you think about your abilities and what you believe is possible or not possible for you. It is largely a learned response and is heavily determined by your upbringing and schooling. It can be unlearned.

When you have PSI-belief and I-CAN belief then you have the solid foundations for success.

You are now well on your way to understanding why belief is so important to your success. Let us now examine PSI-belief in detail, and see how we can improve it.

PSI Belief

PSI (pronounced "sigh"), means Positive Self Image. We need a Positive Self Image if we are to be happy, successful, loving and complete human beings. Unfortunately, few of us have a very strong PSI, and a lot of us have a pronounced Negative Self Image (NSI).

Lack of PSI-belief will prevent you from achieving the things you want in life. How much it will prevent you, depends entirely upon the depth of your Negative Self Image.

There is a very simple relationship between your PSI and your achievement potential: The STRONGER your PSI, the MORE you will achieve.

The converse is also true: The STRONGER your NSI, the LESS you will achieve.

Remember that this is independent of your abilities, and independent of 'luck', although these two are frequently blamed for the failure which always accompanies a Negative Self Image.

I also told you that PSI cannot be improved by rational argument, this is because the subconscious mind does not understand argument (or even English, for that matter!), and PSI is buried deep in the subconscious.

Therefore I will not waste any time telling you what a really wonderful person you are and how you deserve all the things you really want in life. Although this is true, it will not have much of an effect upon your Negative Self Image.

Instead I want to explain a little bit about how people get Negative Self Images in the first place; then I'll tell you how to dramatically improve your PSI to the point where you can unlock the doorway to success.

Where Does NSI Come From?

Most people are dealt a full hand of PSI at birth.

Safe in the womb, the baby feels warm, relaxed and loved. It has no inkling of the potential dangers which lie outside. If it could enter into a discussion with you, it would probably say that it felt valued and wanted; in other words, it would have a high PSI-level. (Arguments about pre-birth traumas aside for the moment.)

After birth, the baby enters the 'stage of life' upon which will be enacted an important drama. All good drama has conflict as an underlying theme; and in this case the conflict is between the forces which *increase* the child's PSI level, and those which *decrease* it.

You entered onto this stage the moment you were born, and since that moment, you have been subjected to some forces which made you feel good about yourself (increased your PSI), and some forces which made you feel bad (decreased your PSI or increased your NSI).

These forces we will call 'strokes'. (A term coined by Dr Eric Berne.)

The present level of your PSI-belief is a direct result of these conflicting strokes throughout your past life.

If you have a high PSI, then you received more (or better quality) positive strokes than negative.

If you have a low PSI, then you received more (or stronger) negative strokes than positive.

I will now tell you something which is very important:

These strokes have far more effect upon your PSI when you are younger than when you are older. (By 'older' I mean over about twelve!) Remember also that strokes are stored away subconsciously, so you don't have much access to them via your conscious mind.

Positive and negative strokes started to accumulate when you were born (some would argue before). As a baby you immediately started to store away feelings about your own self-worth (PSI- belief), depending upon how your parents handled you and spoke to you. If they spoke softly and were kind, loving and gentle, then your PSI started to increase. On the other hand, if they were rough and unkind, your PSI started to decrease.

In the real world, few babies are either loved absolutely, or continually brutalised, so you probably received a mixture of positive and negative strokes depending on the stress-levels of your parents! Hopefully you received far more positive than negative, but if it was the other way round, then you were off to a bad start with a pronounced NSI.

The process didn't stop there. As you grew up into a toddler and learnt to speak, you started to be bombarded with messages intended to alter your PSI one way or another.

Wait a minute! Surely the PSI is not affected by messages like these because it is in the subconscious and the subconscious doesn't speak or understand English?

That's right! It is not really affected by the *content* of the message (although the I-CAN is!), but it is affected by the *emotional tone* of the message. Put simply, the words are not important, it is the way they are said which affects the PSI.

The Power of Emotional Tone

For example, you could say really softly, gently and lovingly to a one-year-old: "I wish you would go and jump in the pond and drown, I can't stand the sight of you!" The chances are that the child would smile sweetly back at you.

Alternatively, you could yell loudly and angrily at the same child: "I think a banana is a yellow skinned fruit and I'm going to eat one NOW!" and no doubt it would burst into tears and become very upset.

The content was unimportant, it was the emotional tone which had the effect.

I will now tell you something surprising: Even when you are old enough to understand language it is *still* the emotional tone of the message which affects your PSI-level and not the content.

(The content affects your I-CAN level but we will be discussing that in the next chapter.)

Let me give you some examples:

Danny is four years old and very pleased with the model boat he has just made. He toddles up to Daddy and proudly displays his handiwork.

Daddy says in a flat monotone without looking up from his paper: "That's really very good Danny, well done." Danny feels dejected and toddles off to play by himself.

Although the content was correct, the emotional tone did not support it! The emotional tone said: "I don't care about you, I'm far more interested in my newspaper." **And this was the message received and filed away in Danny's subconscious where the PSI is stored.**

Score minus-ten for Danny's PSI-belief!

How about this though? Danny toddles up with his model boat and shows it to Dad. Dad puts down the paper, takes the boat, admires it, smiles broadly at Danny then gives him a great big hug. ALL WITHOUT SAYING A WORD!

Danny goes away glowing with pride, even though the verbal content of the exchange was zero!

Score plus-ten for Danny's PSI-belief!

The messages received between birth and about five years old play a major part in determining your present level of PSI-belief. I would estimate that these messages formulated over half of your PSI belief, and that the remainder came as a result of all the years since!

If at least half of your PSI-belief was formed before you were five, is it any wonder that you cannot access it via your conscious mind? It is there nevertheless and it controls your life as effectively as a puppet-master controls a puppet.

School Days

When you went to school you opened yourself up to an absolute barrage of messages, a great many of which affected your PSI-belief.

Even here though, the *content* didn't really affect your PSI-belief, but the *emotional tone* certainly did.

Supposing your mathematics mistress took you to one side and said to you very kindly: "Although you have a lively and inquiring mind, and despite the fact that you've tried really hard this year, I feel that maths is probably not the subject for you. However, your many other abilities outweigh this and I have suggested to the headmistress that you be allowed to join the fourth year Latin class."

The *content* of this message is a bit of a downer. She is effectively saying that you are useless at maths, and this will be noted by the I-CAN. However, she has not really affected your feeling of self-worth because her emotional tone suggested that she liked you, and that you were a really worthwhile person.

Contrast this with the same treatment your friend receives at the hand of the dreaded Mr Masters: “Pay attention Jones, you disgusting, snivelling little creep! Just because you're top of the class and get every answer right, doesn't give a smart-ass like you permission to dream your worthless life away staring through the window!”

A little extreme perhaps, but the *content* was effectively telling Jones that he was really good at maths! (and this will be noted by his I-CAN), however, how do you think the message affected his PSI? Badly! His PSI-belief only heard the *emotional tone* of the exchange, which effectively told Jones that he was not a worthwhile person, and that the master despised and loathed him.

His PSI-belief will be greatly reduced if exposed to too much of this type of treatment - particularly if it is being re-enforced in his home life.

Out of School

As we grow up and mature, we become somewhat less sensitive to direct assaults on our PSI-belief. (As I said earlier, a large part of your PSI-belief is formed before the age of five.)

For example, if you were involved in a car accident and an offended party started waving his fists and saying things like:

“Your sort shouldn't be allowed on the road you moron!”, it is unlikely that you would allow this to affect your PSI-level. You would (hopefully) be mature enough to make allowances for circumstances.

However, a great deal of PSI-damage can be done by a process called 'discounting'. Put simply, anything which discounts you as a human being is likely to decrease your PSI-level. Two trivial examples will suffice - I'm sure we have all experienced these, or something like them:

You are waiting to get served at a crowded bar. Your turn comes and goes, but no matter what you do the barman seems to ignore you, (although he serves several people on either side of you).

You may easily feel discounted and worthless because the implied message is: “All these people are more important than you, you're worthless.”

Or: You are waiting in a queue, (a peculiarly British pastime), when someone pushes in front of you. Again you feel very upset; not because you have to wait a little longer but because you received the message: “You're so worthless I'm not even going to acknowledge your presence.”

Too many of these situations without the compensating positive strokes can cause a gradual decrease in an otherwise mature person's PSI-level.

It is very important that you understand that PSI is a dynamic, changing thing and is affected by daily positive and negative strokes.

**EVEN THE MOST RUGGED PSI WOULD
CRUMBLE IF DEPRIVED OF POSITIVE
STROKES FOR TOO LONG, OR EXPOSED TO
NEGATIVE STROKES REPEATEDLY.**

No person is an island unto themselves. For example, if someone with a really high PSI were to find themselves in solitary confinement, say in a prison camp where they were being continually

brutalised, and without access to positive strokes (e.g. other prisoners), it would be an alarmingly short time before their PSI level was reduced to nothing. This extreme example should serve as a reminder to us that we have to continually maintain our PSI-belief.

I was very excited when I first realised that PSI-belief was central to achieving success, because up until that point I had blamed external factors for my lack of achievement. Of course these external factors (lack of money, bad luck) being external were out of my control. If they were out of my control I couldn't do anything about improving my situation could I? I wasn't to blame! I could happily carry on moaning about my bad fortune, complaining about my lack of abilities, talents or money and starting every other sentence with "If only...." After all, what could I do about it?

When I realised that PSI-belief was the real controlling factor and that all the other things which I had blamed were minor by comparison to this, it was as though I had suddenly woken up. The shock of realisation was quite a powerful and liberating experience. It is my sincere hope that through this report, you will come to have this experience yourself.

I was still puzzled by one thing though.

Why does our subconscious mind prevent us from achieving all the good things which we deserve? It seemed to me to be plainly stupid that a part of your mind could plot in secret against another part to stop us from being happy! I could understand it if it were the other way round, for example if the subconscious mind prevented you from smoking, drinking or taking drugs because it knew that these things would harm you! But the very reverse is true. Many people do some or all of these things knowing that they **WILL** be harmed!

The Pay-off

The mind does not do things without a reason. It has not evolved to act in a haphazard fashion. Every 'brain circuit' evolved for a specific survival reason. There has to be a 'pay-off' for all behaviour, **EVEN NEGATIVE BEHAVIOUR.**

The 'pay-off' for positive behaviour was obvious to me. We indulge ourselves in good food and drink and we wear nice clothes, because these things feel good and have very few negative effects.

I could also just about understand the 'pay-off' for physically harmful things like smoking and drug taking. Obviously the instant pleasure was a stronger influence than the spectre of some possible future health problem.

What I could not understand, for a long time, was why the subconscious should seek to prevent us from achieving something good which had no (obvious) negative effects. Why should our lack of PSI make us act in a way which was guaranteed to make you fail, hence make you feel more miserable and worthless and thereby reinforce your NSI? It seemed like a vicious circle with no obvious reason or 'pay-off'.

A behavioural psychologist could easily have answered my question for me, but at the time I didn't realise this. I had to study psychology before I found the answer.

The answer I found may surprise you; it certainly amazed me!

Put very simply, I believe the answer to be this: The subconscious mind doesn't really care a fig for our 'happiness' as such.

The subconscious mind couldn't care less about your goals, ambitions and dreams. It is really *not interested* in your plans to become a millionaire or your ambitions to run your own chain of designer clothes shops. **All these things are as illusory to the subconscious mind as your dreams are to your conscious mind!**

The subconscious mind views the conscious mind as a whirlpool of thoughts, ambitions, hopes, half-formed ideas and sensory data and doesn't pay much attention to the detail - it finds it confusing.

Similarly, the conscious mind views the subconscious mind as a whirlpool of images, feelings emotions and dreams and finds it equally confusing and nebulous.

I was now on the trail of something big. If the subconscious mind doesn't give a damn about our 'success' or 'lack of success', (two extremely difficult and 'intellectual' concepts for the subconscious mind to grasp anyway), what *does* it care about?

Physical World View

The answer is SURVIVAL. Or, more accurately, holding on to a coherent world-view. That's a bit of a mouthful, but what it really means is that the subconscious is **desperately trying to make sense of the external world and your place in it, and having made a certain amount of sense, it likes to cling on to that picture.**

Furthermore, IT DOESN'T LIKE CHANGING ITS BELIEF IN THE WAY THE WORLD IS! No sir, not one little bit! It doesn't mind making the odd little adjustment to the picture; a little tweak to the edges here and there to keep the picture in line with the facts, but it *hates* making any major changes.

Why is this?

Because the World View, which you painstakingly pieced together in your very early years, is an essential survival tool. Without a consistent World View you are doomed.

Your World View tells you that a floor in a room is likely to support you as you walk across it and not turn to jelly. It tells you that most people are friendly and are unlikely to suddenly attack you unprovoked.

It tells you that rain will not kill you but that electricity might. It tells you that you can drink water but not bleach. It tells you ten thousand similar things.

If you had to work these things out for yourself every time you encountered them, you could not possibly survive. It's hard enough surviving your first electric shock or brush with fire! And remember, our minds did not evolve to live as we do today. They evolved to live in a Pleistocene Wilderness, circa 4 million to 100,000 years ago.

The Mental Jigsaw

There are thousands upon thousands of pieces to this jigsaw puzzle which the subconscious mind painstakingly put together, through bitter and painful experience, to comprise a 'jig-saw' picture of the world and how you fit into it. It was hard-won!

Because this picture is so hard-won and required real effort to construct, the subconscious mind is very reluctant to change large, firmly established pieces of the main puzzle.

Unlike real jigsaw puzzles, the World View picture is growing all the time as you find out new things about the world around you, but at your age, these are changes to the *edges* of the puzzle and are quite minor; they do not affect the main body of the picture.

For example, you might watch a TV documentary on fashion trends in the young and thereby expand your World View to include the possibility that short skirts were back in fashion. But if another documentary told you that all dolphins were actually robots from Venus you would strongly suspect a spoof!

The first example involved a change only to the periphery of your World View jigsaw, so you were willing to accept it, but the second example threatened a change to some of your central pieces, so your subconscious mind rejected it.

Changing the Puzzle

What happens if you try to change several of the central pieces of the puzzle?

The answer is that the subconscious mind will respond strongly with FEAR and RESISTANCE to the change. It will ask the conscious mind to examine the data again and again to see if the change is real, or whether it can be squeezed into the existing World View.

It will effectively 'ask' (in strictly emotional language): "ARE YOU REALLY SURE ABOUT THIS???"

If the change is a really big one then a mental breakdown could result, such is the strength of the subconscious resistance to changes in the main body of the picture! **Remember your survival depends on having a coherent world-view.** This is not trivial stuff.

For example: Supposing you walked into a room and saw a man sitting in the lotus position suspended a foot above the floor. This event would seriously undermine a major piece of your World View puzzle. (The piece which says that people cannot defy gravity without artificial means such as stage magician's tricks.)

Your first response would be shock. Shock at such a basic piece of the jigsaw being violated. The conscious mind would attempt to change the World View of the subconscious mind by saying: "Look, a floating man!" The subconscious mind would respond with, "NO WAY!"

Such would be the reluctance of the subconscious mind to change the World View, that it would *insist* upon the conscious mind examining the facts very carefully again.

So you would dutifully examine every detail of the floating man. You would check carefully for ropes or wires, mirrors or other foul means of deception. Then you would pass this summarised data back to the subconscious mind; effectively saying, "Sorry, but it really is a floating man!"

The subconscious mind would still refuse to accept this, and certainly would NOT start to alter the basic World View. It would suggest that the conscious mind look yet again! It must be a joke, surely? Or a trick; yes, someone was playing a trick! It wasn't a real man, probably a hydrogen-filled balloon in the shape of a man, or a hologram, or a dream...

In short, the subconscious would try *anything*, no matter how wild, to convince itself that what was being experienced could be fitted into the existing World View. It would FIGHT and SCREAM and KICK against making any alterations to that World View.

If, despite everything, the conscious mind could find no trickery, deception or illusion; would the subconscious then grudgingly accept that men could, under certain circumstances, float? NO WAY! NOT A CHANCE! Instead, you would run out of the room screaming with terror! Anything rather than change such a basically-held belief.

Later on, you would go over the incident and think up some 'logical' explanation for the event; something you had missed at the time, some reasonable method which would account for what you had seen. It was probably a publicity stunt; the man *must* have been supported somehow, after all, it was no different to those conjurers on the television, they were always doing things like that weren't they? Aha! I bet it was powerful magnets! I never thought of that... yes, that must have been it. Magnets. Phew!

When you had seized upon an explanation, no matter how bizarre, your subconscious would breathe a big sigh of relief at not having to change the World View! Everything would be back to normal, it could relax.

Obviously the World View can, and does change. The subconscious is not set in concrete! However, pieces of the jigsaw which are considered central to the basic picture on the 'box lid' of life require a great deal of effort to change. Other pieces of lesser importance require less effort to change.

The Black Polar Bear

For example, all polar bears are white. You know that, I know that. If you saw one which was totally black you would look at it for some time and try to evaluate it. Eventually you would be

prepared to consider the possibility that black polar bears do exist, but this change is unlikely to cause you major problems. Why? Because it integrates with your other knowledge (world view). Sure, you've never seen or heard of a black polar bear, but what do you know about colour and animals? It's pretty unspecific, right? There are black swans and white swans, albino crows and suchlike, so this is unusual, but not totally bizarre.

I have told you a little about how the subconscious mind likes to build a physical picture of the world around it. This is essential if you are to survive. However, in addition to building a nice, cosy picture of the physical world around you, the subconscious mind also likes to build another picture which is equally as powerful.

This is the picture of WHO you are and HOW you fit into the society and environment around you. It is this facet of the World View which is important to our discussions.

Here is something very interesting:

The subconscious mind works in exactly the same way when it comes to defending its views about who you are and what you are, as it does to defending its picture of how the outside physical world should behave.

In other words, the subconscious will kick hard against any attempt to change your beliefs about who and what you are.

And the pay-off is..... SECURITY!

To the subconscious mind, SECURITY (coherent world-view) is everything. It will vigorously oppose any attempt on your part to change the World View, and it will do this despite any effect on your happiness!

As I said earlier, it couldn't care less about your happiness, but it does care about security - the security of a consistent World View.

Are you getting this? Is it making sense?

This was the answer to the question which had been puzzling me for so long. Here was the secret of why a lack of PSI prevented you from achieving all of the things which you deserved.

The subconscious mind is scared of changing main pieces of your jigsaw just as it is of changing main pieces of your physical jigsaw. Once it has worked out where you fit into the social scale, it is most reluctant to make any changes to this picture.

Your earliest experiences affected your PSI-belief until your subconscious mind had built up a nice, solid picture of who you were, and how much you were worth as an individual. During the first few years of your life, your Positive Self Image (or lack of it), became firmly established in the subconscious mind; it became, (along with many other things), one of the central pieces of the 'YOU' jigsaw; remember this, not an outside piece (where the jigsaw can grow), but a central piece.

This social picture covers many topics, for example it defines:

Your 'Class'.

How you feel about yourself.

How you think others feel about you.

How much you feel you are 'worth'.

How lovable you are.

How much you feel you deserve.

And many, many more things.

Whilst the subconscious mind is happy to tinker around with the edges of this picture, it hates to touch the main body of the picture because of the panic which this will bring.

Summary

If your PSI-belief tells you that you are a failure and do not deserve to succeed, your subconscious will make you act in a way which is GUARANTEED to ensure failure, rather than change a piece of the main jigsaw picture. In this way it ensures stability and security.

Your subconscious is not willing to tinker around with basically-held beliefs. It is far more interested in security and maintaining its world view.

In the second section of the report, I'll be showing you how to boost your PSI-belief, thereby removing one of the main obstacles in the path of success. Once you have been freed from NSI, the sky is the limit! You can achieve anything which you want to.

You will no longer limit yourself to second best but instead, you will travel FIRST-CLASS through life. Why? Because you will know that you deserve it.

I-Can Belief

YES! You CAN achieve ANYTHING that you want!

Well; *nearly* anything.....!

I often say this to people only to have them give silly examples of things which they can't do. For instance they may say: "I really want to fly to the moon by flapping my arms; how can I do that?" or "I'm seventy-five but I want to become the heavyweight boxing champion of the world!"

I call this absolute limit to your potential the '**real ceiling**'. Your real ceiling height is set by things like your age (and hence physical ability), and by what is 'impossible', in the proper sense of the world (e.g. levitation).

For the purpose of illustration, I would like you to imagine this 'real ceiling' to be like the ceiling of a huge cathedral, way, way above you.

It may surprise you to know that most people spend their entire lives living and working under a FALSE ceiling.

Furthermore, this false ceiling is set much, much lower than the real ceiling, thereby effectively preventing people from achieving things which are readily achievable.

Now then, how high do you think your false ceiling is in comparison to the real ceiling? You'll be amazed when I tell you that most people's false ceilings are under three feet high. Let me say that again:

MOST PEOPLE ARE WORKING UNDER A FALSE CEILING WHICH IS LESS THAN THREE FEET HIGH!

They are crammed into this artificially small space without even room to lift their heads. People who give examples of silly things which they cannot do (fly to the moon unaided), are pointing out the limitations of a one hundred foot ceiling, whilst working under a three foot ceiling!

Yes, there are things which you cannot and will not achieve; but these things are so far above your present false ceiling that they are irrelevant.

Why worry about not being able to fly to the moon if you haven't even taken a holiday for the last five years?

Why worry about being heavyweight champion of the world if you cannot even give up smoking?

I'll tell you something else: Although the *real* ceiling to your achievements is one hundred feet high, your wildest dreams of wealth, power and happiness are set at around the fifty foot mark; in other words, they are *well* below the real ceiling - they are achievable! I'll say that again in case you missed it: Your wildest dreams of wealth, power and happiness are achievable.

Raising Your Ceiling!

Think of the fantastic feeling of relief that you would experience if you could raise your false ceiling from its present low height to the full one hundred foot height! It would be like being born again! You could do *anything* which any other human being with similar abilities to yourself had done before; or even something which nobody had done before!

The possibilities are staggering:

You Could Become a Millionaire!

Yes, YOU could become a millionaire! Why not? Millionaires are common! There are tens of thousands of them around the world. It's not so very special. In fact, this is one of the easier things to do.

They don't all have special abilities or talents which are excluded from you or me. They are not a breed apart, some exclusive elite to which we can never aspire - this might have been true a hundred years ago, but it certainly is not true now.

Most of them are honest and hard-working, and they do not have any secret knowledge from which we are excluded.

I became a multi-millionaire, starting with an overdraft! I promise to you that I am just an ordinary guy with no special gifts or talents for making money. I wasn't lucky either; in fact I had a lot of bad luck. I just believed in myself and my abilities. I raised my false ceiling, not to the full one hundred feet but to at least fifty feet! I still have another fifty feet to go!

But having a fifty foot ceiling sure as hell beats having a three foot ceiling!

Believe me, there is a very, very big difference between having a THREE foot ceiling and having a FIFTY foot ceiling.

Excuses, Excuses

Perhaps at this point, you are probably thinking things like:

“That's all very well, but.....”

“He makes it sound easy, he should see where we live...”

“If it were *that* easy, *everyone* would do it.”

“I bet he hasn't got children/dogs/sick mother/wooden leg....”

And many other things like this. In fact I hope you *are* making excuses otherwise you shouldn't be reading this report!

Excuses are what people use to cover up or justify their lack of PSI and I-CAN belief.

I hope you will forgive me for calling them excuses, but that is what they are! I'll show you why you feel you have to make excuses and how to stop making excuses by raising your I-CAN belief from the present three foot false ceiling to as high as you can go.

I vividly remember the time when I made all sorts of excuses for not achieving success.

I didn't take responsibility for my own life. It was easy and convenient for me to blame someone or something else for my failure.

Do you see how not taking responsibility for your own life is very convenient? The pay-off is obvious. By blaming external agencies you absolve yourself from responsibility, which, in turn means you don't have to try so you don't have to risk failure. These excuses are self-reinforcing. They lower your level of I-CAN belief and bar you from whole areas of life.

When you raise your I-CAN belief, you stop making excuses!

All of us have restrictions which we could use as excuses.

We're *all* either poor, lacking in ability, lacking in opportunity, bogged down with responsibilities, too old, too young, ill, infirm, the wrong colour/race/sex etc etc. The list goes on.

Here are a few of the excuses which people use to justify their lack of success:

“I never had a proper education.”

“The trouble with me is that I'm too highly qualified!”

“It's all right for you, I was in my first job at thirteen, what chance did I have?”

“Mummy and Daddy were very rich, consequently I didn't have to do a stroke! If only I'd been made to get a job at thirteen, that would have given me the toughness which I lack!”

To Moan or Not to Moan ?

How can you tell an excuse from a genuine complaint? Simple!

Excuses are nearly always given as a reason for inaction. Complaints are just moans and groans; they rarely stop people getting on with things after they've had their moan.

For example: “This weather plays havoc with my arthritis,” is just a moan, but: “What's the point in taking a holiday in this country when the weather is so awful!” is definitely an excuse.

There are other little ways of spotting an excuse, either in yourself or someone else; for example, key expressions often give away excuses. Expressions like:

“If only”

“It's all very well but.....”

“I could never do that.”

“It's all right for you....”

There is a foolproof test of an excuse: **If you demolish the excuse, is another one immediately offered in its place?**

For example, here is an imaginary conversation with ARTHUR:

ARTHUR: “I've always wanted to go to Disneyland, but I can't afford it.”

ME: “That's amazing! Just this morning I was given an 'all expenses paid' holiday to Disneyland because I met my sales target. I'm reported up for a holiday already, so why don't you go in my place? I owe you a big favour anyway.”

ARTHUR: “Really? Thanks a million. I'll go!”

In this example, Arthur was not using excuses to maintain a false ceiling. He saw an opportunity and seized it. However, supposing the conversation had gone differently and he had responded to my offer as follows:

ARTHUR: "Wow! I'd love to go but I get really scared in aeroplanes; it's a real phobia."

ME: "It's your lucky day! This is a *sea* cruise taking in the sights of New York, then travelling by Greyhound bus to Disneyland."

ARTHUR: "A sea cruise? Hey, won't that mean that I have to be away for over a month? I couldn't do that!"

ME: "Sure you could! I'm your boss. Take a month off, you've earned it."

ARTHUR: "Well you see I have this collection of rare snakes which have to be fed every day. I couldn't leave them."

ME: "Snakes? Hey, wow, I *love* snakes. Do you think I could feed them for you?"

ARTHUR: "But I'm expecting an offer any day from my publisher, I'd hate to be out the country when that call came through."

ME: "Okay. Get him to call you at your hotel."

ARTHUR: "Her."

ME: "Him; her; what's the difference?"

ARTHUR: "It's a great offer. Look, I'll think it over and let you know tomorrow."

Do you think Arthur will go? NOT ON YOUR LIFE! Did you notice the way he kept inventing a new excuse every time I demolished his previous one? I call this effect the BRICK WALL EFFECT. Not content with having a three foot high ceiling, people also build brick walls around themselves! The bricks are the excuses; one brick for every excuse. Take a brick out of their wall, (by demolishing the excuse), and out comes the trowel and cement and another brick goes right in its place.

Which is Which ?

How can you tell a lack of PSI-belief from a lack of I-CAN belief?

The answer is that often you cannot.

For example, if someone says to you: "I've always wanted to ride a horse, but animals hate me," they could be suffering from a lack of PSI ("Rich people ride horses, I'm a second class citizen therefore I don't deserve to do this.") or they could have a strong PSI but be lacking in I-CAN belief ("Animals hate me, they always have done.") or they could have a problem in both areas.

There are methods which you can use to spot which belief is most lacking: If lack of PSI is the problem, then the actual excuse will be irrelevant. If you demolish one excuse by argument, another will be put in its place. The 'brick wall' syndrome is more indicative of lack of PSI belief than lack of I-CAN belief.

However, if the person offers one excuse and sticks to it; then shows an interest when you try to indicate ways in which they *could* achieve success; then lack of I-CAN is likely to be the trouble.

**REMEMBER THAT THE PAY-OFF FOR
MAKING EXCUSES IS THAT YOU CAN
BLAME SOMEONE OR SOMETHING ELSE FOR
YOUR LACK OF SUCCESS**

The secondary pay-off is that changing your I-CAN'T beliefs into I-CAN beliefs takes effort and courage. Your subconscious mind is happy with your set of I-CAN'T beliefs because it feels nice and cosy. Just like with PSI-belief, your sub-conscious will resist any attempts by yourself to change its I-CAN World View.

REMEMBER THAT EVERY I-CAN'T EXCUSE
CLOSES A WHOLE AREA OF EXPERIENCE
AND OPPORTUNITY TO YOU

INERTIA RULES THE SUBCONSCIOUS: IT
DOESN'T LIKE CHANGE

Remember, the thought of change produces FEAR which causes INERTIA which tries to prevent the change.

THERE IS NOTHING WHICH YOU CANNOT
DO.

THERE IS NO SUCH THING AS BOREDOM.
EVERY OPPORTUNITY WHICH YOU
SEIZE WILL BRING BIG RESULTS.
EVERY TIME YOU SAY "I-CAN'T" A PART OF
YOU DIES

The Corridor of Life

Imagine life as a long corridor with many doors leading off to each side. Every door is labelled with a particular opportunity, an exciting adventure in life. Behind many of the doors lie success and fortune; behind others are life-enriching experiences. Each door leads to a world of possibilities!

With strong PSI and lots of I-CAN belief, most doors are open to you; all you have to do is decide which room to go into and how long to dally there before sampling the delights of the next room.

With poor PSI belief, OVER HALF OF THE DOORS ARE SLAMMED AND LOCKED FIRMLY SHUT, because you don't believe that people like you deserve to go through them. These rooms have gold-plated **RESERVED** signs on them, and it never even crosses your mind that they may be reserved for YOU!

With lack of I-CAN belief, many of the doors are forever closed to you. Instead of these doors bearing a sign spelling out an opportunity, they each have a large red sign saying **DANGER! NO ADMITTANCE - HIGHLY SKILL PERSONNEL ONLY!**

With so many doors firmly shut, it is not surprising that, after walking down the corridor of life for a while, you begin to wonder why you never get 'the breaks' or why opportunity always seems to pass you by? It is YOU who is passing opportunity by!

After walking down the corridor for a while and trying a few doors, only to find them locked shut, you naturally become cynical; you stop believing that there is anything behind the doors at all! This has the effect of preventing you from even bothering to try any more handles!

But here's the good news:

YOU CAN CHOOSE TO ABANDON THESE OLD I-CAN'T BELIEFS

They are relics, fossils of a bygone time. They are someone else's hang-ups passed on to you. **YOU DON'T NEED THEM ANYMORE.**

Sure, your subconscious won't *like* changing the World View.

It will hate throwing away all those nice neat pieces of the jigsaw, it will fight any changes you try and make, but my response is: **TOUGH LUCK!** Your subconscious will change if you use the correct methods. It is like a stubborn donkey, if you are insistent enough, it will walk, but if you are wishy-washy and half-hearted, it will just stand there.

You **CAN** and **MUST** change your I-CAN'T belief into I-CAN belief if you are to succeed, otherwise hundreds of opportunities will just pass you by. You have to grab *every* opportunity as it gallops past you if you are to succeed. Blink and it's gone; charging away into the distance until reigned-in by some braver soul.

So now you know about I-CAN belief. I have told you that I-CAN is about believing in your own abilities as opposed to PSI which was concerned with belief in your own worth. You know that I-CAN is a learned response stemming mainly from the things people said to you as a child. You also know that it is convenient for you to retain these I-CANTs because they prevent you from having to bother to try - and possibly fail.

Having gained your I-CANT beliefs, they become a part of your World View, often they become central pieces of the jigsaw. As you know, the subconscious mind doesn't like changing central pieces of the jigsaw because this causes fear and insecurity. To prevent you tinkering, the subconscious uses its master weapon of inertia. Inertia prevents you from changing.

Clinging onto old I-CAN't beliefs cripples you and isolates you from many of life's enriching experiences - it effectively prevents you from succeeding. The extent to which your success is inhibited depends upon the type, degree and number of I-CAN't beliefs held by you, but all false I-CAN't beliefs are life-depressing.

BELIEVE IN YOURSELF; BELIEVE IN YOUR ABILITIES, KNOW WHERE YOU ARE GOING AND YOU ARE ALMOST THERE!

It sounds easy doesn't it? Well it **IS** easy, in concept. In practice, you have an exciting challenge ahead of you as I show you how to wrestle with your subconscious in order to get it to change those dearly held beliefs about who you are and what you can or can't do. Don't forget that you will then also have that last twenty-five percent to contend with: **GETTING WHAT YOU WANT!**

Raise That Ceiling!

The method I am about to outline is deceptively simple. I say 'deceptively simple' because you are likely to be fooled into believing that such simple methods cannot possibly bring the results

which I claim. All I can say is that they CAN and they DO. Many successful people use this 4-steps or variations of them, it is now time for you to cash in:

STEP ONE: Watch Your Language!

I am now going to give you a golden rule which is the essential first step on the path to success.

NEVER SAY OPENLY THAT YOU ARE INCAPABLE OF DOING SOMETHING

This rule should never, ever be broken. Even if you obviously ARE incapable of doing something (like winning the London Marathon if you are eighty-five years old) there is no need to say so, openly.

This may seem like a small rule, but believe me, it brings BIG results. By observing this rule, you train your subconscious into believing that you can do anything at all, which indeed you can. Plenty of other people will try to tell you that you can't do something, there is no need to add your voice to the throng.

How does this work in practice?

First of all, you have to become aware when putting yourself down in conversation. I used to make negative comments about myself all the time, nowadays, one rarely slips past me without me catching it.

This is the sort of comment that I am talking about:

“I'd love to enter the London Marathon, but I haven't got the stamina, besides I don't have enough will-power to get out of bed for the daily training.”

“Go dancing with you? Have you seen me dance? It's not a pleasant sight!”

“Can you do this for me? I'm useless at practical things like that.”

“Oh... it was nothing...”

How often do you put yourself down like that? Even once is too often! You are going to put a stop to it right now.

Here's a little tip which I used when I first started to watch my language: Because the negative habit was so ingrained in me, I would often get half way through a self-critical sentence before I realised what I was doing. To stop in mid-flow would have sounded very odd to the listener, so I used to finish the sentence and then correct it. Sometimes even saying the opposite thing, all in one breath! Here's an example:

“Go skiing with you? have you ever seen me do anything like that? I'm absolutely *useless* at sports (pause as you realise you are into your old habits)... however, there are plenty of people worse than me and I know that I can learn things quickly, so why not?”

“Chess? Sorry, I can't play. (Pause) What am I saying? Of course I can play, I'm probably very rusty but I'll give you a good run for your money.”

You won't get away without your comment sounding a little strange, but this won't go on for very long as you learn to catch yourself before you speak the damning words.

I ought to clarify what we are trying to achieve. **You don't have to do anything which you don't want to do.** In the skiing example, if you genuinely don't want to go skiing because you

have something more exciting to do, then this method doesn't mean that you have to go! It does mean that you go if the only thing holding you back was lack of I-CAN belief. It also means that regardless of whether you want to do the thing or not, you never put yourself down, or use an I-CAN'T excuse as a reason for not doing it.

Here's how to respond if you genuinely don't want to go:

“Skiing? I'm useless at anything like that. (Pause) Actually, that's a lie, I'm as good as anyone else when it comes to sport; I'd love to come but I've already reported up for this amazing week of yoga.....” (Go on to describe the course you have enrolled for.)

It only took me a few months to radically change my negative speech habits into positive ones. I still say the occasional negative thing, but I am always aware of it and make the effort to correct it. I now have a slight advantage over you because, having written a report like this, everyone will expect me to be positive for every waking moment of my life; woe betide me if I let the odd negative comment slip out!

When I started to apply this technique I was totally amazed at how often I was being negative about myself and the situation, without even realizing it. In the beginning I had to correct myself about five times a day! Now it is about once every three months.

STEP TWO: Take Responsibility For Your Own Life!

Here is another golden rule:

NEVER, EVER BLAME ANYTHING OR ANYONE ELSE FOR YOUR MIS-FORTUNE

Get Out of the Blaming Habit

This rule should never be broken. Even when you obviously CAN blame something else - for example if your house is struck by lightning and burns down.

This rule should never be broken even if it obviously IS someone else's fault - for example if a friend lets you down for an important meeting or occasion.

In the vast majority of cases, blaming external circumstances is an excuse which you use to prevent you from taking action which will change your life. Remember, I did this all the time, so I'm not telling you anything which I haven't experienced myself.

Start taking responsibility for your own life - NOW. Change the way you think and act. Don't blame other people, don't even blame yourself, just pick yourself up and get on with it. Put your loss down to experience, and remember that no-one ever achieved anything in this world without set-backs.

Do you think that God is personally against you? Do you believe that Lady Luck always turns away from you? Forget it! You have your share of good and bad breaks, just like me, but the difference between success and failure is recognising the good breaks (by opening yourself up to opportunity), and not dwelling on the bad breaks. Certainly you should never let a bad break stop you from trying all the harder.

Again, watch your language! This is important. Don't use expressions like:

“You make me sick.”

“You make me really angry the way you argue with me.”

“You make me feel bad when you don't come home until late.”

Nobody *makes* you do anything unless they use physical force! This has been true since you left home. *You* choose to put yourself in certain situations, *you* choose to feel or react in a certain way.

Here are some alternative expressions:

“I make myself feel sick in certain circumstances.”

“I allow myself to get angry when you argue with me.”

“I choose to feel bad when you stay out late.”

If they sound strange to you, that only goes to show how common it is to blame other people for the way we feel. **Take responsibility for the way you feel, the way you act and the way you are.** When you do that, suddenly it is all under YOUR control and it is no-one's fault but your own if you stay the way you are.

STEP THREE: If you're not doing anything more important, grab this chance.

This rule allows you to break free of inertia. Too often we turn down opportunities which come our way even when we haven't got anything else to do.

THE MORE THINGS YOU DO, THE MORE THINGS YOU WILL ENJOY

If you follow this rule, you will, like me, totally eradicate boredom from your life. I can honestly say that I am never bored. I find most subjects interesting. Even a report on left handed spiral-nut-inserts can be interesting if you approach it with the right frame of mind! (Although you have to be pretty desperate!)

Say “Yes” to more opportunities for learning and growth and you will be amazed at the results. Whole new corridors of doorways will be opened up to you, 'chance' will come your way much more often than it comes to other people because you are exposing yourself to so many more opportunities; this way you make your own 'luck'.

STEP FOUR: Set Goals!

Successful goal-setting brings almost magical results!

I have used the technique many, many times to get exactly what I want from life.

It is not a new technique. Thousands of successful people use it in one form or another; they have all discovered the immense power which can be unlocked once you know where you are going and know what you want.

What Is Goal-Setting?

It is a simple method of WRITING DOWN exactly what you wish to achieve, READING IT OUT LOUD at regular intervals, and VISUALISING the goal coming true.

ALL THREE OF THESE THINGS ARE ESSENTIAL IF THE METHOD IS TO WORK

Here is the method which I have found to work best. I guarantee results if you follow this method. If you think you know better and decide to skip some parts, or take short cuts, then I wish you luck but cannot guarantee that it will work.

I strongly suggest that you follow my method to the letter.

It is well tried and tested, and will bring results.

Here's how to do it:

Writing Your Goals

The wording: This is all-important. A goal can succeed or fail on the exact detail of the wording.

This is how to word your goals:

RULE 1: For goals concerning personal improvement; write your goal as though it were happening already.

For example:

“I am becoming more positive in every area of my life; I am eliminating negative thoughts and feelings.”

“I am becoming less irritable. Things do not annoy me as much as they used to.”

The **WRONG** way to formulate a personal improvement goal is as follows:

“I will become more positive in my outlook on life.”

This is **WRONG** because it is always at some undefined future time that this will happen. The mind is lazy and answers such an assertion with: “Will you? How interesting. Okay, wake me up when it happens!”

Another wrong way to formulate such a goal is as follows:

“By December 31st 2008, I will be more positive in my attitude towards life.”

This is wrong because personality changes are gradual and do not happen suddenly at midnight on December 30th. It is because personality changes are gradual that you can get away with saying: “Every day I am becoming a more positive,” without the subconscious calling you a liar!

The other reason why this example is wrong is because there is no end to how much you can improve your personality; therefore there is no cut-off point. You can't say: “By December 31st

I will be kind.” How kind? There is really no limit to the amount of kindness which you could display. That is why it is better to say: “Every day I am becoming kinder,” this way you can stop using the formula when you feel that you are kind enough!
You CAN say: “By December 31st I will have a higher-paying job which I also enjoy,” because that is a definite, realisable goal with a distinct cut-off point. By that date, you either have, or haven't changed jobs, there is no argument about it.

This leads directly onto:

RULE 2: For all goals other than personal improvement, specify the exact nature of the goal and state a deadline by which the goal will have been achieved.

For example:

“By February 10th, 2009 I will own a brand-new Porsche, bright red with leather seats.”

“Starting with £1000, I will make £50,000 net profit within two years.”

“By June 1st this year, we will have moved into a four bedroom detached house with large garden. This house will be located in the Richly area of Westerham.”

The WRONG way to formulate such a goal is as follows:

“I own a brand new Porsche, bright red, with leather seats.”

The subconscious will be most intrigued by this blatant lie and say: “No you don't!” before it goes back to sleep!

Several books which I have read recommend this method of stating a goal AS THOUGH IT HAD ACTUALLY HAPPENED. They explain that it makes the event more real. I disagree. It is such a blatant lie to say that you already own something which you do not, that the subconscious will either refuse to believe it, or it may even answer: “You do? Okay Well done! You won't be needing me then, will you?!!”

To summarise this important rule:

For personal improvement, write the goal as though it were actually happening.

For all other goals, describe the goal exactly, and set a deadline by which the goal will be fulfilled.

How Many Goals Should You Write?

You can write as many as you like, covering all areas of your life, but in practice, I like to restrict myself to a maximum of six goals at a time. This is a handy number without involving you in great long lists, or hours of recitation each day - this can become tedious and put you off.

Also, I can remember six goals off by heart. This is useful for times when I haven't got my written goals with me. I also like to recite them at odd spare moments; driving the car is an excellent time for goal reciting - and gets you some strange looks from other motorists!

When I have achieved one goal, I write another. This is like getting a little reward! When one wish has come true, you get to make another. Not bad!

What Goals Should You Write?

Don't be impatient at this stage and start writing goals to get a million pounds. You *can* get a million pounds using this method, but wait a while until you have got some positive results from simple goals. This step-by-step approach gives you confidence in the system and stops you

getting bored - then giving up. I don't want you to give up, I want you to get everything which you desire by using this system. I KNOW it can be done. Also, reaching small goals is a tremendous boost to your PSI.

What do I mean by simple, achievable goals?

Well, I would suggest that you set two or three goals of a fairly mundane nature, and one of a slightly more challenging nature.

To find mundane goals, look around the place where you live and choose some irritating job which you have been putting off for ages.

Here are a few examples: Putting up that shelf you bought three months ago. Fixing the catch on the cupboard that annoys you every time you go to open it. Phoning a friend and asking for the return of that book which you lent to them. Finding the time to visit your sick Aunt/friend/neighbour. Joining a local club.

Slightly more challenging goals would include: Asking the boss for a rise. Taking a weekend or day break to a town which you have always wanted to visit. Enrolling for a course of driving/tennis/hang-gliding/ballooning lessons. Starting a correspondence course.

Here is a typical example of how your first goal-list might appear. I suggest you always use the first two goals no matter what your other goals:

“I can achieve anything I want, the whole world of opportunity is open to me.”

“Every day I am becoming more positive, I am eliminating negative thoughts and feelings.”

“By next Friday, I will have phoned Mary and asked for the return of my book.”

“By Saturday 13th March (two weeks away) I will have repaired the faulty catch on the kitchen cupboard.”

“On Monday 15th March, I will meet with my boss to discuss possible promotion opportunities within the company.”

“By Tuesday 16th of March, I will have reported a weekend holiday for us both in Scotland.”

Don't worry if this list seems mundane! You're only going to be using it for two or three weeks. At the end of this period, you will have tidied up two irritating jobs which have been bugging you for ages; put your mind at rest about your promotion prospects in the company, and reported a short break. That's not too bad is it?

The goals which I have suggested are only meant to indicate the *level* of goal which you should aim for. I'll leave it to you to decide on the exact detail of the goals.

When you find out FOR YOURSELF that this system WORKS for small goals, you will start applying it to larger and larger goals. All the while your PSI and I-CAN beliefs will be growing.

Spend some time thinking up four or five small goals of the sort that I used in my example; don't forget to include the two standard goals at the start.

Now write out your goals on a piece of plain white card or paper. Ideally you want to carry your goals around with you at all times.

When reading your goals, ideally read them out loud. I am not sure why, but this is far more effective than reciting them in your mind. (Aside. Next time you have a personal problem, note the sheer raw power of telling someone out loud what's worrying you. It is amazing!)

When ready to read your goals (once a day) unfold your sheet of paper or card upon which you have written your goals. Read each one slowly, out loud (if possible). As you read each goal, IMAGINE it coming true.

For example, if one of the goals is to ask your boss for a rise, then vividly imagine yourself knocking on the office door, going in, asking for a rise, and being granted it.

If one of your later, larger goals is to get £100,000, then strongly visualise your bank statement, SEE the computer entry of £100,000, and note the total on the statement is in excess of this figure. If you have no bank account, then imagine someone giving you bundles of £20 notes. SEE and FEEL the money as it is counted into your hands.

If you have written that you will report a holiday by next Friday, then see yourself going into the travel agent, choosing a holiday, paying for it and walking out with the tickets.

THIS VISUALISATION IS MOST IMPORTANT AND SHOULD NOT BE SKIPPED

Small Goals - Big Rewards

Why are these relatively small goals so important? Because they represent the first battle between the inertia of your subconscious, and your will power. You MUST win this first skirmish and prove your mastery.

THERE IS NOTHING WHICH YOUR SUBCONSCIOUS MIND WOULD LIKE BETTER THAN TO HAVE YOU FAIL IN ACHIEVING THESE SMALL GOALS!

Why? Because it knows very well what's going on! It knows that once you start achieving these small goals, you will begin work on larger, life-changing, goals; and it doesn't want that! If it can scupper you at this early stage by making you 'forget' to look at your goals then it has WON.

Your deadline dates will pass without you achieving your goals and you will discount my system, then give up. This is exactly what your subconscious wants. You can then go back to blaming everything and everybody for your lack of success. You can even blame me!

This is your first trial by fire. Remember that your enemy is INERTIA. The inertia which tells you that you still have two weeks left to complete your goals....plenty of time. The inertia which tells you to do it tomorrow; after all, you're really tired now and you need a rest. Inertia makes you skip reading your goals; somehow there just wasn't the time was there? Inertia keeps you very, very busy with other 'important' things whilst the precious moments to deadline tick away.

This first battle is the hardest. The way to win it is to make those goals come true sooner, rather than later.

As you achieve each goal, cross it off the list. This is tremendously satisfying! But don't write in any more goals at this stage, until you have achieved them all. This should not take more than a few weeks.

A Word of Warning

It is not a good idea to tell other people what you are doing. In particular, do not let them know your goals. I don't know why, but it has been my experience that it has a powerful reducing effect upon your progress if other people know what you are attempting to do.

Keep it to yourself for the moment. Don't even share it with your closest partner; unless they want to use the method themselves, and have their own (secret) goals. A little cynicism from a trusted friend or partner can do a lot of damage at this stage.

Setting Larger Goals

First of all, don't alter the two goals which affect your I-CAN belief. These should always be in place. After you have achieved your first set of goals, you can progress onto the next level of achievement with some confidence.

For this next level, I suggest that you choose goals from the intermediate level (one of which you should have included in your first list of goals).

Here is a sample of intermediate-level goals; there are obviously thousands of possible goals. (Assume today's date is Jan 1st):

“By February 20th I will own a new digital camera Model OL616xc.”

“By March 1st I will have resigned from my job. By this date I will have found a job working as an apprentice vet. This is something I have always wanted to do, I owe it to myself, and I will do it.”

“By March 1st I will have turned my £1000 savings into £3000.”

This should give you some idea of the intermediate-level, together with typical time-scales. Notice that the time-scales are much longer (two months, typically), so you will have to be much more patient. But the goals are much bigger, so they are worth waiting longer for!

Write these (and all future) goals down on a clean, white sheet of A4 or card, as before. Repeat them each day in the manner described for your simple goals.

As you achieve each goal (and you WILL achieve them if you follow my method) you may cross it off the list and add a new one as and when you like. Make sure that you cross the goals out neatly (use a ruler). I am not being pedantic over this; your goal-sheet is a serious document and you don't want it devalued by scribble and scruffy crossing-out. You wouldn't do that on a legal document, so don't do it on this document.

What Next?

When you think that things are going really well for you, and you have achieved quite a few (six at least) intermediate-level goals, then you are ready for the big time. Remember, only a few months will have elapsed since you started using my system and you are already poised to set yourself some really big goals. These are the exciting ones!

How To Set Really Big Goals

By this stage, your PSI and I-CAN belief levels should both be improving steadily through actually achieving your goals. This is the time to start introducing, gradually, some big-time goals.

These are what I call 'big-time' goals; although you may have your own ideas. (Assume today is Jan 1st 2008):

“By December 31st 2012, my net assets will be in excess of one million pounds.”

“By September 1st 2010, I will own a brand-new Porsche, red, with leather seats.”

“Starting with £100, I will build a limited company which has a turnover of £250,000 by December 31st 2009. This company will be highly profitable.”

“I will be married/divorced by August 1st 2009.”

“On February 1st 2009 I will give up smoking and never start again.”

These are just a few of the thousands of possibilities. You may think them tame, but the chances are that you find them fairly, shall we say, challenging?

Note how I have allowed realistic time-scales to do all these things. I have allowed four years for you to become a millionaire. That's not too bad is it? What chance do you have of becoming a millionaire without my system?

I have set quite a few goals of this 'big-time' size and achieved them all.

The problem you face when setting big goals is setting your goals too small! Yes - too small! When working out your larger goals, the trick is to put down what you *really* want without worrying about how you are going to get it.

If you *really* want a million pounds, then put a million pounds down. Don't put £100,000 just because you can't really see how you can get any more than that! That's your poor I-CAN and PSI belief coming through. As I told you earlier, tens of thousands of people are millionaires; there's nothing so special about it and YOU can become one if you want to.

Your goals may genuinely be much more modest; after all, not everyone would put down a million pounds as a life-goal. If this is the case, and you genuinely want smaller goals, then that's fine.

Just make sure that you are not selling yourself short.

Don't put down a new FORD if you really want a PORSCHE. Don't put down a three-bedroom 'semi' if you really want a six-bedroom detached house.

The method of achieving these larger goals is exactly the same as you have been using for the small and intermediate-level goals. You will need patience, determination and staying power to make these big things happen, but they WILL happen if you believe in yourself enough. Five minutes every day, that's all it takes. Not much is it? Yet it is enough to bring you everything you have ever and will ever want in life, not just material things either, but emotional and spiritual contentment.

That's a big claim, but I guarantee that it works.

Off You Go!

Look, we both know that reading a short report like this won't give you everything you dream of. But you're on the way! The simple steps which I have shared with you in this report are exactly the steps which started me on the road to my present-day success.

Tens of thousands of people have used techniques like this to bring big results in their personal lives; there is nothing new about Positive Thinking and Visualisation - successful people have been using it either consciously or unconsciously for thousands of years to get exactly what they want.

The single biggest obstacle in your path at the moment, is your INERTIA. It is up to you to choose - right now - whether you are going to bumble through life hoping for the best, or take firm control of your destiny and start achieving everything you could possibly wish for, or dream of. All you have to do is try my method; it's that simple - just TRY. Make a start. It only takes a few moments and costs nothing.

It is an amazing fact that quite a large number of people reading this report will not even bother to TRY the system, not even once! They will read this report through from cover to cover, as though it were a novel; decide that the ideas sound really promising, then do absolutely nothing

at all about it! The report will get put on one side and forgotten about. I don't want that to happen to you, I want you to succeed and to have all the things which you deserve.

What sort of things could you achieve using these techniques? The answer - in case you haven't already guessed - is ANYTHING!

Here are just a few of the things which you could do (in order of difficulty). I have listed these in order to stimulate your imagination, but hopefully you are already starting to dream up your own list.

You could:

Make a million pounds.

Give up work completely.

Get the house you really want.

Get the car you really want.

Buy a boat or holiday home.

Eat in expensive restaurants.

Wear the best clothes.

Pay yourself any salary you want to.

Buy yourself time to do the things you REALLY want to do.

Help and support your favourite charity.

Help and support your friends and family.

Write a novel/play/music/poetry.

Learn something new (languages, musical instrument, driving, flying etc).

Change your job. Do something you REALLY want to do.

Take as much holiday as you want to.

Visit any foreign country you want to.

Start your own business.

Have time for your hobbies and interests.

Have happy relationships with people.

Allow yourself quiet time to meditate, philosophise or just think.

Start to be calm, content, and truly happy.

Start to remove all of your negative character traits.

Improve your positive character traits.

Have people like, admire and respect you.

Have no enemies, only friends.

This is quite a long and impressive list isn't it?

Yet you can achieve any of the things on this list using only the methods given in this report. I KNOW this because I have achieved ALL of the things on this list and many more besides. Yes, that's right, I have achieved EVERY SINGLE THING on the list using only my method. If it can work for me, then it can work for you to.

Good luck!

Stuart Goldsmith

www.powerwealthandsuccess.com

