

THE MIND AC·CEL'ER·A'TOR V.1 / MIND' AKSEL'ERAT'ER/
1 ENGINEERED METHODOLOGIES OF MIND CONDITIONING THAT WILL REINVENT YOUR VERY IDENTITY **2** A COMPENDIUM OF STRATEGY PROVEN TO BOOST THE POWER OF YOUR INTELLECT AND IGNITE THE DORMANT REGIONS OF YOUR BRAIN **3** SYSTEMS OF MENTAL ACUITY THAT WILL INTENSIFY YOUR ABILITY TO LEARN AND ABSORB INFORMATION **4** A PROGRAM THAT WILL FORGE THE USER A FUTURE AND LAUNCH THE USER TOWARDS THAT FUTURE.

THE MIND ACCELERATOR IS YOUR LEXICON FOR SUCCESS

The first release from the team at Volition Thought House, *The Mind Accelerator* is not a collection of general philosophies, nor is it your mainstream self-help book of the week. This is a manual for the profession of achievement, a refinement of centuries of theory and thought, and an innovation of groundbreaking proportions. This manual draws upon a progression of research from that of Bulgarian educational psychiatrist Dr. Georgi Lozanov and mind development pioneer Dr. Win Wenger, to Noble Laureates such as neuroscientist Roger Sperry and neurobiologist Gerald Edelman. It takes into account the genius of physicist Albert Einstein, the revelations of Roman Emperor Marcus Aurelius, the theoretical propositions of Socrates, and the literary mystery of James Allen.

The Mind Accelerator is designed for those of all walks of life: Ivy League scholars and directionless teenagers,

Generation X business magnates and hot dog vendors, buyers and sellers, housewives and political leaders, programmers and hackers, inlaws and outlaws, thinkers and labourers, priests and lawyers, shoe makers and stock brokers. No matter what your persuasion, this industrial-strength tool will redefine your identity, power you to think and process information at a god-like level, absorb information at the speed of *sight*, evolve your capabilities to that of a divine being, and launch your life in an upward ascension with unmatched velocity. All will benefit from an accelerated mind, if only they open their minds to the grand possibility.

Within your range of authentic potential lies a supreme being—an intellectual Hercules. Through intensive research and design of data in the computer, we've created an entity capable of amazing functions. Our generation has the ability to devise a machine with supreme intelligence and, in the same capacity, through guided action, we have the ability to fabricate a mind with the operational efficiency of a perfectly-engineered machine with extreme ability—an identity with infinite potential and eternal possibilities. Activate your Herculean brain that lies within.

commit to greatness

This program is not meant to be ingested over the course of a few days or over a six-month period. To ensure that you experience the most remarkable transformation possible, you should progress through *The Mind Accelerator* in sequential order; start with the introduction and, not only read, but take action as you advance through each phase shift in the book.

"The Mind Accelerator is a system of strategy crafted from the habits of history's greatest minds, designed to engineer tomorrow's greatest minds."
VTH

"With this lexicon of success you will artificially engage your inner force for success and achieve an identity of ideal proportions."
VTH

"You may delay, but time will not."
Benjamin Franklin

Your journey through *The Mind Accelerator* might not be an easy one; it will demand maximum effort and commitment. Just as labour strengthens the body, it is difficulty that strengthens the mind. Without such challenge, triumph and success would cease to exist. It is in situations of adversity that you are forced to do exacting and sometimes spectacular things. "Triumphs without difficulties are empty. Indeed, it is difficulty that makes the triumph. It is no feat to travel the smooth road." To reach great heights and accomplish amazing things, we must boldly take on the challenge and not shirk when the challenge is revealed.

You must make a commitment to the process, forcing yourself to follow through, thereby fully utilizing the potential for growth this system offers. The cumulative effect of your thought forces will result in the discovery of those keys that will unlock your personal potential. The best things in life are always the most difficult to attain—this performance tool is an ode to that adage.

Archimedes (287-212 BC) once decreed, "Give me a lever long enough and a fulcrum on which to place it, and I shall move the world." This book is your lever; placing its strategy upon your mind will power your abilities and give you the strength to shake the world. If you have the desire to rewrite history, spark a revolution of change in thought, lead the world's largest company, be elected president of your native country, invent a cure for cancer, help the impoverished of the world, develop an alternative energy source, or become a working professional, it begins here. With *The Mind Accelerator* firmly pressed in your potential-laden hands, the journey begins now.

12 Days to **accelerate**
your mind

SPEND THREE DAYS ON EACH PHASE OF *THE MIND ACCELERATOR*—72 HOURS OF FOCUS ON EACH PHASE OF PROGRESSION, AMOUNTING TO A **12-DAY PERIOD OF SELF-RESURRECTION**. BEGIN THIS QUEST AND REVOLUTIONIZE YOUR MIND.

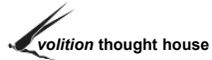
The ***Mind Accelerator*** v.1

your lexicon for success

Taylor Andrew Wilson

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The Mind Accelerator is a powerful tool that will revolutionize the way your organization and the people within it function. This manual of higher functioning is available at quantity discounts with bulk purchases. For general information, consulting inquiries, reseller information, licensing, promotional material or any other inquires please contact us:

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Table of Contents

Introduction	12
Phase One	19
Mind Theory	22
Identity Restructuring	58
Phase Two	79
IMS Introduction	82
The Infinity Mind System	94
Phase Three	115
IRS Introduction	118
The Infinity Reading System	128
Phase Four	161
Goal Conditioning	164
Your Journey Begins	187

Introduction

Since the dawn of time, the galactic mesh of molecular elements and atomic matter that define our universe have been fixed and constant. But these atomic energies that bind our universe are in a constant state of flux—moving cyclically through their paths of existence, their composition in a continuous state of change, being reformatted by interstellar explosions and chemical reactions. Matter is never extinguished, nor destroyed—only changed. A carbon atom that was once part of an asteroid may soon become part of earth's ozone, which is in turn photosynthesized by flora and cycled through the lungs of fauna. Every planetary organism shares this cyclic existence—physical life forms die and turn to ash, only to become part of the earth, to provide nutrients and nourishment to future organic generations.

Every molecule in our bodies contains matter that was once subjected to the superb temperatures and pressures at the core of a star—from which the iron in our red blood cells originated. The oxygen we breathe, the carbon and nitrogen in our tissues, and the calcium in our bones were also formed through the fusion of smaller atoms at the centre of a star.

In a sense every individual has been in a star; in a way each human has been in the vast empty spaces between the stars; and—if the universe ever had a beginning—each of us was automatically there. This is the law of existence: the very law that fuses space and time into the fabric of our universe, and the very law that accounts for the reality in which we've come to exist.

"The human organism is not only a product of the universe, but is a universe in itself."

VTH

"The gem cannot be polished without friction."

Chinese proverb

"To know that we know what we know, and to know that we do not know what we do not know, that is true knowledge."

Copernicus

"Real knowledge is to know the extent of one's ignorance."

Confucius

"It is not necessary to change. Survival is not mandatory."

W. Edwards Deming

"If people knew how hard I had to work to gain my mastery, it wouldn't seem wonderful at all."

Michelangelo

Since this theoretical conception of the universe, since the beginning of time, never has matter been so perfectly formatted. Never has atomic mass and energy been aligned in such a way as to create such a special creature. A divine providence has placed a certain power upon the shoulders of humankind, namely, to be one with the rational purpose of the universe. In the human species, the universal flow of atomic matter has evolved into a truly magnificent specimen.

genius is to be made

Every instant of every moment, a beautiful human mind is born—a mind that has the power to inspire miraculous transformations and forever alter the fundamentals of our world—a mind with the potential genius to enact change and redefine existence. This limitless potential of the mind is the human gift, the trait that draws a strong distinction between humankind and all other species and sets us apart from the rest.

The human system is inherently programmed for success-minded brilliance, and supreme intelligence is hard-wired within our DNA; but it exists only as potential—potential that must first be accessed and activated. As an organism of the universe, we arrive into this world as diamonds in the rough, i.e., unrefined entities. A brilliant mind is an inherent quality that must be brought forth. With courage, relentless pursuit and grand character, a beautiful mind must be built. The critical height of genius must be constructed. The diamond within can only be made to sparkle at its full potential with friction.

Those who attract success, fraternize with achievement and go on to build brilliant minds undergo a second adolescence. They come to a stark and sobering realization: “I don’t know, so I must seek to find out.” Geniuses recognize that there is more to life than that which they’ve already discovered—more to being and living than that which they already know. They realize it is not enough to sit complacently with a meagre level of knowledge; they realize that remaining stagnant and ignorant to the possibility of greater things will only assure certain failure. And so, those brave enough to sense their undeveloped nature and acknowledge the prospect of a greater life generate an internal curiosity for knowledge, a strong devotion to the pursuance of that which will elevate their state of being, and wisdom that will activate a greater level of existence. Through courage and passion men and women of conviction grow to see the world in entirely new ways, transcending limits while on a journey of growth.

Genius comes by way of exploration; it is cultivated by hard work, awakened by surroundings, and sustained by determination. Genius is potential translated into action. It is realized achievement. Excellence isn’t to be stumbled upon, but discovered through the self-guidance of the mind. Every individual of our era covets achievement. Every person of our time yearns to lead the most successful and pleasure-filled existence possible. But very few learn how this can be accomplished. Those who don’t live up to their potential and fail to lead successful lives do so because they close their minds to the option of greater things.

ability to redefine genius

The brilliant minds of history have defined what the term

“Sheer natural genius and stunning inborn ability are gifts you must cultivate. Your genetic makeup is of little consequence—average and gifted minds alike must be developed and polished. It is the strength of your volition that determines the intensity of your sheen and the success in your veins.”

VTH

“genius” means today. Our basis of comparing intelligence and IQ is derived from certain intellects from our past: from the philosophers of the Enlightenment, thinkers of ancient Greece, composers of the Renaissance and inventors of the Industrial Age. Such celebrated individuals relied on their own self-guided depths of exploration to trigger strokes of genius and their own methods of ingenious thought, and so, only a brave few with the valour and heroism to believe in their own great mind climbed the ladder to genius.

We so often look to the past when the dynamics of the present change; literature, theatrical productions, musical compositions, artistic impressions and inventions of past times are prized jewels in our contemporary world. It is these against which we measure current advancements, inventions and revolutions. But past generations never had the strategy of Mind Acceleration; they didn’t have the technology of thought that exists now. While this basis of comparison is a practical one for now, in the near future it will no longer be a reasonable one. Like no other before it, our generation has unlocked secrets of human functioning—access points to our greater mind—and thus, has gained greater entry to the infinite potential of our brain—the vast heritage to which we lay claim.

A change has been made, and just as the ignition of that first fire changed the lives and future of those who came before us, so will the distribution of this program of higher functioning. With the secrets to a greater mind accessible to today’s mass population, the leaps and bounds we are poised to make will be astonishing. As the general population begins to feed upon this easily accessible information source and as

the inner genius of the populace is lit, a new fire will burn brightly, forever altering the possibilities of our generation. We now exist on a performance plane that is far beyond even our greatest of ancestors. We now have the technology to break into new territory and operate in a truly infinite range. Today, we have the ability to redefine what genius means.

Phase One

LEARN ABOUT YOURSELF AND THEN BEGIN TO CHANGE YOURSELF, FOR YOU MUST FIRST ACHIEVE AN IDENTITY PROGRAMMED FOR ACHIEVEMENT AND CREATE A SUCCESS-ORIENTED MENTALITY TO REALIZE SUCCESS.

Exhaustive research and study on successful scholars and elite minds has been carried out over the past century. As a result, we've developed a deeper knowledge of human behavior and ability, and uncovered fundamental prerequisites for success. As with the law of gravity, they are universal and unchanging. No individual has been known to reach critical heights of success without acting in concert with these principles of human functioning. As these principles dictate, before one can accelerate his/her mind, primary adjustments must be made.

Just as an F16 fighter jet demands fuel and preparatory work before takeoff, so do you, only in place of jet fuel, you must fuel yourself with thoughts of desire, positive belief and unlimited potential. Such fuel will stimulate evolutionary change within your mind and realign your internal structures of thought, attitude and behaviour into a mode conducive to success.

TO TAP INTO YOUR LIMITLESS MIND, TAKE ACTION ARMED WITH THIS PROVEN STRATEGY AND EXECUTE IT IN A DRIVEN MANNER. YOU MUST UNDERGO A PHASE SHIFT WITHIN. THE WINNERS OF OUR TIME HAVE TRIGGERED THIS SHIFT; THIS IS YOUR OPPORTUNITY TO DO THE SAME.

PROGRESSION SCHEDULE

Day one Study

1.1 Mind Theory

Day two Action

1.2 Identity Restructuring: Disarm Your Mind

Day three Action

1.2 Identity Restructuring: Mind Conditioning



Mind Theory

The individual poised for accelerated functioning is a master of his internal system, enjoying an in-depth knowledge of his internal web of operational instinct, phenomena and self-concept.

The human brain boasts 6,000 miles of wiring and cabling, and is capable of processing up to 30 billion bits of information per second through its amazing 100,000-mile network of nerve fibres. A reaction in one neuron can spread to hundreds of thousands of others in a span of less than 20 milliseconds—about 10 times faster than you blink.

Cutting-edge computers can perform billions of complex computations per second—but despite the staggering amount of performance engineering that goes into today's computing technology, a central processing unit that has the ability to mimic the human mind is decades away, if not impossible to engineer. Artificial intelligence exists only in science fiction.

The human power plant is comprised of three central mechanisms, or components, that make up the greater whole. First, there is the brain stem, otherwise referred to as the reptile brain; it's the brain that we share with lower life forms such as lizards, birds and crocodiles. The brain stem controls basic functions such as breathing, heart rate and mechanisms of aggression and instinct, such as the fight-or-flight response when danger threatens—it is responsible for self-preservation and perpetuation.

"The human brain is an enchanted loom where millions of flashing shuttles weave a dissolving pattern, always a meaningful pattern, though never an abiding one, a shifting harmony of subpatterns. It was as if the Milky Way entered upon some cosmic dance."

Sir Charles Sherrington

"The pharmaceutical engineer poised to invent a cure for a terminal disease, is a master of chemical and physiological theory, commanding superior knowledge of every natural law, model and formula that holds importance in his scientific field. The individual poised for success is equipped in a similar fashion."

VTH

Second, there is the limbic system: our emotional director and controller of hormones, thirst, hunger, sexuality, our pleasure centres, metabolism, immune functions, personal identity and important functions related to memory. The limbic system helps maintain internal homeostasis, and is the source of the mammalian invention called emotion, such as wrath, fright, passion, love, hate, joy and sadness.

When the superior mammals evolved into existence here on earth, the third cerebral unit was finally developed, called the neocortex. Sometimes called *thinking brain* the neocortex is a highly complex network of neural cells capable of producing a symbolic language, thus enabling man to exercise skillful intellectual tasks such as reading, writing and performing mathematical calculations. It is the great generator of ideas or, as once expressed, ". . . it is the mother of invention and the father of abstractive thought." It accounts for our intelligence and it defines human thinking and functioning.

The neocortex is our authentic resource of genius and our infinite reservoir of potential. It represents the human legacy, keeping us from an ape-like existence and distinguishes us from our ancestral genus. It is our heritage.

A million years in the making, there exists an archaeology and architecture to the thinking brain—layers of evolution—each one designed to maintain stability in its organism as animals moved from the oceans to the land, from the savannahs of east Africa to Wall Street. Growing in size over a hundred millennia, comprising nearly both hemispheres of the brain, the neocortex has given the human race the ability to adapt to the heights of the Himalayas, the dryness of the Sahara Desert, the wilds of Borneo and even central London.

Levels of Awareness

The physical abstraction that the brain symbolizes is one of scientific wonder, but knowing the geographical mappings and physiological components of the brain isn't the answer to accelerated functioning. Knowing where feelings of love are produced won't make you better at managing it, and knowing the parts of the brain that control memory won't help you when studying for final exams. The secret lies in knowing your levels of awareness and slowly tuning your senses to command them.

It has been said that the aura of existence is an unattached state of perception, alertness and automated operation, “. . . a subjective quality of experience” that is neither here nor there. There is the internal aspect of cognition; the structure you are currently using to focus your eyes on the text and comprehend the words on the page, extending all the way to the feeling of a sharp pain from a stubbed toe, to the thoughts on the tip of your tongue.

There is also the infinite scope of mental activity that goes on just underneath this level of awareness. Actions such as walking, lifting your knees and guiding your feet up steps, or peddling a bicycle can become as automatic as breathing. And so, there also exists a part of your mind that is working undetected. This is the mind you aren't conscious of—the sub-conscious mind. And so, our mental state of being is said to be composed of two equally important constructs; these two mental edifices are called the *conscious* and *subconscious* mind.

“The nations of the world invest so much money and man power in exploring space, developing science, funding war, and furthering our infrastructure, that we fail to realize the leaps and bounds that can be experienced by siphoning this money into the exploration of ourselves. The payoff would be a million times greater than any other possible finding we could fund.”

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“One man who has a mind and knows it can always beat ten men who haven't and don't.”

George
Bernard Shaw

The dictionary defines the term conscious to mean: awake, in full possession of one's mental faculties. Your conscious mind is your purposeful and resolute level of thinking. Notable experts feel the conscious mind is the product of electric impulses, broadcasting an electromagnetic field from the mind. When we see an object, signals from our retina travel along nerves as waves of electrically-charged ions, and as they reach the nerve terminus, the signal jumps to the next nerve via chemical neurotransmitters.

In this way, electrical signals are processed in our brain before being transmitted to our body. But where, in all this movement of ions and chemicals, is consciousness? Scientists can find no region or structure in the brain that specializes in conscious thinking. This entity that defines the human condition—and is as absolute as the earth we stand on—remains a mystery.

Language, creativity, emotions, spirituality, logical deduction, mental arithmetic, and our sense of fairness, truth and ethics, are all inconceivable without consciousness. You use it when you talk on the phone, when you write a test, when you work on the computer, when you converse with your family and when you tie your shoelaces.

Generally speaking, the conscious mind allows us to be aware of that which is felt or experienced within our mind and being, causing us to be aware of that which we perceive outside and inside ourselves. It is the part of our mind that accounts for perceptual experience, bodily sensation, mental imagery, emotional experience, occurring thought and much more. Visualize a vivid green meadow, the Eiffel Tower, or a

Lamborghini Diablo. Simulate the feeling of deep regret, a sharp jolting pain, the sensation of a pleasant surprise, the sadness of melodramatic cinema, the fluttering energy of being in love, the sweet smell of fresh cookies, or the deep and heavy weight of irksome angst. All of these emotionalized thoughts, feelings and sensations are part of your conscious level of thinking—your inner life of the mind.

“Consciousness is only the ‘proverbial tip of the iceberg’.”

VTH

Your conscious mind is your deliberate level of thinking, responsible for collecting information from the environment and transferring it to the subconscious, and subsequently making rational decisions. It acts as a filter of experience and perception, shuttling that which it feels to be true and relevant to the subconscious, and rejecting that which is out of sequence with your conscious reality. It has been said to be the planner and director of your life; all that you know and all that you feel, and it’s completely responsible for that which you are.

Case In Point

The Discovery of the Subconscious

At the turn of the century (1895) Dr. Emile Coue broke new ground in affirmation techniques, curing patients in Europe and North America with recovery rates 5 times faster than any other hospital in the world. His simple yet powerful affirmation was: “Every day, in every way, I am getting better and better.” He taught his patients to repeat this affirmation for two minutes each morning and evening. That’s all, but the results were dramatic. This breakthrough led to the discovery of the true power that the subconscious mind holds.

Your subconscious is the hardware of your mind, your mental hard drive. Today’s most radical mainframes can’t even take into account one percent of what this built in, between the ears organism instinctively, involuntarily, and instantaneously takes into account. For every thought, awareness or impression you consciously have, you experience hundreds more at the very same instant, in your subconscious.

Your subconscious mind has a homeostatic impulse within your physical being—it keeps your body 98.6 degrees Fahrenheit, your heart rhythmically beating, and your lungs pumping. Paralleling this obvious task is the subconscious homeostatic impetus of your mental realm. It always works in harmony and consistency with your emotionalized thoughts, hopes and desires. It is subjective, meaning it simply obeys the commands of your conscious mind. Your subconscious keeps you thinking and acting in a style and mode consistent with your past, your programmed comfort zones and your consciously determined strengths and weaknesses. Our habits of thought, especially the thoughts that we don’t even consciously think any more, control every action and emotion we have... even in our sleep. Programmed within our subconscious is our self-concept; the compass or homing beacon of our internal reality, and the source code of our self identity.

Self-Concept

By simple definition, our self-concept is the totality of a complex, organized and dynamic system of learned beliefs, attitudes and opinions that we hold to be true about our personal existence. It’s our personal bundle of beliefs. If the conscious mind is the programmer, and the subconscious is the hard disk, than one’s self-concept is the operating system.

What this means is that we react to our external world in terms of the way we perceive this world. This perception is shaped by our self-concept, but individuals are not always aware of their absolute, true, or actual self—only of their own concepts and perceptions of themselves. We behave, not in accordance with reality, but in accordance with our *perception* of reality. How we feel about ourselves is all that's important, for all that we will ever accomplish is determined by our individual self-concept.

Your self-concept dictates your beliefs and, thus, generates and predicts your performance and conduct in all ways of your life. It is your frame of reference through which you interact with the world. Everyone perceives reality through a different filter, as everyone has a unique concept of themselves, and how they fit into the world around them. You will never find yourself acting in a way that contradicts this framework. You are simply unable to see things in any other light, and your behavior will always be consistent with your self-concept. You have gotten where you are, and are what you are, because of what you believe yourself to be. Think of your self-concept as a winding path; on the walk of life, you will never deviate far from this pre-set, marked path of self-conception.

Your external self is a manifestation of your internal self and cannot be otherwise. Woodrow T. Wilson, former president of the United States, said: "All the extraordinary individuals I have known were extraordinary in their own estimation." You are only valued in this world at the rate you desire to be valued. You walk the way you walk, talk the way you talk, think the way you think, dress the way you dress, look the way you look, and act the way you act each day as a result of

the value you attach to yourself. These factors of interaction with your outer world reflect your inner organism; you cannot become the high-achieving individual you covet, without first changing your central operating system, your inner beliefs, your self-concept.

Your self-concept cuts across, and encompasses every other variable of your being (motives, needs, attitudes, values, personality), thus creating a central, root variable which you can manipulate, allowing you to change nearly every aspect of your internal self. Every negative and positive trait you have is rooted in this internal mechanism.

Your self concept, comfort zones, or mental grooves are formed and worn over time by your dominant conscious habits, and thoughts. You will always feel awkward and out of place, the farther you push yourself out of these grooves. The middle of your groove is where you are right now; it reflects what you do day-to-day. As you move closer to the edge of this groove, or to the wall, you are slowly moving outside of your comfort zone. For many, a wedding toast, or group presentation may be near, or on the other side of this wall, making it difficult for them to perform.

At the end of the day, it is these grooves that dictate whether you're second rate or a champion. The most successful individuals scale these walls as they approach them, consistently breaking through to new ground. They push through these psychic boundaries, and widen their grooves, realigning their comfort zones, and activating personal growth. By choosing your habits, you determine the grooves into which time will wear you. The more you work to expand your

grooves, the more your life will become enriched with happiness, success, and achievement. Just as a rubber band can be stretched and refitted, your comfort zone can be molded to reflect any change or growth you undergo in your conscious realm.

You may feel uncomfortable or inadequate your first time in a new athletic sport, job setting, or training program, but as you slowly break free from your old habitual ways of thinking and acting, your subconscious mind will adjust and strengthen. You will slowly become more comfortable in your new situation, until you begin think thoughts of confidence and competence. And this is when the growth and mastery occur.

It's easy to do nothing—it's easy to choose not to push the limits of your comfort zone. But by making this choice, you will be perpetually stuck in a low achieving station. Realize that, if it's worth doing successfully, than it has to be worth doing badly until you develop a feel for it—until you cultivate a new comfort zone at a more advanced level of competence. The key to unbounded personal evolution is this: change your self-concept, to change your life.

Case In Point

Earl Nightingale, author of *The Strangest Secret*, often told of his visit to the Great Barrier Reef. This wonder of the world stretches nearly 1,800 miles from New Guinea to Australia. Noticing that the coral polyps on the inside of the reef, where the sea was tranquil and quiet in the lagoon, appeared pale and lifeless, while the coral on the outside of the reef, subject to the surge of the tide and power of the waves, were bright

and vibrant with splendid colours and flowing growth. Earl Nightingale asked his guide why this was so. “It’s very simple,” came the reply, “the coral on the lagoon side dies rapidly with no challenge for growth and survival, while the coral facing the surge and power of the open sea thrives and multiplies because it is challenged and tested every day. And so it is with every living organism on earth.”

An Overview

Your conscious mind is the deciding director of your life, and your subconscious mind makes your actions consistent with the information that we have accepted as true in our conscious mind.

Your Conscious Mind

Your deliberate level of thinking, responsible for collecting information from your external environment, storing it in your subconscious, and making rational decisions. It's the planner and programmer, and is completely responsible for directing your life.

Your Subconscious Mind

Your unconscious level of thinking and hard disk, responsible for autonomic body control such as breathing and heart beat, the storage of information in the so-called memory bank (it records every experience) and goal seeking (it can be programmed to seek a target). Your subconscious holds your personal bundle of beliefs; those of which you hold about yourself and the external world, forming the very fabric of your universe. It is changing this fabric that will lead to revolutionary change in your existence.

Your Self-Concept

Your self-concept exists within your subconscious—it's the totality of a complex, organized, and dynamic system of learned beliefs, attitudes and opinions that you hold to be true about your personal existence. It's your personal bundle of beliefs. If the conscious mind is your programmer and the subconscious is your hard disk, then self-concept is your operating system.

Belief for Success

It has been proven over the past millennia that your ability to act successfully, and garner personal achievement is dependent on your internal patterns of conscious thought. All that you accomplish or fail to accomplish is the direct result of your own thoughts.

Take a quick study of the lives of those illustrious men and women who shook the world, and made it better and you'll realize the one common thread that is interwoven within all their lives. These high-achieving people all seemed to hold an unshakable belief in their ability to overcome all obstacles and reach great heights; every thought that emanated from their minds was one charged with positive energy.

They believed so strongly in themselves that they were able to accomplish amazing goals, always able to rebound after failure and continue their mission of excellence. Just as a motor runs more efficiently and needs less fuel to run smoother and faster when the pistons and cylinders are in perfect alignment, you perform better when your beliefs, thoughts, expectations and goals are in synch with that which you want to accomplish.

"This life is worth living, we can say, since it is what we make it."

William James

"I think, therefore I am."

Rene Descartes

Psychology's First Law

It was only 150 years ago, that the very crux of individual prosperity was isolated and identified. Although it has taken nearly forever to realize, it has forever existed and has forever been within the lives of us all—past and present—always working for us or against us, but in a largely unidentified capacity.

What is this first law? In scientific terminology it can be described many ways, but stated simply: "You get more of that which you reinforce." Embedded within the many strata of this age-old theory, the following Maxim of Belief is a product of this hard-earned truth.

The Maxim of Belief

This maxim alone has the power to change your very existence. If you can only inject this keystone of human behavior into your mind, and let it guide your actions, you will undergo limitless change.

This maxim states that what you believe with feeling and conviction becomes your reality. A biblical passage articulated this principle; "According to your faith, shall it be done unto you." William James, MD, of Harvard said "Belief creates the actual fact." Henry Ford pronounced, "If you believe that you can do a thing, or if you believe you cannot, in either case, you are right." In summation, you are what you believe you are.

Every great success story began by somebody first believing

it to be possible- but we do not always believe what we see, rather, we often see what we believe. Over 99 percent of the global population holds erroneously permuted beliefs about themselves, and their external world within their subconscious. Nearly all individuals are delusional in some capacity. We may believe ourselves to be incapable when we truly are capable, we may think that everyone else is more effective when they truly aren't, and we may deem the entire economy incapable of giving us a break when it truly is. The world is our oyster, but it will only give us pearls if we believe them to be there. Your external reality will always match your internally held beliefs, however falsely based they may be.

"To accomplish great things, we must not only act, but also dream; not only plan, but also believe."
Anatole France

By changing your beliefs, you will change your reality. Whatever new belief you may be trying to adopt, if you can believe in it strongly enough, it will become your truth. Once you are able to change the perception you hold of yourself, you will effectively become that new person—for better, or for worse.

This is a universal law, and all humans are incapable of acting against it. The human mind is unequipped to act outside of its internally held beliefs. If you believe that jumping off a 50-foot cliff may injure you, then you will never jump off a 50-foot cliff unless pain is your intention. If you truly think that staring at the sun will burn your retina, then you will never stare at the sun. If you believe tap water to be unsanitary, you may always drink bottled water and if you believe football to be dangerous, you may never play the sport. But how do you know for sure that the sun is damaging to your eyes? Because scientific research has proven it. Well, has scientific research proven that you are unable to become an

extremely wealthy individual? Has it been proven that you cannot become that next great success story?

You operate in harmony with internal thoughts that you have come to think of as true. By forming personal beliefs about what you are and are not capable of, then you naturally constrain and limit your effectiveness. You may never commit to a physical training regimen, if you believe yourself destined for obesity and hopelessly overweight for life. Conversely, you may always work in labour-intensive jobs if you believe yourself to be mentally inadequate for anything else. These simple beliefs about what you excel in, and what you are poor at effectively dictate how well you perform. Regardless of your true mental capacity, if you believe you are unsuited for a 'desk job' then your subconscious mind will work to create actions that support this. At the first sign of challenge or difficulty, you simply will not go the extra mile needed to succeed in a mentally-demanding situation. Perhaps you received poor grades in school and, as a result, you formed a powerful belief that you lack mental ability or the discipline to develop your mind, so you simply give up. In the words of Charles F. Kettering, American engineer and inventor, to succeed we must ". . . believe and act as if it were impossible to fail."

Case In Point

An average, educated 35-year-old man was down on his luck; he had just been fired, was recently divorced, and felt completely, mentally wasted. He had absolutely nothing to lose, and at his wits end, decided to go see a local psychic. During the reading, she told the man that he was the reincarnated spirit of Napoleon Bonaparte, the great emperor of France. The man was astonished; he couldn't contain his adulation—

he truly believed in the fortune teller's prophecy.

He began to walk and carry himself like the great French emperor, beaming complete confidence. He spoke and gestured in a grandiose, assertive manner. He developed a heightened sense of self-importance, and believed he had the abilities of the great French militarist and tactician. He quickly got a new job, and rose through the ranks. His life improved completely in every way—financially, socially, and spiritually—within a few short months. His belief was so strong, that since the time of his reading, his life began to change completely. His self-concept was transformed instantaneously and his external reality was quickly revamped to match the metamorphosis. Soon after, through discussion with friends, and some research as well, he discovered that he was most likely not Napoleon reincarnate; he was fooled by the psychic. But it was already too late; his self-esteem, and attitude had been completely revamped, and he continued to carry that heightened self-concept. He unceasingly achieved and succeeded from that moment on; nothing could stop him; he had propelled himself onto the perpetual path of success, and his momentum, desire, and self-beliefs were sky-high.

If you believe you are going to succeed, then you probably will. Mohammad Ali is often regarded as the greatest sports figure who ever lived. As well as his obvious talent, strength, stealthy speed and courage, the main reason he was so great was his tremendous self-belief. His expectations and confidence were sky-high. Most of us have seen television clips of Ali during his boxing years, claiming he was the greatest. When he told everyone this, was he the greatest? No, at that time, he still had a lot to prove. What he did have though was complete belief in his own ability. That belief was soon reflected in his perform-

*"If you can
imagine it,
you can
achieve it. If
you can
dream it, you
can become
it."*

*William Arthur
Ward*

*"Whether
you believe
you can do a
thing or not,
you are
right."*

Henry Ford

ance, beating Joe Frasier to become the heavyweight champion of the world. Despite being stripped of his world title in 1967, because he would not fight in the Vietnam War, he was not deterred. He came back seven years later, won the title again, and proceeded to keep it for another four years. His belief that he was the greatest, took him not only to the pinnacle of boxing, but to the pinnacle of sport as a whole. Mohammad Ali has shown that, ultimately, those who win are those who know they can.

You can improve personal performance in all aspects of your life, by simply changing the beliefs you hold about yourself. By developing the absolute sense of conviction that mighty beliefs provide, you can achieve virtually anything, including those things that others may be convinced are impossible.

Case In Point

A European venture capitalist had championed two globally-successful corporate undertakings and scored millions in profits through real estate dealings. He was the man of the moment, but in one fell swoop the economy fell out from under him—wiping away his fortune and leaving him in debt, right back at square one—since graduating from university a decade earlier, he had not made any net financial gain; only net loss. Looking at his assets and tangible resources, there was nothing that separated him from the green university graduate he was ten years earlier, except for one thing. He had the self-concept of a winner—he had the internal environment of a wildly successful business magnate.

Whether his external environment supported that internal belief was no matter because, at the end of the day, month or

year, it would. Within 18 months he climbed his way back to the top, and claimed achievement once more.

By implementing Phase 1 of this book, following through the phase shifts of mind acceleration, and truly believing in the power these strategies hold for self-change and growth, you will begin to travel the road of success. The Belief Maxim will soon work for you, not against you—and your true potential will begin to reveal itself.

Continue on, and learn how tremendous self-belief and positive conscious thought can be besieged, and deterred by Self-Destructive Beliefs—subconscious destructors of successful action.

Self-Destructive Beliefs

From childhood, each and every one of us—throughout our formative years and finally in adulthood—weaves our own intricate web of self-concept; these beliefs are not innate, but born in response to every thought and experience (especially interpersonal experiences), every humiliation and triumph, every loss and win we experience. Each of us has developed a self-identity concerning every talent, every characteristic and every situation in which we might find ourselves.

This vision and light in which we see ourselves is constructed in response to external influences and stimuli. All significant experiences in our lives affect how we view ourselves. The process of interaction with the external world and reflection on our performance, provide the foundation of our self-concept; both how well we think we did and how well others affirm we did have great influence on our beliefs.

We also compare ourselves to the performance, attributes and accomplishments, or lack thereof, of those people around us. For this reason, sibling rivalry can be a major influence on our lives. If we are constantly being compared to an older, higher-achieving brother/sister, it can inspire feelings of incompetence, or inability. An emotional trap such as this will provoke serious feelings of dismay and insipidness.

This variance in factors combines to cause a subjective and slanted self-analysis, ultimately resulting in negative beliefs, such as, “I’m not smart enough,” or “I’m incapable of . . .” These self-sabotaging notions are based purely on false information, not fact. As Mark Twain, one of America’s greatest writers, once said: “The most difficult thing is, we do not deal in facts when we are contemplating ourselves.” These thoughts are Self-Destructive Beliefs that resonate from our minds’ inner voice. This negative presence is a cyst, an internal rot of negativity and source of pessimism for every individual—a malignant tumour of varying proportion that often proves the arch-enemy of success and achievement.

According to Freudian psychoanalysis, it is within the subconscious that repressed memories of negativity are stored; memories of bad experiences that greatly influence our conscious behaviour, even though we are unaware of their impact. Self-Destructive Beliefs emerge from our subconscious; they pin us down and bar us from meeting our peak potential. They generate corrupting habits and are the reason for much of the failure in our lives. They are virtually always based on fictitious, over-exaggerated information and false impressions that we have accepted as true.

Negative beliefs encompass a wide array of personal convictions. Often they remain unnoticed, silently destroying our self-concepts. The most extreme and debasing Self-Destructive Beliefs occur in those individuals who demonstrate irresponsibility, a fear of failure, and who fall prey to destructive criticism. Self-Destructive Beliefs are like steel plates sawing through our every thought and effort. They are the brakes of our lives. They slow us down, sap us of positive momentum and decelerate our advancement—just the same as driving with the emergency brake on. Negative mental habits begin as cobwebs, develop into cables and take hold of our lives. We might never be physically limited or restricted, but we may have made our own prison. Just as intricate viruses attack the operating system and hard drive of your computer, Self-Destructive Beliefs are the largest threat to a healthy self-concept.

Ultimately, the adoption of these counterfeit beliefs results in a skewed and untrue self-concept and a tainted subconscious belief structure—but, herein lies the answer to our salvation, a simple insight that will change our world and initiate our ascension to the top.

Due to the dynamic and subjective quality of your subconscious, it can be readily changed and altered through the directed focus of thought. Thousands of documented studies highlight how individuals have effectively enhanced their self-concept and internal belief structure. It is something that cannot be done by simply willing it to happen. It takes dedicated, directed action.

It is truly impossible to realize your potential unless you eliminate Self-Destructive Beliefs from the equation. Recent

research has proven that approximately 87 percent of the things we say to ourselves are negative, self-destructive, undermining thoughts. Imagine the condition your mind would be in if you were conditioned to operate just like the average North American (the odds say you are)? Imagine the improvement your life would undergo if you learned how to reduce this number by a mere five percent or more. Remember, the only limits to your personal success are self-imposed. Learn what these restricting beliefs are, and how to eliminate them.

1. Accept Total Self-Responsibility

The growth from immaturity to maturity has a lot to do with realizing that you are fully responsible for your life and for everything that happens to you. Where you are today is the lump sum of every choice you have made—both good and bad—leading up to this moment. You are exactly where you are right now because that's where you choose to be.

Trying to rationalize or argue away total personal responsibility will accomplish nothing, except stop you from assuming responsibility for your life and future. That would mean you've surrendered self-control and effectively created a cyst of negative emotion within your metaphysical realm—a cyst that multiplies in size and breeds underachievement.

Accepting responsibility is not optional; recognizing your “response-ability,” your ability to respond and choose your response, is paramount to your success. The minute you undertake personal responsibility, you stop placing blame on others. In reality, the only person you can blame is yourself;

the realization that you are either at fault or deserve credit for all the success and failure you've undergone will release the negative energy locked within you and will begin to enhance your potential. In the words of Jim Rohn, author and businessman: "You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself. That is something you have charge of." The high-achieving individual realizes that everything in life is optional—even being alive. Say to yourself: "Everything is up to me and for me I will be held responsible!"

Grasp Control

A part of personal responsibility lies in accepting the power of choice. You've held this power from a very young age, whether you realized it or not; everything you've accomplished, failed at and experienced in your life has been your choice. You are not a victim of society and external happenings, but the product and sum of your past choices. Victims never achieve: they're too busy laying blame and holding refuge in a sphere of malevolence and self-loathing. Accepting this is the first step to total responsibility.

Forgive yourself and those around you for their choices; for you and everyone else are only human. The following is a prescribed structure which groups those people in your life into three different categories for you to address.

1st: Forgive your parents

Understand that your parents are just human beings. Whenever you think negative thoughts about your parents, tell yourself that you forgive your parents 100 percent. You'll

"As human beings, we are endowed with freedom of choice and we cannot shuffle off our responsibility upon the shoulders of God or nature. We must shoulder it ourselves. It is our responsibility."

Arnold J.
Toynbee

"Success on any major scale requires you to accept responsibility . . . in the final analysis the one quality that all successful people have . . . is the ability to take on responsibility."

Michael Korda,
author and edi-
tor-in-chief of
Simon &
Schuster

soon begin to relate to your parents as friends and adults, and you will no longer feel like a victim of circumstance.

2nd: Forgive everybody else

Accept full responsibility for your life and understand that you are at least partially responsible for most injustices. You do not have to like the person you forgive; you just have to forgive them by understanding that they are simply human. Harboring feelings of resentment and blame is like taking a pill and waiting for the other person to die—it simply doesn't make sense. As the Chinese proverb puts it: "When you seek revenge, dig two graves—one for your enemy, one for yourself."

3rd: Forgive yourself

Realize you make mistakes, learn from them and then forgive yourself. Accepting responsibility looks to the future and assigning blame looks to the past.

Once you can eliminate outward hate, you will stop the ceaseless pointing of that same finger at yourself. Breaking this negative pattern will elevate you to a more effective level of existence. You will have released a great deal of negative energy from your mind by eliminating the first of three core negative beliefs. You'll feel a surge of energy and a growing hunger to accomplish your dreams as you recognize that you are responsible for both your present and your destiny.

Put into action your conscious choice. Whenever you find yourself laying blame and fault and not taking responsibility for your problems, substitute that thought for the thought, "I am responsible." With effective execution, this principle will activate feelings of duty and control and you will feel immea-

"The price of greatness is responsibility."

Sir Winston
Churchill

surably better for it. Assuming control and responsibility over your life is a huge step towards achievement. All success-minded individuals prefer to be accountable.

2. Accept and Embrace Failure

We are all born into this world without a self at all. We are pure potential. We have no sense of our strengths or weaknesses, no positive or negative habits. This is clearly illustrated as we witness the conduct of children; they never become embarrassed and are completely fearless. They cannot discriminate between wrong and right, true or false, safe or dangerous. Children virtually do anything, say anything and try anything. A parent's job is to be not only a caregiver, but a bodyguard; they have to keep their kids from doing great harm to themselves, as they are completely fearless. Children don't fear social settings, they don't hate learning and they never shy away from new things. Henry David Thoreau described the human natural impulse when he said, "Men are born to succeed, not to fail."

Over time and in due course, fears are constructed as children watch their parents, siblings and others interact. They may observe a parent who carried a negative attitude towards school and dropped out. They may see their mother stress and fret over hosting family, or their father's apprehensions for learning a new skill or trying a new field. As children, all we know is to mimic our parents, and so their strain of thinking becomes imprinted in our minds.

Similarly, if we as children are continually told, "No, you can't," or "Don't," all we learn is that trying new things elicits a negative response. Children can only accept this negativity

"I am responsible.

Although I may not be able to prevent the worst from happening, I am responsible for my attitude toward the inevitable misfortunes that darken life. Bad things do happen; how I respond to them defines my character and the quality of my life. I can choose to sit in perpetual sadness, immobilized by the gravity of my loss, or I can choose to rise from the pain and treasure the most precious gift I have—life itself."

Walter Anderson

as true. As Freud's pleasure/pain principle dictates, all humans act toward pleasure and avoid pain. In consequence, fear and restraint becomes ingrained into children's subconscious minds and this controls their actions for the rest of their lives.

For these reasons, by the time we reach our formative years, most of us have developed a *fear of failure*. Research has proven that this Self-Destructive Belief is the greatest obstacle that stands between you and success. It stops you from trying new things, experiencing new feelings and venturing into uncharted territory. The trouble this causes is that, without weathering difficult situations, you will never experience meaningful accomplishment; without tackling situations you may fear, peak success will never be attained.

Influential author Dale Carnegie once said: "Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all." What many of us don't realize is that the most successful people fail the most. Einstein, Edison . . . every great individual has failed more than he has succeeded; but the one time things went right, everything changed. Those great thinkers who were once viewed as fanatical eccentrics had become great geniuses and were no longer great failures. In today's society the distance between insanity and genius is measured only by success; fortunes can change and destinies can transform in an instant, but only for those who try. Here is one thing that is guaranteed: every individual you encounter who has enjoyed more success and reached a higher station than you has experienced more failure than you.

To fail is to successfully learn what doesn't work. Failing an exam shows you how not to study, while writing a poor essay

indicates what you ought not do next time. The lessons that failure provides are always integral to your further development. You live your whole life in the future and the more you fail now, the more knowledge and wisdom you gain for that future. Just as your odds of hitting a baseball improve after every swing, your odds of success improve after every failure. In the words of US Senator Robert Francis Kennedy: “Only those who dare to fail greatly can ever achieve greatly.” To succeed is to fail first.

Eliminating the fear of failure is integral within any profitable corporation. To succeed as an entrepreneur or a corporate executive is to take calculated risks and accept failure. Dan Scheinman, a Cisco vice-president, recently voiced: “If you hit five out of five, you won’t do well here. People like that aren’t taking enough chances. If you hit eight out of ten, that’s the Cisco way.”

With technology changing so fast, successful companies are the ones that take risks on new products and get them to market fast. More careful, risk-averse companies get left in the dust. Put simply, the fast beat the slow. This is the iron law of the new economy. Even a giant company like Microsoft can be slain. No company is powerful enough to derail the onrush of venture capitalists who are fueled by a steady stream of new technology, while taking the right risks.

Just like every environment, the technological world is a culture of abundance with lots of rewards to go around for the winners. These rewards drive the risk-taking machine, but you can be sure that they don’t go to all. Nearly every business mogul has had the experience of failure and has had to

"Cowards die many times before their deaths. The valiant never taste of death but once."

William Shakespeare

subsequently bounce back to claim success and wealth. For those in the new economy, risk-taking and experiencing failure are prerequisites for success.

A long-standing proverb says: “What you fear or expect most will surely come to pass; the body manifests what the mind harbours.” Under-achieving individuals have mastered the habit of concentrating on the failure they’ve experienced in their lives; they are always reliving those moments, thus reinforcing the losing cycle. Whether it be remembering a poor grade when writing your final exam, or reliving that failed job interview just before your next one. All that you will achieve when focusing your thought forces on previous accounts of failure, is failure.

Many underachieving individuals also tend to base their actions on external standards set by others. They set their sights too high and are unrealistic when beginning something new. For example, rather than working into a five-day-a-week fitness training program by setting small goals and slowly escalating their intensity, they will throw themselves into it with full force. They don’t allow a slow transition to take place, making failure an inevitable result. After a few short weeks, they abandon their fitness plans altogether. They have not undergone the personal growth, or developed the discipline to maintain a consistent training schedule. They were motivated to build a healthier body, but motivation without the proper discipline results in failure over the long haul. They subconsciously set themselves up for failure because that is what they expected. All this approach can accomplish is to allow another memory of failure to seep into their subconscious mind and further fuel their Self-Destructive Beliefs.

They propel themselves onto the path of perpetual failure by making it too hard to succeed.

Those who meet success and failure in an identical fashion—maintain their forward advancement regardless of the outcome—are the ones who garner achievement. You must master the art of positive action. How can you change your approach to risky situations and change your beliefs of failure? Instead of building up an undefined fear, write out exactly what you are worried about in clear and concise words. Ask yourself: “What is the worst-case scenario?” And then ask yourself: “What is the best-case scenario?” Strategically attack each aspect of your failure to conquer the situation. Oftentimes, once you see it in black and white, the fear becomes much less daunting and much easier to overcome.

You must also learn to concentrate your thought forces on success by using positive language. When you think conscious thoughts, such as “I wish I could” or “I’ll try,” they are automatically accepted by the subconscious as failure. Your subconscious records what you say to yourself and directs your action accordingly. When you say, “I’ll try,” you have not committed yourself to achieving that goal. If you “hope” you’ll make a million dollars, you most likely won’t. You must commit to the goal by saying, “I will do it . . . I will triumph.” Applying this strategy to your affirmations and truly believing in a successful outcome, you will have succeeded in breaking through a major barrier to your success; your Self-Destructive Beliefs will begin to weaken and success will become much more likely.

Don’t settle for scratching in the dirt. Break free from the fear of failure and shatter the glass ceiling that has kept you from soaring with eagles. Those thoughts of fear are a trick

“I have always felt that although someone may defeat me, and I strike out in a ball game, the pitcher on the particular day was the best player. But I know when I see him again, I’m going to be ready for his curve ball. Failure is a part of success. There is no such thing as a bed of roses all your life. But failure will never stand in the way of success if you learn from it.”
Hank Aaron

“Change your meaning of failure: You automatically fail if you don’t try and you never fail if you never give up. Embrace failure for the new information it provides you.”
VTH

“Great deeds are usually wrought at great risks.”
Herodotus

from the enemy to steal success from you. Don’t believe in fear, but rather, believe in yourself—you are destined for success. Be passionate in your desire for achievement and your fears will melt away like ice off a roof on a sunny spring day.

3. Abstain from Destructive Criticism

A third agent of negativity and element of destruction is Destructive Criticism. Destructive Criticism arrives in two distinct forms of injurious criticism.

Derogatory Suggestion

The first form of Destructive Criticism is Derogatory Suggestion coming from others such as parents, siblings or friends. It tends to come in the form of comments such as, “Hey, fatty,” “You’re stupid,” or “You can’t do that.” Encountering this type of denigration greatly diminishes your confidence and wreaks mayhem on your self-concept.

The ultimate symptom of Derogatory Suggestion is a decrease in your personal effectiveness. As you are caused to feel less attractive, less capable or more like a loser, you begin to act in that manner. Contrary to the popular phrase, “Sticks and stones may break my bones, but words will never hurt me,” words *do* hurt and it’s difficult to develop the thick skin needed to survive a verbal attack unscathed.

In addition, Derogatory Suggestion also initiates the development of a *fear of rejection*. You will begin to place greater emphasis on what others think of you, thus creating a negative factor in your decision-making process. You’ll never do anything or say anything that may draw criticism your way; you’ll never take a risk and you’ll always play it safe. Those who go with the flow never go against the grain and always

comply with external forces. They will never achieve the success of which they are capable.

There's always somebody saying you can't do it and those people must be ignored. As an alternative to discussing your dreams and goals openly, discuss them only with yourself—write them down and keep them private. Why? Because the vast majority of people will tell you that you will never achieve your goals. Too often, people around us, whether they be our parents, siblings or friends, put down these positive thoughts because of their own personal shortcomings or cynicism. They may misunderstand your ambition as foolishness and tell you so.

You don't need the validation or accreditation of others to survive. Coming to depend on it will constrain your performance. Only the healthiest, high-achieving, most rare individuals will ever support your dreams and confirm their attainability when confronted with them. The majority will in some way speak negatively about your aspiration. Those who are great know the importance of following ambition despite the opinions of others. By keeping yourself out of these situations you will be better off. Don't allow yourself to keep running over the same rock day after day; you'll find yourself patching the same hole over and over, and it will only become more difficult to fix. It is important to find the source of the hole and factor it out of the equation. If you have a friend who again and again makes you feel terrible through criticism and put-downs, then you are in an unhealthy environment and you should eliminate this external influence in your life by ceasing your relationship with that person. A strategic move such as this will help you to regain emotional control over that portion of your life. Powerful results come from creating an external

"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you too can become great."

Mark Twain

"'Ah, so you shall be misunderstood.'—Is it so bad then to be misunderstood? Pythagoras was misunderstood and Socrates and Jesus and Luther and Copernicus, and Galileo and Newton and every pure and wise spirit that ever took flesh. To be great is to be misunderstood."

Ralph Waldo Emerson

environment that supports your desires.

It has been said that the easiest thing another person can do is criticize another human being. The great sociological writer, Thomas Carlyle, once said: "No sadder proof can be given of a person's own tiny stature, than their disbelief in great people."

When people of this mind tell you, "You can't, you won't," it becomes absorbed by your subconscious to some extent, no matter how hard you try to ignore it; it will echo within your bones and you will have distanced yourself from that goal. The key is to keep your goals to yourself, sharing them only with those who are committed to goals of their own. You will encounter countless critics over the course of a lifetime; they exist everywhere and their primary goal is to ensure that nobody surpasses them, however useless it might be. When bumping into these types of people, keep in mind that there never has been—and never will be—a statue constructed to honor a critic.

Remember, in life there is always one surefire way to avoid criticism: try nothing, do nothing, achieve nothing. Is this really a viable option? You must trust yourself, your ability to thrive and your power to achieve. Once this is accomplished, nothing will hold you from your dreams—however impossible they might seem.

Derogatory Autosuggestion

The second form of destructive criticism is Derogatory Autosuggestion, the lack of faith in oneself and one's faculties. You have total control over this inflow of negativity,

because you are the source. Derogatory Autosuggestion occurs when we say to ourselves things such as, “I’m not clever, strong or attractive enough.”

Case In Point

Breaking his way into the record books is an American man who recently took on the task of climbing Mount Everest—the highest mountain in the world. Its extreme temperatures and sheer danger create an exceedingly difficult goal for even the world’s best climbers. Accomplishing this task is an amazing feat, but that isn’t why he is entering the record books. It’s because this man is blind. In a recent interview he was asked how he did it despite his handicap, and his response was, “the barriers to success are all in your mind.” He realized this powerful factor and thus immersed himself in the atmosphere of success. He thought positive thoughts and associated with uplifting individuals. He rid his internal environment of all negativity, using techniques you soon will learn.

Eliminating Destructive Self-Criticism is one of the most effective ways there is to improve your performance sharply in a matter of days. To eliminate this form of self-sabotage, never say anything about yourself that you do not sincerely want to come true. The Belief Maxim states that your internal beliefs will soon be projected outward and form your reality. The Concentration Principle says that the thoughts you think about on a continuing basis form your beliefs and, thus, become your reality. By focusing your thought forces on malevolent feelings such as, “I won’t be able to,” or “I’ll never be capable of,” you will certainly succumb to those feelings. The destructive energy you generate within your mind will escape and become your external reality.

“Any fool can criticize, condemn and complain and most fools do.”

*Benjamin
Franklin*

“To avoid criticism, do nothing, say nothing, and be nothing.”

Elbert Hubbard

The strength of your capabilities and the power of your identity are strongly affected by these influences. As the principles of mental functioning dictate, all that you hear and say guides the functioning of your subconscious mind; you must deliberately use this powerful force to your advantage. Within this first phase of *The Mind Accelerator* you will make use of this phenomenon, as you learn to concentrate your conscious mind on what you want to become and begin to charge your mind with self-liberating thoughts.

High achievers get behind the wheel and take control in the driver’s seat. They realize they have the power of choice, the power to take control of their thoughts and actions, for they know that ultimately they are the ones responsible for their own lives. Successful individuals relish failure and continue the pursuit with more knowledge because of it. Winners take control of their thoughts, their daily routines, their goals and their lives—they block external negative intervention and disregard destructive criticism. Thriving individuals create their own horoscopes and astrological forecasts. They never underestimate the power they possess, nor do they underestimate the power of their fellow man. They spend their time succeeding, knowing they have no time to lose.

Evolve

You are now aware of the dichotomy of mental powers to which you lay claim. You’ve discovered the importance of your self-concept—the determining factor of your ability to succeed that exists within your subconscious realm. You know it’s through the optimization of your self-concept that your iden-

tity can evolve to a higher plane—but you’ve also learned about the one thing that can stop this evolution from taking place: Self-Destructive Beliefs. From it seep negative beliefs that constrain and destroy your self-concept, thus limiting your abilities and stopping you from realizing your potential. This is why it is so important for you to silence those Self-Destructive Beliefs and minimize the effect they have on your life.

You will now be introduced to Phase 1.2: Identity Restructuring—the principle force in initiating and maintaining the flow of personal success in your life. Actively utilize this second component of Phase 1 and focus your will-power on successfully navigating this sector of internal change. Your cooperation and active participation is essential to restructure your identity effectively. No amount of financial assistance, training, guidance or effort by others will enable you to make an adequate life adjustment without your ability and willingness to utilize your total resources. You must enthusiastically invest yourself in this section; understand that changing your entire life through these processes requires a strong desire to change, a confidence that you can succeed and a feeling that you are worthy of the assistance being offered.

Through self-reflection and the concentration of your thought forces, you will come to view yourself in a new, more powerful way. You will discover the negative aspects of your mind. Once you recognize these Self-Destructive Beliefs through analysis and deep thought, you will begin to realize how false they are thus, allowing you to reject them and label them as wrong. Your Self-Destructive Beliefs will begin to lose their power over you and your true potential will begin to

emerge from within.

You will replace these Self-Destructive Beliefs with Self-Liberating Beliefs; you can now begin to think of yourself as who you want to be; any new trait you would like to develop begins at this step in the process. By enhancing your expectations of success, beginning with the installation of new conscious thoughts, you will experience a profound attitudinal change; the impact on your individual performance and many other areas will be remarkable.

ONCE YOU BEGIN TO FOCUS YOUR MIND ON WHAT YOU WANT TO BECOME AND CAST ASIDE THOSE THOUGHTS OF SELF-DESTRUCTION, YOUR INNER THOUGHTS OF AMBITION WILL SOON CLOTHE THEMSELVES IN THEIR PHYSICAL REALITIES. REMEMBER, ALWAYS THINK HIGHLY OF YOURSELF, FOR THE WORLD WILL ONLY TAKE YOU AT YOUR OWN BEST ESTIMATE.

Beliefs: the Central Construct of Identity

Imagine waking up one day with amnesia—you have no idea who you are, what you’ve done, what your abilities are, and most importantly, what your limits are. You aren’t labeled as average, you aren’t limited by an average IQ, and you aren’t categorized as an average achiever. Your whole identity has been erased from your mind—all that remains is pure, uncensored potential. There exists absolutely nothing that can stop you from attempting and trying—you are a slave to logic and *not* to conjured-up, delusional, self-sabotaging beliefs and negativity.

Perhaps you want to become influential and powerful and you feel that amassing a great deal of wealth would be the best way to achieve this. Without any trepidation at all you would begin to feed your mind with information about stocks and securities, debentures and bonds, real estate and land development. You would begin to develop relationships with people in strategic positions and individuals who control cash flow. You would take action in an unflinching manner because logic dictates that such action will bring you wealth. There is no “I can’t,” only strong, unswerving, forward-moving action. You can erase doubt. You can attain this mentality. You can achieve this state of mind. YOU CAN. Proceed to Phase 1.2.