

# **Self-Esteem:** How to Overcome the Limiter of all Mankind



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# Self-Esteem

## How to Overcome the Limiter of all Mankind

This handbook helps people create impenetrable self-esteem and create both success and wealth in life!

*“Training and managing your own mind is the most important skill you could ever master in terms of both your personal happiness and your success!”*

**COACH STEVE**  
**ULT-PERF.COM**



## **Self-Esteem: How to Overcome the Limiter of all Mankind**

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**“Dream BIG, Take ACTION, Inspire  
OTHERS, Complete EVERYTHING!”**



**This handbook is dedicated to Doctor Lewis Frank for without whom I would never have accomplished what I have accomplished in my life.**

**You see, I went to Dr. Frank, extremely reluctantly, after my second separation (not yet second divorce). I was a mess, an emotional hot mess.**

**After about 9 months of weekly therapy, Yes – I admit it, I came to the conclusion it would be “better “to get divorced (a second time) for my own peace of mind and my future happiness as well.**

**I don’t think I would have reached that conclusion as fast as I did, or by myself honestly, and likely would have been emotionally “wiped out” for a much longer period of time with Dr. Frank’s help!**

**And, once I reached that conclusion, I acted fast and got back on track all within a year, instead of the typical three years of grieving over divorce.**

**I was thirty-three at the time, with half my productive life lived but another half to go (at least). And now at age 40, I look forward to another 25 to 30 years of productivity and happiness too.**

**So, thanks Dr. Frank, you were a life saver, and I can never repay you or thank you enough for everything you did for me.**

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## About the Author

“**Coach Steve**” is an accomplished Writer, Author, Speaker, Trainer and Coach and he is most proud of being a **Master Certified *Coach* (MC<sup>2</sup>)**. He’s been coaching people for over two decades now, 29 years actually, and has amassed an incredible **40,000 hours** of coaching people and businesses.

Most recently, Coach Steve has just completed a two-year contract with **Peak Potentials Training**, serving as the **#2 Guy** behind **Mr. T. Harv Eker** himself, as the Executive Director of the company.

Steve is the only person, other than Harv, to have ever created any curriculum at Peaks when he revamped the **International Coaching Program** known as *SuccessTracs* and trained its coaches.

Now with the Golden Handcuffs off, Coach Steve is back to his private practice and worldwide coaching company as an entrepreneur, helping so many others achieve both **success and happiness in life!**

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**Visit us at [www.ult-perf.com](http://www.ult-perf.com)**

## Preface

This book is the culmination of 22 Years of research, testing and personal experience on the subject of Self Esteem, and how it affects people. These pages contain the key ideas and strategies I have discovered in reading many of books and thousands of articles on the subject of Self-Esteem.

The ideas and lessons for You are presented here in a very simple, tested, proven, easy-to-use format, so that You can learn and apply this material to your life immediately! And to Your family too.

When I was a kid growing up just outside Boston, Massachusetts, in a rental home where we never had very much, my dream, my complete and utter fantasy, was to be a “Self-Made” Millionaire by the time I was 55 years old. Well, I’m not there yet (closing in on it though), so I could help people!

Lots of people have had that very same dream, I’m certain of that, however, when I hit age 30 (in 1988) I was still just as “flat broke” as my parents were, and I was loaded down with bills (kids, cars, mortgage, student loans, food, etc.).

Then I made a great choice that completely changed the trajectory of my entire life. I began asking: “Why is that some people are more successful than others?” I especially wanted to know for myself! How can some people start with absolutely nothing and become Millionaires? How! I’m sure that thought has crossed Your mind – at least



once! Since you are now reading this book, I know that one of your Big Goals in Your Life is to live a great life and become an extraordinary person too!

Life is affected by Self-Esteem and how you navigate life, with confidence, or without, affects the quality of you and your family's life too.

Like most, You, want to realize more and more of Your true potential. Each of the lessons in this book will help you get there, move ahead more rapidly than if You tried to overcome issues on Your own, on route to a wonderful life. But you will need high Self-Esteem to do that most likely.

**Enjoy Your Journey and Create Your Destiny!**

First and foremost, **everyone should enjoy high Self Confidence, high Self Respect & high Self Esteem!**

Coach Steve has **lifted his copyright** on this book allowing you to share it with anyone and everyone **at no cost to anyone - ever**, without written any permission, licensing fees or any other payments.

## Why?

**Coach Steve** is very firm in his belief that no one should ever have to suffer from low Self Esteem. Knowing so many suffer is an outrage to him given how blessed he has been in his lifetime and career.

This material is designed to **break the chains** of bondage for those people who are suffering in one form or another from low Self Confidence, low Self Respect or low Self Esteem, or worse “NO” Self Esteem, Self Confidence or Self Respect at all.

**F**orward this to anyone and everyone

you know that can use a boost in their Self Esteem, **which really is everyone you know**. We get only one life and our purpose is for everyone to lead happy, healthy and financially free life of abundance & joy!

**Please Pay It Forward!**

## Introduction to High Self-Esteem

There have been tons of books written on Self-Esteem, as well as millions of writings about Self-Esteem and zillions of entries on the Internet about the topic too. So why in the world would anyone need more information about Self-Esteem?

One simple reason, nobody shows people how to **apply** what they learn about Self-Esteem to **their actual lives**. Sure, they may make suggestions, or subtle hints of “what to do”, but mostly you get the information only, not a *How-To Guide* that would be convenient and helpful for us to apply to our lives.

**Self-imposed limitations** are what hold most people back, and the sad part is that **we do this to ourselves** in the form of: Self-Doubt, worry and reflecting on the past. **It gets a grip on our subconscious** and we get in an unhealthy pattern, and to some degree, don't even realize we are taking ourselves out. **Our subconscious starts to rule us.**

Throughout this book, I'll describe how to counter that and get back on the productive path. You can **re-train your subconscious** to work for you!

If you are new to me or my materials, **I'm very straight forward**, and I confront the things that hold people back. I'm very **passionate** about personal development, especially people having fun on the journey and **enjoying life again** - to its fullest!

# Chapter One: Understanding the Self-Esteem Equation

For nearly the past **two decades**, 21 years to be exact, I've been coaching people, running my coaching companies, speaking to folks and doing what I love; helping to **improve their quality of life**.

To do that you must have excellent Self-Esteem yourself. Self-Esteem enough to admit vulnerability, **seek help** and both take and apply the help and lessons you need to succeed - and I've done that.

Before we get too deep into the topic, let me **create a context of understanding** that will be common to both of us. To 100% eliminate the possibility of "***mutual mystification***" we will need an agreed-upon set of definitions and language.

**Did you know that Esteem and Self Esteem have different definitions?** Me either, before my research on this topic was 100% completed that is.

**Esteem** is defined in Webster's dictionary as "To value highly, respect" and "To have a favorable opinion" and "To hold in high regard". Makes sense, and most think that's what Self-Esteem means. **Self-Esteem** in Webster's dictionary is defined this way; "Belief in oneself" and "Undue pride in oneself" and "Self-Respect". **Interesting!**

Then what does **Self-Respect** mean? Again, to my favorite Webster's dictionary defines it as "One's works" and "Proper respect for oneself".

So, what is “proper?” Webster's says “Suitable, appropriate, fitting, conforming, correct, decent, in the restricted sense and complete.” You confused by now? I was too! Then let's demystify this.

So, the mere fact that a demystified, simple definition doesn't exist does not help us much, then you add life (already hard) into the mix and there's absolutely no wonder why people get confused.

Lastly, pride (the opposite of being humble) is defined as "An overly high opinion of self" and "Arrogance" and "The best of the class" and "An impressive group", none of which sound so nice really in the context being defined for us to start.

Sorry for the Webster's lesson but now you are likely still slightly confused about "Self-Esteem"; at least no better off than when we started perhaps. Which brings me to my point. Thank you for your patience by the way. After the bazillions of things written to date - **no basic guide for life exists today.**

My hope is that my "angle" on this, coming from over **20,000 hours of coaching people**, has a real application for us. Most of the thousands of clients I have coached over two decades now and have suffered from **low Self-Esteem** in the past. Some suffered mildly, some agonized over it, and some were in the middle somewhere, **drifting or a bit lost.**

In my humble opinion less than 2% of my clients were fully intact with "their" Self-Esteem. I have a theory on this after all this Life Coaching, but I'll warn you I'm not a psychiatrist, psychologist,

sociologist, social worker or the licensed like. I'm just a very observant Master Certified Coach who has become an **"expert in the field of Self-Esteem"**. By field, I mean life's real playing field - Your Life!

I've helped tons of people **get "Unstuck"**. Webster's would not be happy as "unstuck" is not one of their recognized English words, but it is one of mine. Please let me explain. Often, people make up words for two reasons. First, to brand something, as in marketing branding (not me). And second, to manipulate, as in a cult (also not me).

I assure you there's no cult or a vain attempt to manipulate. There is however a motivation to help people, so in my practice and career, I've made up a word or two to get a client "unstuck". I'm letting you know this, so you don't think I am a quack, or uneducated throughout the rest of this book.

I make **my coaching light and fun** while I confront "stuckness" (there is another made-up term) to forward my client's progress. Throughout the rest of this handbook, if I spring a term on you, I'll define it in its context immediately. In the Coaching Industry, a commonly used coaching language, or vernacular exists, so I'll do my best to be crystal clear. The words I create make it fun, I hope.

Maybe a little too much framing there but because Self Esteem already is so confusing, I went the extra mile. That's my theory anyway, and now you are ready for anything. After all these years, clients, sessions and experiences there is a very

sensitive and vulnerable part in all of us that I call **"The Three Self's"** (self's is a made-up term too).

The Three Self's, **in order** (this is very important -- the pecking order) are: first **1. Self Confidence**

**2. Self Respect** and lastly **3. Self Esteem**. I have some definitions of my own, but first let's see what Webster's says about these three. Webster's says "self-confidence" is "Confidence in oneself" and "One's own ability". Webster's says "Self-Respect" is "One's worth". Hang on, I'll get to Self Esteem.

Here's what I've experienced, and I say: **"The measure of one's Self-Esteem is determined by a mathematical formula"**: Self-Confidence plus Self-Respect equals your Self-Esteem. Let me show you what I mean. In figure 1 below you see a typical math equation and in figure 2 you see the equation I speak of relative to simplifying Self-Esteem:

Figure 1

$$\begin{array}{r} 3 \\ +1 \\ \hline 4 \end{array}$$

Figure 2

$$\begin{array}{r} \text{Self-Confidence} \\ + \text{Self-Respect} \\ \hline \text{Self-Esteem} \end{array}$$

**Why would I say that?** Well, just as three plus one equals four, so too does Self-Confidence plus Self-Respect equal Self-Esteem. You can't get four without three as you can't get Self-Esteem without Self-Confidence. You also can't get four without one as you can't get Self-Esteem without Self-

Respect. Self-Esteem is the "sum total" of the equation, nothing else adds up in my opinion.

Low Self-Confidence with high Self Respect still equals mediocre Self-Esteem. Low Self-Respect with high Self-Confidence is slightly better, but still mediocre. Just as low Self-Confidence plus low Self-Respect produces low Self-Esteem. So too does high Self-Confidence plus high Self-Respect produces high Self-Esteem. At least temporarily (but it's fragile) at best, if you are not accustomed to it. High Self-Esteem is imperative for happiness!

**High Self-Esteem is measured over the "long haul"**, not just a momentary burst of high Self-Confidence and or a temporary high Self-Respect (self-boundaries). **Impenetrable** (long term, self-sustaining) high Self-Esteem is measured over a longer period-of-time. As is low Self-Esteem; usually you are lulled into submission over a long period of depressed time. It's like the boiling of a Frog so to speak that we have all heard of before.

Here comes the \$64,000 question, the elephant in the room, the gorilla: **How's your self-esteem?**

Chart your ranking and don't filter or rationalize:  
(Low is closer to 1 while 10 is closer to High)

1 2 3 4 5 6 7 8 9 10

**In Summary...**



I hope you have been brutally honest with yourself here! If you haven't, go back and do it again. If you lied to yourself during this exercise you are doomed to a life of misery and low Self-Esteem. **You want to get the bad news! Don't lie to yourself this time, be true, be honest and score yourself.**

You may now be upset, thinking "Who cares -- this is so stupid, what's the big deal anyway".

**The big deal is that low Self-Esteem (belief in oneself) is the number one all time killer of human performance and Self production of results for most (95%) of mankind! It's a huge "Limiter!"**

That's a bold statement and a sad statement too. Why do you think so much has been written about it (over 400,000 references in Google)? We need to look at this more deeply. Deeper, because **it is embedded deep down in our subconscious.** We are not aware of its negative grip on us. We are not conscious of how subtle it is as a "limiter" of **our potential or performance during everyday life.**

## **What's Holding YOU back?**

Don't know? It's this subconscious grip of sub-standard (low or mediocre) Self-Esteem. And you allow its' persistent existence because **it has lulled you to sleep, and it is now limiting you,** causing you to be frequently unsatisfied with your life, causing even more low self-esteem. I call this "Spirality".

So, we had you rate yourself, but you may be a master architect in the fine art of bullshitting yourself, so now we'll try a "real world test. Are you ready? **You may see yourself in this example.**

You are at a party and there are two rooms, the living room and the kitchen. Both rooms are big (20 x 20) and in the living room are all the guys (of course) and in the kitchen are all the girls (ah-ha).

You are a female who walks into the living room and suddenly all of the guys start laughing, was your first thought "Why are they laughing at me?". And the guys, same exercise, you walk into the kitchen and all the girls start immediately laughing, do you think "What did I do wrong?".

Now, after you check your zipper, you to think "Are they laughing at me?" If as you read these two examples you can see yourself that way (which by the way nine of 10 in our research do) **then your Self-Esteem is likely "in question"** to some degree.

If you didn't think of anything, your Self-Esteem is either likely high or **perhaps you filtered**, or you maybe you are even numb, you pick. Some people do **numb out** with regard to Self-Esteem, given it's a direct reflection of their life and current situation.

**Numbing out on your Self-Esteem means numbing out on your own life too!** If Self-Esteem is the sum total of Self-Confidence plus Self-Respect, then we must look at the correlation or relationships of all three of these components.

## Chapter Two: Understanding Self-Confidence

Many people focus on Self-Confidence only and how to increase it or improve it. In fact, the biggest chunk of today's personal development companies are focusing on just improving Self-Confidence.

I think focusing on anything in this area is great, but the question is why, after many Self-Confidence exercises, people still slip back to being unfulfilled and unhappy in their lives or with themselves.

My friend, T. Harv Eker's Enlightened Warrior Training Camp is the best program available in the world today to build confidence, and fast. There are many experiential camps like this, but nothing like Harv's **Warrior Camp**, trust me! If you want high Self Confidence, spend a couple of grand at this camp and you've got it instantly within just three days! But you'll need more help after camp.

Harv's Warrior Camp makes the guy with the big teeth's fire walk look like a day at the park. You wouldn't be disappointed at Warrior! To my earlier point though, they are focused on the conscious side of Self-Confidence, not really on Self-Esteem.

The problem is **it's the silent, subconscious limiter that I focus on**. We are focused on the subconscious aspects of Self-Esteem. You can raise your Self-Confidence with awareness and training, and you can raise Self-Respect with awareness and

stronger personal boundaries, but I don't believe you can raise Self-Esteem with just awareness only, even with the training or simply learning about it.

Why not? **Low Self-Esteem issues are often buried (layered) in your subconscious** (more on this theory later). If then Self-Esteem is the sum total of both Self-Confidence and Self-Respect, naturally you want to raise both, so continue the workshops, seminars, training and warrior camps, etc.

Understand though, **your Self-Esteem is deeply embedded in your subconscious**. In the formative years of birth to age seven for most people, those are the same years you picked up all your mind's programming, which I often refer to as "tapes".

Sure, all of us can jump on the "blame the parents" bandwagon, but it's better to **take full responsibility for your own life** and own Self-Esteem!

That way when you've got it right where you want it, you own it, and you take the total credit for it, nobody else. Then, you must be responsible for it for the rest of "your" life – again nobody else. **And that's the scary part** for most of us. If your Self-Esteem is low, something happened to it -- because it wasn't low when you were born.

Just as your Self-Confidence and Self Respect weren't low back then either. Here's the correlation though. **Low Self-Confidence and/or low Self-Respect will definitely lower your Self-Esteem**, but

low Self-Esteem doesn't automatically lower your Self-Confidence or your Self-Respect.

## **This next point is critical!**

Low Self-Confidence and low Self-Respect, and here is a critical part folks "**for an extended period of time**" will eventually destroy your Self-Esteem. This causes you to **feel like you have lost your path**, feel lost, drifting and or out of control, and eventually you will **disconnect from your "true self"** or natural essence. This turns you into either someone you are not, somebody someone else likes but you learn to dislike, or **even hate yourself over time**, while resenting that person who thinks you are now wonderful (often close relationships).

This happens a lot with couples: gay -- straight, young -- old, married -- dating, the less strong more vulnerable person "gives in" to avoid confrontation and create harmony. But here's what you really did, **you sacrificed your one and only life (for someone else)**, kind of like a mild form of suicide).

Some actually **turn to drugs, alcohol or food** in the form of addiction to get the comfort that is missing in life. I call the above two paragraphs the symptoms of the "**Theory of Spirality.**"

Trust me, I know from first-hand experience, and it feels awful, and you end up numb, bitter, pissed, resentful and eventually completely lost.

These "off" or "awkward" feelings do the most damage to the most vulnerable (nice) people, while the master manipulator frolics happily through life.

For eight years I **allowed myself** to be a victim, and it was totally my fault -- nobody else but me! I was in a married relationship with a physically beautiful woman (ex-model who liked sex), and I would have done "anything" to keep her (that was my addiction???). And I did, but that included allowing my "inner self" to get lost in **pleasing them**. Who is this them you might ask?

Yes, you marry the whole family, don't you? I did too. My father-in-law was wealthy, bossy, arrogant and subtle, controlling my ex-wife. He was really good at it too. He was what I call a "**Stealth Bomber**". Oh yeah, he'd swing by the house (he lived two blocks away) and drop a few cluster bombs, disrupt my life and move on with the rest of his day.

Man did I hate to see his turquoise Mercedes S500 coming toward the house, especially when he started to slow down, then veer left into the driveway. I wanted to hide and did sometimes - I wanted to escape him, but there was nowhere to run. You see "Captain Stealth" controlled and manipulated my ex-wife, and eventually me (as I was addicted to her), as only an experienced Stealth Bomber pilot and bombardier could do (He was devious).

My wife at that time had been diagnosed earlier with Type I Diabetes at age 10 and throughout the

rest of her life (at least to age 40 when I left), she was often tired, fatigued and feeble, not much physical stamina and even less mental fortitude.

Unfortunately, she had become **"damaged goods" over time**, suffering from deadly low Self-Confidence, extremely low Self-Respect and consequently absolutely zero, none, nada Self-Esteem. I felt really bad, and sad for her as well.

I was the "strong one" (Huh). I ended up bearing all her crap and my crap too, **while trying to pretend to be strong**, only to lose myself in the process. Not lost, like mental lost. Oh no, way more subtle than that. Lost like I **"always" felt off?**

He wore me down. No! Correction, I let him wear me down. I was tired of the fight. He was a Multi-Millionaire, and I was expected to be one also, I guess. My financial blueprint as a kid; my Dad was a Meatpacker for 33 years – a total blue-collar worker -- put your head down and work guy. The ex-father-in-law was a baker from Holland, blue-collar -- put your head down and work guy too.

But that wasn't me and never was or will be me. I'm totally white collar – use my head and my motto is "Make as much money as possible without working is my objective". But I had the blue-collar "tapes", and then at age 34 I was **in deep over my head**. Mr. Bakery wanted me to work at the "family business" but folks, at 230 pounds I would look like the Michelin Man in those bakery clothes -- so that was never going to happen, and when I turned his

employment offer down, he was totally insulted and I was cursed by him-- done at that point really.

My ex-wife shared with me that her parents, especially her Dad (the baker) could not "be there" for her emotionally with her illness, so the Dad just bought her everything instead. So, by age 40 (10 years into our relationship) not only could she not sustain herself (she had three Masters Degrees but never worked a day in her life) or even understand what a budget was, or how to cut back to survive or live really modestly because Daddy paid.

You see "emotionally unavailable" Daddy said "Yes" to everything she wanted to buy, and eventually there was no more asking as he provided her with a limitless platinum card and that girl knew how to use it! She could spend a grand in an hour.

She tore it up big time, and I don't mean in half (she was good for \$10,000 a month at least). She would say "Let's buy these \$5,000 drapes", I'd say, "Are you frickin nuts?" and like magic, in a day or two - voila "the drapes" were in the living room.

There were big purchases too, \$53,000 BMW 525 paid with cash, \$420,000 house (asking price - he didn't even negotiate down), timeshare in Aruba for life for \$60,000 and so on. You get the idea. Life was good right? No, here's the problem with it.

The caveman in all men says: "The man must provide", but not in this household. Mr. Black Amex was "the man" -- not me. Good thing the Amex card



couldn't mow the lawn and plow the ex-wife, or I would have been gone a lot sooner than that.

With the threads to the credit card and the family money, honestly, I could not figure out if she was in love with me or her dad. I did know one thing though; I had to get out of there before he passed away, as he was 80 (in 2002). I did not want to be the one to deal with her meltdown when Daddy Warbucks kicked off and her siblings (who worked at the bakery and were always jealous she didn't work but still got to Dad's money during life while they had to wait for him to die) fought it out for their inheritances. They were brutally greedy people.

Call me cowardly if you like, and I'm okay with that, or call it self preservation and the first **"baby step" to find myself again** and get back on top of "my" game. Which, I had always been up to this point in life. So why did I tell you all this? Partly for my own release, but mostly so you can relate and not get yourself stuck or trapped as I had done.

Earlier I spoke of the example of walking into a room, people laugh, and low Self-Esteem makes us think they are laughing at us. If you can relate, you probably experienced that, which means **your Self-Esteem has been threatened at some point or worse has taken ding or dent or can take one.**

**But to be successful you will need impenetrable Self-Esteem** because life's challenges are going to try to ruffle your feathers and take you out. These

are tests, **challenges from the universe, to see if you can handle more.** Be ready for that folks.

Imagine the sound of a blue-collar kid, conditioned to shut off lights in rooms and eat everything on your plate, who one day comes home to his ex-wife and father-in-law at the kitchen table waiting for my arrival to inform me that the perfectly good asphalt driveway is “coming up”, so we can get a new brick driveway "Like in Holland". What?

I could have been a good receiver and grateful, but I wasn't quite that transformed or enlightened back then. So, I just about lost it! Instead saying "We are not getting a stupid Holland looking brick driveway at our Massachusetts home – No way!" And I was taken seriously, and I was very influential too because it took a whole four days before they installed it anyway. **Just imagine what that did for my Self-Confidence, my Self-Respect then my Self-Esteem, which was already on life support.**

Again, I share this, so you don't suffer and so you know I speak from the heart. It's funny now, but it sure wasn't back then. It was the last straw, or brick! **I learned valuable lessons** then, so I'm hoping my stories have lightened the topic, because I'm about to dive into some really deep stuff, and it's a bit dry so hang in there with me I'm about to explain Self-Esteem my way -- How I see it now.

Through the eyes of an extremely experienced Coach, **I've seen it hold hundreds, if not thousands,**

of people back, limiting their performance, limiting results and **limiting happiness and joy** in their life.

Okay, let's roll up your sleeves and get down to business, here we go. The bottom line of Self-Esteem, high or low, is in your head.

Henry Ford said: "Whether you're a success or a failure, you are right". You see it's up to us to "declare" what we are and how we are doing. So, if we say "I have high Self-Esteem" your brain believes it. If you say "I have low Self-Esteem" again your brain believes that too. Why?

**Our brains don't make judgments or have an opinion.** Our brains only do two fundamental things to do: 1. Protect us (by instinct) and 2. Serve as a storage unit for all the things (stuff) our six senses store in the storage unit (our brains filing cabinets).

These include our normal five senses (touch, taste, sight, sound and smell) plus our intangible sixth sense; intuition. It stores all the fond memories, reactions, experiences, lessons, etc. It all gets packed up and sent to the storage unit for recall later when it is needed. We don't have total recall either, it is selective recall. **Based on what?**

Each individual's brain is different, so it filters different, tossing some stuff out, while retaining other stuff. How the brain makes its decisions to keep stuff rather than chuck it is the same mechanism or filter that helps us determine, from our brain's stored information, whether we should "declare" our Self-Esteem as high or low. Knowing

this you can make better decisions and or choices. But in either situation **YOU** make the choices.

So be very careful, choose wisely, and if you mess up a choice just make another choice to undo what you have messed up. Anyone that can't support you in this is not worthy of your presence. If they can't support you - then they are the selfish.

## Chapter Three: The Positive Subconscious Mind

A long time ago someone told me "Fake it till you make it". That could be great advice if you can "trick your mind". In all my coaching, the gadget if you will, I use most frequently is to do what I call **"Trick people into their successes"**.

Remember your brain is a storage facility and centurion only, so you can trick it. That's tricking yourself into success. So, we'll talk more throughout this book of how you can simply change your opinion of yourself, change your view so to speak.

You can mildly improve your own Self-Esteem by simply changing the opinion your brain has of it, **triggering your subconscious mind to change from positive to negative**. There is so much power in that last few words: **"triggering your subconscious to**

change from negative to positive". We'll talk about this in greater detail very soon.

Once you understand how your brain works relative to Self Confidence, Self-Respect and Self-Esteem then the possibility for an amazing transformation to occur begins to exist for you.

This is because your brain is going to take the information I'm presenting in this book and open your mind (brain -- subconscious) to this "new" information it will "filter" (toss out some) or store it (if your experience of reading it values it) in the storage unit. That would create a new awareness that your brain can now view (as positive or negative depending on you, your values and your filtering system) that it can possibly recall later.

Do you remember Gulliver from Gulliver's Travels? His famous line was "We'll never make it", so would you call Gulliver an optimist or a pessimist, positive or negative? Of course, a pessimist, negative, as he responded to every situation the same way with the words "We'll never make it".

We all have the individual choice of feeding [nourishing] our brain with positive or negative messages of how we handle information. **Constant negative judgments create a pattern of negative thinking that gets filed in your brains recall system.**

Positive thoughts also would create a positive thinking system for your brain, making your recall system positive. Which would you prefer to have?

The brain sort of ranks the information, based on the relative value you put on it from your own experience and values then labels it as positive or negative data, sends it to the storage unit (memory) for storing, and doesn't think about it again, until your recall system has to go find it.

When it finds it, it brings it back to you **in the same condition you sent it**, positive or negative. If your storage unit is mostly full of negative information, your recall will mostly be negative. If your storage unit was full of positive information, your recall will mostly be positive, again which would you prefer? Now we all know that life is a struggle and it has both hard challenges and sometimes some really bad stuff happens to good people, but because **the brain doesn't distinguish one from the other**, you can choose your orientation, positive or negative. That's how you "trick your mind."

Positive is positive and good for you and your brain. Negative must be at least neutralized, but it is better to turn it all the way to positive. **So, is this a head game?** You bet. But it's for your personal benefit and your gain and you will still be in control.

Does this matter? It does. How do I know? Let's take the worst-case scenario – cancer, sorry. When someone is given that horrendous diagnoses (negative) they either think "Oh my gosh, I'm going to die" (negative) then they likely will, and faster than a fighter would. On the other hand, a person who gets the same exact diagnosis and thinks

"Okay -- I'm going to beat this" they at least have a fighting chance and often beat it. Why is that?

That's apparent when a person dies from whatever cause, could be 97 years old and healthy, and the family says: "She lost her will to live." So, in essence, **we all have two people inside us**, not in a schizophrenia kind of way, but in the choices we make. The positive or negative person both exist.

Our familiar, up to now, person could be neutral or negative and when choosing from that place, makes choices not so great to benefit you. But, our new second person, the newly enlightened one, with a higher consciousness or awareness about the brain, can make very different choices (tricking yourself to success) that benefit you positively -- **creating abundance rather than creating scarcity!**

Again, which would you rather have? Don't you think millionaires, happy people, successful people, winners, champions etc. have crap in their lives that could derail them? Of course, they do, but **they don't allow the toxins of a temporary mental situation to take them out of the game (life).**

They persevere in spite of their self-preserving brain (Centurion). **You have inside of you the personal power to choose what you want. You have always had that power!** Problem is many people give away their power like I did to my ex-father-in-law. It's easier, there's no work involved at all.

You've seen the movie Top Gun, so why are only the top 1% of Navy Pilots Top Guns? I'd say be-

cause the other 99% didn't believe they could be. The 1% "know" they can be, even though they have no idea how to do it -- yet. Their confidence is high!

I was the number two guy at T. Harv Eker's Peak Potentials Training Inc. in charge of all his worldwide coaching programs and I chose to go there and do that job. Harv chose me after I chose him. I had a choice; go to Peaks or don't. I chose to go, so I chased Harv from 12/25/2005 through 3/10/2006 to get interviewed. He gave me "10 minutes" to pitch myself, but I was with him for over two hours (break all the rules) and got the job!

That was truly my personal power at work, and **ONLY** my personal power! My **commitment to self** was, that's what I wanted - and I got it. I had no frickin clue what I'd do once I got to his Vancouver office, but I got it - and I was going anyway, lol. That was a positive orientation I chose - and I won.

Here could have been the negative orientation (thoughts) I pushed away. "Why would a Multi-Millionaire like T. Harv Eker want me, out of six billion people on the planet to run his coaching operations worldwide, of all the people, including Tony Robbins?" I tossed that out and never thought it again. **It did not dent or ding my self-esteem.** It actually drove me toward yes by pushing away no.

I told myself, my family and my friends for almost 4 straight months "Harv has hired me to run his coaching organization; he just doesn't know it yet". **And it became so!** You see you can look at



things positively or negatively, it's your choice, but positive forwards your cause and your journey, plus negative thinking retards and or delays your satisfaction. I ask again; Which would you prefer?

We all have inspirations come to us in many ways. **True inspiration is always pure and positive.** It doesn't come to us negative it only arrives to us as positive, but then we filter it. When we filter it, we can choose to acknowledge it as positive or potentially kill it off as though it is already negative.

If someone said to you, you should write a book and you say "I should" positively, you might. If you said "I can't write a book" negatively, you never will. But what if it would have been a New York Times bestseller? **You killed that by dismissing it,** negatively, and those decisions, or choices, can make or break our lives, and often we are not even conscious of what we are doing to ourselves.

**We receive information four ways:** First, we get a hunch, or our insides just know we should do something (intuition). Second, we see pictures (images) of the things that inspire us. Third is a running conversation in our own head about what you should or shouldn't do, and finally some get a gut feeling(s) about something that inspires us.

Of these four ways, some of us have one way, some two, occasionally some have three and rarely do people have all four methods. In whichever delivery form you get your inspirations, it's important to remember these inspirations, ideas,

thoughts, feelings etc. all initially come to us positively and we receive them that way -- positive!

**Don't be a killer of your own possibilities or dreams** by ignoring, filtering, omitting or killing them with a **defeatist negative attitude**. Try just one through to completion and see what happens. Stay positive all the way through to see the final outcome. Was the outcome positive or negative?

If it comes to you positive and you don't alter it, it always stays positive, so the outcome must end up positive. But if you filter it and or alter it, it may not stay positive, but rather go to neutral (impo- tent) or worse negative (producing a bad result). The important thing is not to kill your own internal inspirations, or future possibilities. **Did you know that 90% of the people on the planet doubt their own abilities? Ouch 90%! Earlier I mentioned that only 1% produce amazing results, but how is that possible if 90% doubts themselves?**

It's because **in spite of their own fears; they power through it or persevere**. To preserve means **"To continue on a course of action with some effort in spite of difficulty or opposition."** Pretty cool, huh? So, if 90% self-doubt and 1% produce, the other 9% are really, really good at persevering.

Those of you that know me know I have stricken the word "No" from my vocabulary and choices. **There is no word "No" any longer in my life**. When someone says the word "No" to me, I start working! I get excited and I love to teach others the same

concept. Most people will accept "No", but then they see me not accepting or allowing the word "No" on their behalf, and then they join me in the fight, but not until I first defied the word "No".

Please don't mix up perseverance and self-preservation even though they sound alike. Self preservation is back to your brain protecting or insulating you. Its definition is "preservation of oneself from danger, injury or death." **Interesting!** Death is obvious however, what about injury or danger? Self-injury or self-danger = self-created???

We make the words danger and injury mean what they mean. Webster's gives us a clue, but **we believe it, make it real, experience it and send it to our storage unit.** We acquaint the experience to the word. In other words, we define the "experience". So, when Webster's says danger is "damage, loss or pain", and Webster's says injury is "physical harm to a person" I'm going to disagree here.

I agree totally with their textbook definition, but I'm going to add to it, based on my vast coaching experience of over two decades and over 20,000 hours. In our makeup we have an inherent survival instinct, fancy words for "self-preservation". My distinctions of the definitions of injury in danger would be known as mental danger and mental injury, frequently caused by our lack of self-belief.

By adding the word "mental" to each word they take on new meanings. Mental, according to Web-

ster's dictionary means "In the mind, ill in the mind, by the mind, and for the mind." And the one I'm concerned with the most is "In the mind". You see definitions of "In" the mind, and when we recall, we recall the definition that is in our own minds.

We don't talk about mental damage or mental injury much, or society speaks to mental illness (but when it is too late as the damage that could have been preventable is already done). Mental damage could simply be a constant negative orientation that clouds things or make us "foggy."

## **Chapter Four: Eliminating the Negative Past**

So, I'd like to share things that make up mental danger and mental injury that are not only "In the mind" by definition, but also are embedded in the subconscious by experience.

Those things could be anxiety, life's painful experiences, certain embarrassment, failure, limitation, some deceit, omission, weakness, crying, skin color, low IQ, sexual orientation, neighborhoods, financial standing, amount of education, divorce, therapy, your appearance, any criticism, physical abuse, verbal abuse, intimidation, crimes, rape,

sexual abuse, abusive or troubled parents, some religion, and many, many more negatives sadly.

All of these can be used to hurt another person, putting a severe dent in their Self-Esteem [self-confidence and self-respect] which then get experienced, defined, put in the mind (by you) and sent to the storage unit (memory), for instant, subconscious, negative recall in a split second, **that you don't consciously think to stop inside your head.**

Yet when you come in contact with those 27 items, your instant recall is negative so your brain self-preserved, thus **avoiding mental injury and or mental damage, and that keeps your low Self-Esteem (self-confidence and self-respect) intact; power lies dormant to do anything in that moment, except to avoid! So that's what you do - you avoid!**

Then we wonder why our Self-Confidence, Self-Respect, and Self-Esteem isn't much stronger. Like weightlifting grows your physical muscles from the resistance of the weights on the muscle(s), you grow your **"Three Self's"** mental muscles by resisting what's holding them back, the false possibility of mental injury and mental danger. The self-induced incorrect "perception" of injury or danger.

The real injury or danger may not "really" exist, **but your brain doesn't know that.** It knows what you make it know, the real hurtful experiences of pain, humiliation and embarrassment etc. **That's what gets sent to the brain's storage unit for recall later.**

All these hurtful things have "intense" negative experiences sent to the recall system, **which then has those really high on the instant recall list to avoid them at all costs**, remembering the brains job is primarily that of protection.

The reason we want to neutralize the negatives, or better - turn them to positive, is so the **brain has less and less negative information to recall from**. So, when your recall from memory must occur, the **positive portions of the storage unit far outweigh the negative portions of the storage unit**, so your odds of a positive recall increases substantially.

With more positive memories, you **stay inspired, and you take more risks**. There's a short exercise to demonstrate this point. Pick something you know you're really good at, for me as a kid I would play street hockey in my driveway and take at least 300 shots per day throughout all my teenage years.

What is it that you are really good at? I got to the point, and still can today, where I take just three warm-up shots and then I can put a street hockey ball or puck anywhere you tell me to when shooting it at a hockey net. I'm really, really good at that! Again, what is that one thing you know for sure you are really, really good at? What is it?

For me street hockey is almost therapeutic, meaning; if I stress out or have anxiety, I go out in the driveway for 30 minutes, shoot some pucks, and the stress and anxiety are completely gone.

So, I know I'm really good at that, therefore my Self-Confidence, Self-Respect and my Self-Esteem relative to puck shooting is extremely high! Now for part two of the exercise, I suck at golf. I really do.

I've played for over 10 years now, can't keep my drive straight, took lessons that didn't help, bought \$1500 custom clubs and I still suck - period. You relate now to something you are challenged with, like golf (a topic not too serious), not like your career (that's way too serious for this exercise).

When I play golf at charity events, I'm totally self-conscious of being at the first tee box with the gallery (seems like everyone) watching me tee off. I can feel their eyeballs on my back, analyzing my every move, so I can't concentrate on the shot.

How do you think my Self-Confidence, Self-Respect and Self-Esteem is with golf? Correct. Horrendous, right? **Wrong!** You see its just golf, and I'll likely never see those people in the gallery ever again, so I don't care honestly. **Follow me on this.** I've learned many tricks to stay mentally sharp and **keep my "Three Self's" really, REALLY high.**

Here are two; First, for many things I know, I don't care about the outcome; I only care about being in action, forwarding my cause(s). Further and these are the confusing words **"I don't care that I don't care!"** I'm not going to make a big deal about golf (first I don't care that much about it) and I'm not going to beat myself up because I don't care that much (the second "don't care"). But can you

just hear all the judgmental people; "If you're not serious about golf then why do you play?" And the untransformed me (the old me) would say something self-preserving (better known as stupid) like "For the fun of it". **I don't feel the need to explain myself any longer. I don't have to justify my sucking at golf to anyone for any reason.**

Did my description earlier sound like a fun experience? It wasn't, and **I'm not here to make other people happy any-more.** I'd like to, but if I don't "I don't care" and "I don't care that I don't care!"

When my daughters were little, five or six, they would say "Dad we're bored". I didn't care; my purpose in life is not to be an entertainer for five or six-year-olds. Call me a lousy parent if you will -- but I don't care. Today at 26 and 25, both my beautiful daughters love me to death they are both very creative, because I wouldn't entertain them or overreact to them "trying" to push my buttons with the "B" word. They grew up just fine that way.

Second tip, **I don't commit to remembering a whole lot of stuff.** Little things have no place for me in my storage unit. Only major things get stored now, things that matter to me, after all it's my life. Some would say that's selfish, and I'd say yes -- thank you! **I am very selfish!** Webster's says selfish is "Having concerns with one's interests". Shouldn't we all be concerned about our own interests?

Just don't take it too far, having little or no compassion for others. But be sure "your" con-



cerns are first. There are many words that start with "self-", and they all have one thing predominately consistent: **YOU!** You are the self in your self-love, self-preservation, and self-determination, etc. And there is absolutely nothing wrong with it.

When you add up all the "Self's" they total your Self-Esteem, especially Self-Confidence and Self-Respect. **You know in your heart of hearts you are capable of most anything, and definitely capable of "more", whatever "more" represents for you.** You also know you were born with amazing potential as a happy little baby (boy or girl) as a blob at birth, lol.

So, the question is, if you don't have everything you want and you're paralyzed to take risks, **"What happened to you?"** Rather than some traumatic accident (which are very rare -- but do happen) you likely just shut down somewhere along your path.

**You may have quit, or decided to play it safe, or be very cautious not to get hurt ever again in your life.** I was like that too for a while, but life was harder. I've been divorced - twice, and after divorce number two, I realized two things as true.

First, the only common denominator to these two situations was me (ouch) and it was very immature for me to blame the two awesome women, so **I had to grow up and be honest with myself.** Tons of work (years really) later, I was no longer numb, cold, hurt, angry or "against ALL women."

I went through all those stages to come to the realization that I'm just a lovable teddy bear of a guy who loves life, fun and women. **And I knew that all along; but I got lost.** Not in an immature "sex only" sense with women, but in a "women are so much smarter than men" kind of way – I know now.

I have the ultimate respect for my Mom, nearly 90, my daughters Kim (26) and Sarah (25), their Mom Kendra (29 forever), and my beautiful fiancé Ildi (ageless). They are the center of my Universe, oh yeah, my grandsons Tony (5) and Josh (2) hold the place in my heart too (they are guys though)!

Why do I tell you that in this Self-Esteem handbook? It's because **high Self-Esteem allows, in fact demands, vulnerability and humility!** For me the opposite of vulnerable was shut down, cold or numb and the opposite of humility for me is pride (I was way too good at pride in the past) and that turned me into a complete A- hole back then.

**Today I'm centered, grounded, mature, fun-loving and happy person and all because my "Three Self's" have never been so strong honestly.**

I went from the depths of true despair and the smallness in life to the highest of highs and **now the entire Universe is allowing me to play full out on a huge game of International Coaching and Human Development!** I'm so grateful I coach, write, speak and study. It's my adult version of street hockey and I'm pretty good at it too, and I'm told that often.

Be grateful and humble about your successes for just as easy as you win you could be taken to your knees and lose everything. That's why when you get to this place, you must give back, pay it forward; all of that. To stay true to you stay humble and focused on helping others. I say this because I am a firsthand working example of **recovering from very low to very high Self-Esteem**. I know the drill.

When I began this book, I mentioned there are a zillion writings about this topic, but only one of "my stories" about it. If my recollection of these painful times and happy turnaround can help just one of you -- I've done my job completely. Look at famous people such as: John F. Kennedy, Clara Barton, Astronaut John Glenn, President Clinton, Musician Sting, Mother Theresa, Gandhi, Dr. Martin Luther King, and many more great and successful people.

**Nothing could stop them!** Their belief was so strong in their purpose, no distraction could stop them, and **no amount of adversity stole their focus**. Their "**self-belief**" is and was very, very high. How is yours? Do you believe what you start you will complete? Most people don't – they're playing safe.

**Does what you set out to do happen?** Is your self-image positive? If your self-image is neutral (in the middle) you'll turn out to be what I call an "**At Leaster**" or just mediocre. You'll say: "I'm not a Millionaire but "at least" I pay my bills." Is that good? Is it good enough? Is it a good habit? **All NO!**

You'll say, "I wasn't a very good Dad, but I bought everything she ever needed." You'll say, "I wasn't home to see my kids grow up, but "at least" they had a roof over their heads." You'll say "Blah, blah, blah but... at least... Blah, blah, blah.

**What if your image is negative?** Sorry, then you are acting like a loser – change that! If it's positive, you are a winner as my friend Brian Tracy says; **"Winners do what losers won't."** Why? Because losers have low Self-Confidence, low Self-Respect, low Self-Esteem - absolutely no belief they will win!

They know they won't complete whatever they start. They know they'll get distracted along the way. They know a Million dollars is not in their small reach and even smaller sphere of influence now. **Positive winners reach big, for the stars, for the biggest game possible, for the prize – all the glory!**

Why I have an International Coaching Company and a Worldwide reach is because it's the biggest game out there. If I could try interplanetary coaching I would. Reaching that big and far guarantees a certain degree of success, and more than most!

**So, your self-view or self-belief is pretty critical, Yes?** Your belief is the only one that matters! Nobody else's view of us really matters. **Stop listening to other people and start listening to your own intuition 100%;** It knows what is best for you!

Others may not like it and you'll have to deal with that as I did with my second ex-wife, but that is their problem not yours. Once you get over the

painful separation part, and it will be painful, you will have a better life waiting on the other side.

Our actions, projects, dreams, goals, commitments and promises are consistent with “our” self-beliefs not somebody else’s. **It is virtually impossible to act in a way inconsistent with our own belief system(s) or when you do is when you feel lost or drifting because it feels unnatural to your make up.**

That would be an act, and other than a couple of hundred professional actors, 99.9% of us can’t keep that up for a very consistent length of time without getting foggy, depressed and lost pretty darn quick. All of this is in your own hands.

**This is how the Theory of Spirality begins.** Once you’re on the false path one thing after another starts hitting you, like the constant churning of whitewater at a beach during high tide on a very windy day. That constant battering that you take is never ending and the waves start to hurt and throw you from side to side, one after the other, with no end in sight anytime soon. **Can you relate to that?**

## Chapter Five: Self-Beliefs

**The key to success is finding ways to strengthen your positive self-beliefs and that’s where coaching comes in.** Much like the realms of profes-

sional athletics, the top champions in nearly every sport are using coaches. Tiger Woods, Lance Armstrong, David Beckham and Roger Federer are at the top of their games respectively they are "In the Zone" so to speak but still utilize their coaches.

But anyone who's ever been in the zone knows exactly how fragile that it can be to fall out of the zone. So, these champions, use insurance, insurance to stay at the peak of their game, and 90% of that is mental, while 10% is physical. Hire coaches!

That's right only 10% of the staying power is their natural athletic ability while **90% is managing their emotional space**. It's like I said on the inside cover of all my books **"Training and managing your own mind is the most important skill you could ever master in terms of both your personal happiness in your success!"** It's true and its very fragile too.

You have a choice about coaching, get one or don't. **Get one and it's a move to strengthen yourself beliefs by improving all your "Three Self's"**, specifically your self-confidence, self-respect and self-esteem and as a bonus fourth: your self beliefs.

Or don't get a coach and do nothing or worse, weaken yourself beliefs, your self-confidence, your self-respect **while possibly ruining your Self-Esteem**. Coaches' care more than is reasonable. They are trained to never give up on you - Never!

Coaches see greatness in you when you don't see it. **They believe in you when you can't believe in**

**yourself.** They help you produce what you had forgotten you are even capable of producing and that is priceless! Who else is that brutally honest?

To have someone that is committed to you is a blessing and not something we can even count on from our best friends. And **they don't sugar coat things just to make you feel better** – “temporarily.”

The monthly or hourly fees they charge, while perceived as expensive, cannot be purchased elsewhere. If you have the “right” coaching program, having the right coach is absolutely priceless; **making it affordable** if you negotiate well.

The truth is that **most people avoid this work** so much that 80% of all available grants and rebate monies budgeted never get used by the target audience. It's not from Governmental red tape or regulations, it's because **people don't want to confront it** and do the work -- even though they would likely get approved and succeed at the work. It's not hard, it's very easy and most people get approved right away. Why wouldn't you want to receive up to 50% off your coaching/training from someone else? **You use their money, but you improve your life.** That's a great return investment, zero spent and huge rewards, so just do it!

The best way to improve all your "Three Self's" is to move toward the things that create joy, happiness and success in your life. Also, **move away from those things that cause sadness, stress and failure in your life.** That may include people sadly.

Coaches keep you ultra-focused on possibility, what is possible, not failure or substandard performance. **Coaches assist you in attaining abundance** (what you never thought was possible) and that is, priceless! Let's look at a monthly example.

We'll look at some dreams. Let's say you wanted to A. Write a book B. Public speak to 1000 people C. Become financially free D. Get a \$10,000 raise E. Purchase a second home F. Pay off all your credit cards G. Finally find the woman or man of your dreams or to just pay all your monthly bills.

Now all of these are going to take investments, and certainly time, certainly money, maybe more.

**Three possible scenarios:** 1. You don't get them ever 2. You do them on your own and it takes years and years OR 3. **Use a coach and pay the coach to guarantee that it happens.** Item 1: No discussion needed, you failed and got more of what you always get, which is frustration and unhappiness. Item 2: You did it on your own, it took many long years and you succeeded at say two or three of the above items only. Item 3: **This time with a coach's assistance, you get it all but in half the time, Wow!**

With the remaining months or years, you accomplish two more goals, except because you know you can get two more goals; your coach has you get three or four more. But because your coach will have you shoot for the stars, they get you to go for even more. Get them, all of your goals, a grand total of six or about 400% more than



you would have likely achieved on your own without coaching, support, the lessons, the experience, the positive influence and without recreating the wheel from scratch. Coaches are “Success Insurance.” I know myself; I have had over a dozen.

**Do you think your self-esteem would've gone up?** Of course! Would it go up more with six accomplishments rather than two accomplishments? Of course! **Let's look at actual money examples.** Here's how it works: Business Coaching is \$700 to \$1600 a month from anybody could be (\$2000 for me) or \$8,400 a year (\$700 x 12 Months a Year).

Life coaching is \$300 a month or \$3600 a year. **Would accomplishing your desires on the prior page be worth \$3600 to \$8,400?** Only you can answer that, but my guess is a big fat yes. What is the price of happiness? From my experiences and based on testimonials I receive coaching people who have wanted many things for a very long, long time, most of them answer with a strong “**YES.**” Could you get accustomed to lots of “yesses” in life?

And I guess because their Self-Esteem and Self-Confidence go up, they **try more and bigger things too.** So, there's a residual ROI (return on investment) with the successes attributed to coaching.

**What big thing do you want** (over say \$10,000)? Can you get it on your own? Sure. Question is why haven't you? **Could a coach help that?** Probably! Not to mention that it's a good value, \$3600 to \$8,400 for a \$10,000 raise, or the woman/man of

your dreams, or writing that book or overcoming fear of public speaking, or whatever you desire.

Now let's say you get a grant or rebate of 50% (you can't get both a grant and a rebate), now your out-of-pocket, after getting your reimbursement in the form of a grant or rebate is just \$1800 (half of \$3600) to \$4200 (half of \$8,400) -- and now **that seems like an incredible bargain! It happens every day.** These funds are available so apply on-line!

The scenarios I just gave you are very real and commonplace in our International Coaching practice, everyday occurrences really. **The three biggest limiters of everyday people are humiliation, pain and embarrassment.** We get all up in our heads about this stuff, which is worse than that "thing" itself because the issues take on a life of their own. Let me give you an exact example here.

I once had to play a three-minute skit of Eddie Murphy when he was romancing Jada Pinckett Smith, (Will Smith's wife) in the movie The Nutty Professor. And my exercise was to play the role, all out, to grow, so I poured everything I had into it.

During the exercise I made a complete ass out of myself, but I didn't care. Why? I was there to learn and didn't care what people (200ish) watching me said or thought. I could have been humiliated or embarrassed (that was a choice available to me), which could have caused me some pain, but I didn't choose it, and like I often say: "And nobody died." I'm as far from a six-foot slender black man

as you can get, but I grew a ton from that exercise. Do you need to do this? No, that exercise was extreme. **Find another way (Coaching)**. It's just a method that worked for me and is a great example for you to learn about. But remember your brain will try to stop you "if" you relate to humiliation and embarrassment - as bad emotional experiences.

**Your brain won't allow you to do anything it knows will hurt you.** Here's the proof. Take your fingers and pinch your right arm. Easy right? And now the real exercise, ready? I want you to now punch yourself as hard as you can right in your eye socket, go ahead as hard as you possibly punch. No. Ok then hit your hand full powerful with a hammer, just once – go ahead – hit it. You have a choice. Go ahead pick the one which you will try. You can't! **Your brain won't let you.** You simply can't do it period. Your brain stops the process, shutting your own motor skills down, so they won't do it no matter what I say. **Your "subconscious" mind is exerting "control" over your body,** so it won't do it.

This exercise should show you how much "control" over you and your actions your subconscious mind has over you! This is "self-preservation" to protect you, even from you. **So too, your subconscious will not, I repeat - Will Not, allow for failures.** It shuts you down first. This is why, psychologically, so many goals don't get completed, and why New Year's resolutions fail too, **and why we often don't accomplish what we say we're going to do.**

If your subconscious mind knows it's not possible (failure) it won't allow that, but rather it will protect, or insulate you, from your negative emotions such as disappointment, embarrassment, etc.

There is an easy way your brain knows how not to fail. Don't try anything! **Your brain weighs out the rewards of succeeding at a goal versus the amount of risk and chooses subconsciously for you, without your involvement or consent, it just starts controlling your actions by deciding "Fuck No".**

But it never works out because **your brain is wired to weigh more heavily the risk side versus the possible reward.** It places a greater negative emphasis on the risks. So, we start something with our full intention, unknown to us that our subconscious says "no, no way, too risky" and **then we immediately start to rationalize why we can't do it.**

That deters us and feeds our storage unit that this was "another unsuccessful attempt", or negative experience, that goes to the oldest, biggest, fastest retrieval section of the storage unit, ouch!

When **rationalizing**, we can say or think "Well that \_\_\_\_\_ (goal) wasn't worth it anyway." Then we get too smart for our own good. You see pretty soon we get completely convinced that we "didn't fail"; it was just that "We should have pursued that stupid goal anyway" but the brain still records negative information for retrieval later. **If and when you try that again, retrieval gets "You've tried that before, so don't even bother this time."**

When this happens repeatedly, we get stuck in a rut, our Self Confidence and Self Esteem eventually suffer, and in extreme cases we totally shut down, numb out and perhaps could need serious therapy. So, there is a lot at risk here my friends.

How can we change this vicious cycle, the constant spirals, the treading of white water? Simple. We need to be 100% certain that when we set a commitment (stronger than goals) our subconscious mind for certain, not maybe, our subconscious answer is "Yes" we can do this! It must be a positive yes too. Not an uncertain maybe or negative response. Or we are doomed to fail, over and over again, destroying our long-term Self-Esteem.

All of these responses in the subconscious mind are firing both simultaneously and instantly through our synapses. **We are not in control of these, speed of light, cellular decisions.** Synapses are the cells that make up the brain, responsible for decision making, thinking and making choices.

All of us have heard of "super-human" feats. Often mothers who are protecting their children somehow. Herschel Walker, the famous Georgia Tech Bulldog and Dallas Cowboy's running back was involved in a superhuman feat when there was a motor vehicle accident in North Carolina in the off-season. Hershel happened to be close by.

The vehicle burst into flames, certain to kill the trapped occupants, until Herschel Walker ran over literally ripped the door off the vehicle, pulled it

right off the locked hinges from its sealed and locked position. **How is this possible?** In our brain is the "fight or flight" instinct, and Herschel's fight mechanisms kicked in, pumping adrenaline to his incredibly massive and muscular ripped body, so he tore that door off like we would peel the cellophane off a single slice of Kraft cheese.

Most of us still go the flight route though, getting away from situations, getting out, or avoiding, etc. It seems tough on us during these occasions, and we choose the comfort zone route, so we allow things to happen. Martial artists are grandmasters at discipline and overcoming pain, opposite of the "flight" mechanism. Have you ever seen on TV the karate demonstration where a 10th degree black belt chops through 10 huge ice blocks with his or her bare hands? It's so cool (no pun intended) and they never mess it up, they break every single block every single time. But why? How can they?

They walk up, let out a scream and boom a second later, split ice blocks! You don't think they just walk up and do that do you? By no means, they practice that trick for years before being able to accomplish that. Tons of practice, thousands of strikes and the "confidence" they will break right through. **Confidence building is the key with that.**

If not, their brain would not allow the body to karate chop at the ice blocks, avoiding injury to the hands, so they, through repetition and confidence building, tricked their brain to success and did it.

They first chop at full grain bags, then light woods like pine, then heavier woods like oak, then thin ice, then thicker ice, then one ice blocks until they continue and graduate up to multiple ice blocks. But you don't see all the work that they did.

As my very close friend from Los Angeles Francisco says "Confidence is not a magical formula. **At its core, it is a reflection of how you perceive yourself in relationship to others or other things and how you perceive yourself in relationship to obstacles.**" **When your confidence leaves you, it's not abrupt.** It's slow, it's a lulling effect, or a slow spiral downward as is the case with Self Esteem too. Eventually we won't try anything any-more.

Francisco says "**pretending**" to be something you not, like the most common form of this is acting as though you're a Millionaire, is not the same as you "**believing**" you have the ability to become a Millionaire one day. And I totally agree with him. Not to mention by pretending to be a Millionaire **you just get deeper in the hole**, gripped by debt, which is not good for your Self Esteem either as you can imagine. It takes years to unpack debts.

This trend of **downward spirality** is very common for many people and seems as though there is no way out, but the truth is, there is a way out if you know what to do. Find someone who has done it!

If you don't know what to do that's fine too, just find someone who does know that can help you. **Here again I'll stress coaches for two reasons.**

One, a Coach will get you the help needed twice as fast (at least) than if you tried this on your own. And second, and probably more importantly for you, the Coaches are unbiased third parties to your life.

They don't have the expectation and judgments of the closest people around you have, especially the person you are closest with; **YOU!** Coaches don't look at failure or success, or you being stupid or not. They only want you to get what you desire, whatever that may be, and their sole existence is for that purpose. They guide in your deepest desires with their coaches training and coaching expertise.

## **Chapter Six: Don't Be a Pretender**

**Having high Self-Confidence and Self-Esteem allows us to "believe" anything is possible, so our brain allows the action of "acting on it (anything)." Truly believing you have the ability to overcome any obstacle and become a Millionaire, puts you at least on the playing field -- "actively" in the game!**

**Simply pretending you are already a Millionaire will get you broke, in trouble and costs you two! Don't be a "Pretender," your brain knows the difference anyway and the debt you create will make your ascension a tougher climb out of debt.**



Developing emotional maturity, meaning learning to emotionally detach is one of the most powerful and freeing practices you can develop for your life. **“Emotional detachment allows you to live a life without being overly concerned about judgment by others”** says Senior Coach Francisco Dao in LA.

They give you the strength to walk away from anyone and anything without shedding any tears, feeling bad or guilty, or getting stuck or stopped! This is a huge tool if harnessed properly. In other words, don't overdo this so you're cold to others or lose your true soul and or your conscience mind.

Proper use of emotional detachment allows you to devalue any event, any job, any challenge or any judgment of you, especially any person's opinion by removing your attachment(s) to it (or them).

Francisco taught me, and many others, “How to wipe their slates clean” by learning how to detach from unhealthy emotions that might otherwise have historically clouded one's thinking and/or feelings. **Don't let that happen to you. Clean your slate!** Take it a step further by purging the negative naysayers from your life too if you can. When you make it, they'll say you are lucky, or you made it “by mistake”. If you were rich you wouldn't care.

Some of us have these people in our lives as family members, and you can't cut them out or shun them completely, but you can live distantly from them, so if that is the case for you, just put a little distance (or infrequency) to that relationship.

On the scorecard of life, a win shows up in the wins' column no matter how ugly or how beautiful, it's still a win. Nobody remembers who comes in second and nobody remembers the losers who criticized the winners along their journey either. Remember; **“Winners do what losers won't!”**

The way you do this is to closely monitor your attitude, your self-talk and your mental state during the "entire" performance period, paying special attention to the last 10% to the finish line. Control your thoughts and stay in the chase, staying highly active and ultra-competitive until you finally win.

In other words, don't wimp out or settle for less. You'd be selling out on your dreams for a useless naysayer. **Keep it real too.** Often people with low Self-Confidence or Self-Esteem tend to view obstacles or challenging situations as **"being bigger and more threatening" than they really truly are.**

You've all heard the "Mountains out of a mole-hill" reminder. Change your personal orientation from playing defense (playing not to lose) to playing offense (going all out to win). What you believe about **“YOU”** matters more than anything else.

Be sure you know the topic or subject as people can be uncertain because they don't fully understand something, but they internalize it by saying "I'm not smart". That's bull and you know it. Want proof? **Go to [www.iqtest.com](http://www.iqtest.com) and take the quiz.** Other than geniuses (150+), we are all pretty close in score. Go find out your IQ, it takes just minutes.

Sure, doctors and lawyers are a few points ahead, but exceptional commonsense counters that in a heartbeat. We were all equal at birth. In my experience of life, we all end up pretty equal. Opportunities are equal, so life is what "We make of it", and how we perceive our own opportunities.

**You have to overcome your own past**, so what - that's easy really, it was yesteryear, and you can't change it anyway. **But you can affect tomorrow!** So, watch your emotional reactions now, especially your own OVER-reactions which get sent to the old brain's storage unit. Don't recall the overreactions.

When we talk, we don't use our senses to gather new info, instead use "thinking." Thinking is methodically going over "ALL" of the information in the storage unit, coming up with neither logical nor emotional conclusions. Also, you must remember, you are "not" what you think (if negative thoughts).

You are not what "others" think, but **you are what you think** "YOU" think you are! So, think of yourself only as positive, confident, highly respected person, who is determined and who is loved! Because YOU are who YOU think "YOU" are, and YOU are who YOU say YOU are! Become that now!

That's a tricky sentence, go back and read that again. If we think we are successful, we act successful. If we feel lucky, we act lucky, etc. But next time your mind has to recall successful or lucky it will recall the latest experience (memory) positive or negative from your memories, it doesn't care.

**Here is some proof of what I mean. When someone else thinks you are better at something, say scuba diving (I've been diving 13 years with 300 plus dives). You think you are a better diver.**

**When your wife or significant other says you're better looking than you think, you believe you're more handsome. When your husband or boyfriend says you are very smart, you feel smarter too. You get it. **You start becoming what they said - Nice.****

**Why? Because you now have their "permission" to be that way. But it's really a trick for yourself whether they actually said it - or not. So just ask them to help you and to say it to you. They will.**

**Over 15 years ago, in a sales training program, my trainer said: "You're afraid to talk to strangers."**

**Of course, my ego got involved and said "No I'm not" before I even thought. He said: "Call your mommy and have her call you back later in the week to tell you it's finally okay for you to talk to strangers!" Reluctantly, I followed his coaching. Guess What - It worked! Then and now I'll talk to anyone. **Trick yourself -- whatever works, works!****

**Don't deflect compliments either, receive them gratefully. Don't say "Thanks for the kind words, but (deflection) I'm not that smart really". That compliment is their truth, so receive it graciously. Just say "Thank you" humbly, no bowing, no high fives, no hands steeped in a praying motion. **Don't dismiss this very healthy and nutritious brain food!****

Accept the positive reinforcement! As the world is very negative, so you must be strong enough to repel most comments; in other words, be "Teflon" woman or man, and let the smut slide right off. We only get just three positive messages a day, on average so embrace those three messages please.

But the ratio of negative messages to positive messages is bat at 15 to 1. So, for your measly three compliments today, you get 45 negative messages too. Let's put that into perspective. That's 315 negatives a week (ok: week), 1260 a month, and 15,120 a year (ouch). You must counter this with the very few positive messages to have a chance at all. Flood your mind with positivity now.

You must morph negatives as needed, being a chameleon. Water is a great example here. It can be simply water, or it can be steam, it can be ice, it is very adaptable. Don't forget, because of water's multiplicity (adapting) it is the very most precious resource on the planet. We can't live without it. So please make yourself a resource that is precious too, that nobody can be without. Be Positive now!

**To trick your mind is easier than you may think.** We are only concerned about something while we think about it. So, stop thinking about "it". **Stop thinking about it and it's gone.** Don't completely avoid it, just defer it until you are stronger or can handle it or get help (another opinion about it???)

Control your hippocampus or amygdala. Huh? Your hippocampus is the center of your memory (or

storage and your amygdala react, specifically to the emotional experiences of fear, anger, flight and defense (what a crappy job it has). **Our brain over complicates matters too, want proof?** Question: How many emotions do you think we have? If you thought hundreds or, oh my gosh, how would we know, tons, zillions, etc. You would be dead wrong.

The answer is eight! **Only eight**, that's it. They are 1. Joy 2. Anger 3. Surprise 4. Fear 5. Acceptance 6. Disgust 7. Sadness and 8. Curiosity. Just eight! All the rest are combinations (202) but the 210 (202 plus the original eight) get blurred by moods, strengths of emotions, worry, etc. So, it **seems endless**, and what further complicates the emotions, confusing them even more, is **the direct proportion to the degree of emotion we are actually experiencing "in that moment"** (and remember moments change - thank goodness – so just wait).

Each moment, any and all of them are variable, could have a greater or lesser weight on the emotions, so in essence they seem endless. This all starts when we are young, and our parents are of course involved here, but they're not solely at fault.

Example: toddlers between the ages of two (terrible twos) and five years of age hear the word "No" on average **25 times per hour**, all day long.

That's about 12 hours a day or 260 "No's" a day for three straight years or 84,900 "No's" each year for a grand total of 254,700 "No's" in three years. **You think that might impact us? Maybe later in life?**

The child either cares about the "No's" or he/she doesn't. If they do, 255,000 "No's" gets sent to the storage unit for recall later. You would be a worldwide expert on "No", or maybe ignoring "No".

Or the toddler doesn't care (as I discussed earlier) and stays in action (unaffected by no). That could mean the difference between us humans being emotionally mature versus none of us mature adults being stable, because you can't live "Your" adult life on the opinion or experience of the then toddler who fought off all those no's (best case).

Your brainstem sends the communications to your body, and the higher your priority or urgency (as in a perceived emergency) the quicker the retrieval from a storage unit happens as adults. That's why when you hear a loud noise you duck first and then ask: "What the heck was that?" later.

Your Limbic System is the Courier who makes all the deliveries to your storage unit, and it delivers the emotional packages with high priority, rush delivery! If the storage unit is full of negative stuff your recall will definitely be negative. So, alter the process and start flooding your storage unit with positives to increase the odds of positive recall.

Exercise: Notice how your body reacts to this. Stand up and say, loud and proud "I feel great!" How did it feel? Just pretty good right? Not great though, because your recall system is accustomed to feeling less than great, so it didn't fully participate in the exercise or get maximum impact at all.

Now, again loud and proud, each subsequent time louder, "I feel great" five times, ready go! Now you truly feel great -- good job! Okay, sit back down, hunched over and murmur "I feel like shit". It works, immediately you feel like shit immediately! **Why did that work so fast? Because of past recall.**

It's what you are "used to" feeling. And here's the worst part, it killed your "great" feeling from just two seconds before, that you worked so hard at. **That's what negative does, it kills your positive feelings, dreams commitments, actions, etc.** Okay, neutralize, stand back up, 10 times "I feel great" -- go! You see it sounds goofy, but I can't leave you as someone wiped out with any negative emotions.

## Chapter Seven: Controlling Your States on Mind

**Can you change your state of mind now?** The simple answer is: Yes! And that is very good news for some of you. Let me explain in greater detail.

**"No one can make you feel inferior without your consent or permission"** said Eleanor Roosevelt, and it's true. It's all about us being strong mentally and being able to control our states of mind staying toward positive by choice, and not by accident.



We are all capable of that, let me show you. A story... You are driving in a vehicle, going down the freeway, happily – not a care in the world (state 1). All of a sudden, seemingly out of nowhere, the Highway Patrol is behind you. You see the Police Cruiser in the corner of your mirror, as you gaze quickly, and your mind thinks " Oh crap I hope they don't pull me over (this is state of mind number 2)."

**Just as you intended**, a moment later the lights in the cruiser go on and the siren chirps twice for you to pull over. As you do, your mental state of mind changes from "happy go lucky" to "victim" (state of mind number 3) thinking "What did I do?"

The Officer takes your driver's license and proof of insurance and leaves you alone for three to four minutes (which seems like three to four years - state of mind number 4). While your mind changes states again now to panic (endless and overwhelming what if's scenarios – state 5) and you are now very anxious, becoming stressed (state 6).

The officer comes back and says "I'm going to give you a warning" and your mind shifts yet again (state 7) in a split second (like you're really happy about this now) so you "feel" relief (state 8), your pulse slows, and you are now breathing again (state 9) and you return to a state of happiness again as the officer drives slowly past you and you pull back out onto the highway (state 10). Most of us have experienced this at least once in our lives, **so you can relate to the "full range" of emotions.**

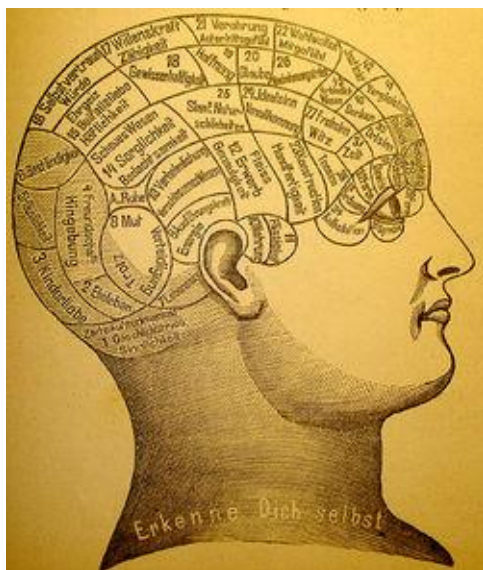
But what I asked you to look at was all the twists and turns that your brain went through as it conditionally changed states of mind several times in just a few short minutes, showing you -- changing your state of mind is very possible. You just have to learn how to control it now, instead of it controlling you as it has in the past. Would this be cool to learn? **Would it be valuable?** Okay good.

First, remember you are not your mind! So, it doesn't get to control you anymore. **But your mind is yours, so in essence you are responsible to control it.** That's what sending positive messages and experiences is all about really. The purposeful "practice" of sending positive messages to your storage unit versus sending negative messages. It's also the way criminals and serial killers feel, with no remorse at all, they've got their brains out of balance with the negatives seriously outweighing positive, or worse, numb outweighing negative -- no feelings at all. Nobody wants to be that numb!

We experience many emotions and feelings in our heads (not bodies). It was believed in the late 1800's to early 1900's that the brain had many faculties. It was the Science of "Phrenology" that displays a human head, and which "faculty" came from where in your head, or area of the brain.

This science was disproved later in the 1900s, but it's fascinating for me as I studied the brain for 20 years and also researched this material for my

writing here. How accurate it still seems despite its disproof that Phrenology made sense back then.

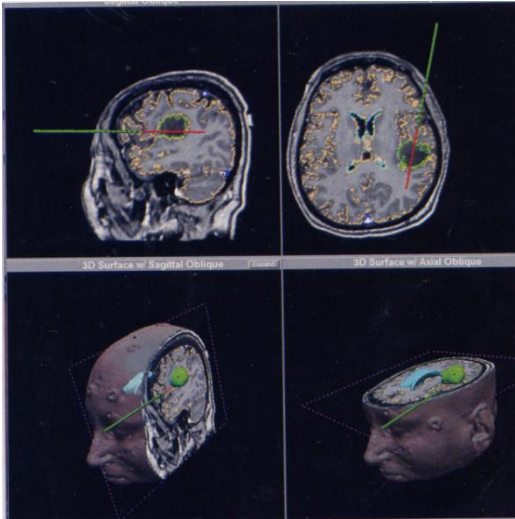


That's why I keep studying the Phrenology angle. It's so basic, it stands to reason for it to be true. I've included the Phrenology head on this page, just as an item of interest for you to review. So, you can see, back then, where people thought say number 10: Secretiveness, or number 13: Self-Esteem was supposedly located. Pretty Cool huh!

There are some pretty cool examples of this on the Internet too if you go to Google and just search under Phrenology (the cool ones are on page 1).

Soon the technology will give the exact answers as brain scan technology and machinery now shows the exact areas of your brain that heat up when for instance, Number One: Sexual Love is

thought about (interesting how sex was number one even back then) or Number Five: Concentration is required. See modern brain scans below.



Those cells, synapses are the circuitry of the brain that "heats" up with certain thoughts, and high-tech imagery shows exactly in the brain what cell is warming up (from blood flow). I can't wait to compare the brain scans to the Phrenology head. Okay, I'm a geek, but to me it is very fascinating.

Anyway, there are over 37 topics on the Phrenology head, so you can relate and understand, and this is why I brought this up. One's self-belief always dictates whether you'll succeed, or you fail, almost always. Because of this, you want to begin each project with a high degree of self-confidence,

self-belief, and self-esteem, all the "Selves" really, or there's a good chance you will most likely fail.

It's for those reasons that we all want our "Three Self's" to be high all the times. It's the magic formula to success and helps us take things on and get excited at the possibility of completing something. Something you love to do or have a passion for, otherwise it won't likely hold your interest very long. This is exactly why many careers sputter when people don't do "meaningful" work that they love that makes a difference to them and perhaps to the world. You must be satisfied!

You can't: "Not start anything." You can't just wait around you've got to start doing something if you're currently doing nothing. Because doing nothing means, going nowhere and going nowhere is called "Inertia", or more practically you're living your life "Stuck or Stopped" as in my coaching lingo, but I guarantee you'll never finish anything that way. You will start things but not finish much?

In my Business Coaching and in my training of coaches, I encourage clients and coaches both to deliver "**Being Brilliant at the Basics**". Despite all kinds of technical advances in business, the better folks are at the basics, the better the business runs and the more profitable we make them. We also want to be brilliant at the basics with our storage unit. Keeping things positive is a great habit here.

By now you surely know that you can use this knowledge to your own advantage, so do so and

you will benefit from it. Control what goes into your storage unit (Memory) because ultimately, it's going to get retrieved one day down the road, one day when you could really use help positive probably, and not add any negativity messing with you.

Keep the number of negatives to a bare minimum. At least neutralize the negatives by getting them too neutral (What is so?). Then, from neutral you can reframe them into positives, before finally sending to the storage unit once and for all.

Never make a bad situation worse in your own head, or that's what goes to storage. Ask yourself, unemotionally **"What is So?"** Write it down on paper because it's hard to write down drama. It's the old half full versus half empty set of choices again.

**If you choose that you are going to be upset, then be really, really upset, to get it out of your system, and then neutralize it.** It's what I do. I get really, really pissed off, and then I say (out loud) "Okay I'm so done with that!" and poof it's gone.

And you can do that too, or something similar. Screen your negatives then challenge them, **"Is that truly what is so?"** Here's why. Once you send it to storage, there it sits awaiting recall. The storage unit doesn't validate or question it, it doesn't know the difference. It just stores it in the corner of your brain for later recall, then recalls it. Ask yourself these questions to be sure it is what it is. **Is it true?**

Is it **"Always"** true? Has it **Ever** been as untrue? And if it ever has been untrue, that's what you send

to the storage unit. **Don't ever trust "Untruths."** If you don't, then your brain won't trust them either!

Also seek completions! **Once your brain knows something is complete, it lets that item go back into cold storage, and it forgets it until the next recall request on that subject.** As for others "pushing your buttons", toughen up and don't let "anyone" push your buttons anymore! Who are they (imperfect) anyway to formulate an opinion of you without you asking for it? **Ask YOURSELF: "What is So?"**

Ask yourself, "Was that an accurate assessment by them?" Unfortunately, our closest and our dearest friends, and of course family members are usually self-proclaimed experts at: A. Over generalizing B. Making blanket statements C. Commonly make mistakes when judging others and last D: Are coming from their own filters - about our lives.

When you screw up, admit it immediately, staying in your own personal power and integrity, and value system, which is one less thing sent to the storage unit. Reduce the negative stuff sent to the storage unit, and stop being so hard on yourself!

My friend and Senior Coach Francisco says trick number 53 is lower the bar, so you can win and gain confidence, and that will help you with your next challenge. He's right! This makes things easier to accomplish and affirms to your subconscious that **You are competent"**. Try it – it works!

The ultimate purpose of learning how the mind actually works is to be able to use this newfound knowledge to better ourselves and also our lives, to achieve those things near and dear to us. Here are some of the rules to improve your Self-Esteem:

1. Stop trying to please everyone else
2. Make your decisions yourself, for yourself
3. Choose wisely (or choose again)
4. Make commitments -- and not goals
5. When you make promises -- keep them
6. Don't make promises you know you won't keep or take on projects you won't complete
7. Embrace pain, shame and embarrassment
8. Never under-estimate your own capabilities
9. Use negatives (things that piss you off) only as motivation or determination - rocket fuel
10. Being courageous -- Have fear and still do it
11. Focus, Focus, Focus (I despise distractions)
12. Have written action plans - and follow them
13. Review your action plan at least every week
14. Visual reminders really work (create poster boards or vision boards as solid reminders)
15. Keep track of your Accomplishments: Make a list all year long to be able to reflect back



## Chapter Eight: About Accomplishments

**It's most important that you "believe" you can accomplish your objectives(s), or you won't. It's even more important to tell yourself with affirmations that you "will" accomplish your task, to offset any doubt (eventually conditioning yourself not to have any doubts about your ability) in your mind.**

**Your own "personalized" self-affirmations are the strongest source of information that goes into your mind. The best way for you to replace your negative information is for YOU to be more positive creating the inflow to storage (memory). Others can help, but your own beliefs are the strongest available and have the most powerful effect on you.**

**Your very own personal and positive affirmations outweigh all the neutral and negative information that may have been lurking in the deepest darkest corners of your storage unit. Send positive information in as much as you can and as often as you can to fortify your inner strength. Also, knowing you are cleaning out "the older storage unit" is freeing by itself. Because you know you are now on the "right" track, so winning is just a matter of time.**

**Your effort here is critical to your success, so you must be diligent, and you can never give up on this. You must complete everything you start!**

It's like our motto "Dream BIG, Inspire OTHERS, Take ACTION, Complete EVERYTHING!" In these small letters: Dream, Inspire, Take and Complete is the focus but not a huge stretch for us really. These can be easily attained. In the capital letters are the **huge stretches**: Big, Others, Action, and Everything. We convert dreams for others by helping them be in action, and we only get everything when they get everything, and this is what's needed for us to be 100% successful. We put these together with you and then we both have success!

**Words alone won't do it.** You need chemistry of two parties and interaction to make it happen, just like coaching. **You have to expect to succeed, or you've 50% failed already.** Close all your "Back Doors" or escape routes and never let past data take you out! **A lesson here from the Mongolians...**

Around 1000 A.D., when the Mongolians went to battle in the hills of Europe, they took everything with them and everyone in the village too, including parents, grandparents, kids, even babies. **Why?** They were going to friggin win! Losing couldn't be an option. Their entire families would be wiped out!

Their brains completely bought into it, win or die, conquer or be conquered, and there's no going back! Did they trick themselves to win? You bet. You need to be this diligent too! Telling yourself you are sure you will achieve your objective(s) you get a newfound burst of confidence and you involve your senses (especially your sixth sense; Intuition)

to accomplish every objective you seek, whether big or small, because there's no back door or turning back for you when you are 100% "All In."

So, play huge (Worldwide) like me and you will be shocked how much a little kid from Boston can impact the entire world. And **you have this inside you too, and you always did!** You are simply believing in your own "self" now and that you can and will make all the difference to yourself and others too.

**It's the difference between: Yes and No, success or failure, abundance or scarcity, happiness or despair, and you, and you alone control that!** Getting strong in this area allows you to eventually create your own future, because as you speak it, it becomes so (cool). **Why? The Universe will respond!** Not a foofy kind of why, but rather in a very matter of fact laid out methodical plan kind of way. So, put things out there. **Put everything out there!**

Example: I told my talented Webmaster to look for a new merchant account vendor at 10 p.m. at a Wednesday night meeting and the next morning, Thursday at 7 a.m. at his BNI meeting, a TD Bank Branch Manager sat beside him who specialized in guess what, you guessed it "Merchant Accounts".

**Only if you believe do you get what you ask for. Will you get what you asked for? I did! You can too!** The smaller, more common negative person would have said in their head: "Now I have to find a stupid new merchant account, a bank who knows about that stuff, a banker who I can talk to, and I don't

know squat about that, and my finance people should handle this, not me" and I'll be all miserable about it now - and you'd have gotten no help at all.

Or say: "Hey guys I need a new merchant account, anyone know somebody?" And it was done, content and happy, and the next day I had one and did absolutely nothing!!! How cool was that? **I got it because I believed, I wanted one and I asked.** And you have this power, and you always did! There is just a bunch of junk in your storage unit covering it up, so you forgot how to use it, but you still have it!

**Clean up that storage unit ASAP!** No one succeeds alone either, so get assistance. As my friend T. Harv Eker teaches "Rich people ask for help; poor people think they have to go it alone." I love what Mark Twain says. He said "Keep away from people who try to belittle your ambitions. Small people always do that, but really great people make you feel that you too, can be great!" Get away from the toxic naysayers that poop on ideas.

**People might not believe what you say (your dreams and aspirations) but they cannot argue with what you do and or create!** By simply changing the way you think only, you've just increased the likelihood of your own successes, and by a huge margin too! You know outcomes are not always determined solely on new education, or on knowledge, or on good luck, or wealth, or experience. **Instead, many outcomes are determined by the strength of the person's belief: Internal will!**

**To have the strongest results you must have the strongest beliefs.** If you do, great. If you don't, this is the very best reason to now hire a Professional Coach, even short term, to get you strong in your own "Three Self's". It's the magic formula to win!

Never underestimate your personal power and spirit. Even if you've lost it temporarily, as I had during marriage number two, or it's not as strong as you'd like it to be "At this moment". **You'll need courage! Courage to pursue your dreams and do "Whatever it Takes" to get mentally strong.** Coaches are the very best support network for you in this regard. I know this first-hand as I am a product of the product of coaching, and its why I'm so certain.

Be sure you also included: A. Music you can bombard your mind with, you know those songs that just make your body move and make you happy regardless of your mood. They can get you moving. And B. Let nature assist on the spiritual side -- talk to huge trees or huge rocks that have been on this planet for many years and have years and years of wisdom in them. Ask your question and don't argue the answers. C. Quiet your mind -- with meditation -- for me it's in the hot tub for 30 minutes alone, then others can join me. D. Be in action creating confidence -- even baby steps work to start. Watch the movie "What About Bob" it's hilarious but makes a good point. E. Go to a comedy club -- watch the comedy Channel -- call a funny friend. F. Dream bigger dreams-- then create a

poster board, vision board or screensaver of your dreams – and tell everyone -- get photos of your dreams and put them up everywhere. G. Get inspired -- who inspires you? -- call them -- listen to their voice -- send e-mail to them. H. You must have affirmations -- audio is best (MP3) and played back constantly -- index cards work too -- they should start "I am....". I. Build your team -- you must have a Mentor -- Coach and Motivator (my mentor is **B<sup>9</sup>**: Billionaire Bill Bartmann). I now have Four Coaches: 1. For Life 2. For Business 3. For Health and 4. For Financials. Plus, I have two motivators (positive equals Mr. Les Brown) and (negative which fuels me) is an A-Hole COO I worked with most recently.

**Also involve your Health!** Eat right (not like a bird or bodybuilder -- just normal). Be active (not working out -- you can if you want -- but at least just walk) and get sleep (so critical) and limit alcohol and caffeine. Of course, drugs are completely out!

**You will also want to "cleanse" your body and your mind.** This helps create amazing brain chemistry, not to mention melts off unwanted pounds.

**Nutritional cleansing** is somewhat popular now as a new method for creating great health, but man is it powerful. I used it, lost 50 pounds, sleep better and at nearly age 50; I feel thirty and still act 12 yeeha! It helps the brain get balanced naturally with proper brain chemistry too, with no chemicals or foreign substances used at all. This can help.

In your past you have likely had some hurts, me too. Do what Opera says, **"Turn your wounds into wisdom."** Get help -- no one has ever accomplished anything by themselves unless it was tiny. Big requires competence and requires big energy too, but most don't believe in "big help!" You'll need it though. **It takes the energy of 100 people to be a Millionaire!** No one said it would be easy though.

My mentor Bill Bartmann says; "Opportunity meets you at **YOUR level of expectation**". It's when you enroll others in all your plans, and the more people the better. Those folks will then support you, so you're not embarrassed or ashamed by any failure, **forcing you to succeed!** So, tell everyone what you're up to and tell them to ask you about it again later to **hold you 100% Accountable to them.**

I feel I must cover one last topic: Fear. We all know fear is **"False Evidence Appearing Real** and it's now such a buzzword in the industry that the "shock value" of the word has worn off, but there's a worse condition anyway now, known as "Worry."

**Worry is way more subtle and stealth like than fear.** It can be constant, or become second nature, eating away at your subconscious, even while you at sleep too (stopping you from taking any action).

I call worrying: **"Twaining"**, as in Mark Twain. Why? Mark Twain said: "I spent half my life worrying about things that never happened and probably never will happen." We can't surrender half our lives to these limiters of our' human production!

**Worry is in fact a subset of fear (milder form).** But really it is the negative views of your imagination. **Imagination is positive in its raw form, but after negative filtering it is converted to worry.** Albert Einstein said: "Imagination is more important than knowledge". But we kill ours with negativity, converting it to worry. **Never do that!**

Use your imagination to your advantage. The future belongs to those who "Believe in the beauty of their dreams" said Eleanor Roosevelt. **Do you believe in your dreams - or are they JUST dreams?**

With worry, we use our positive mental faculties to see and feel negative things -- things that have not yet occurred, but we're afraid "could" happen.

Well, you "could" grow a third arm or another eye too. That's ridiculous right? **As we worry, the feelings get stronger and stronger as we begin to see, hear and feel the negative things that have not happened yet and likely won't.** As worry increases, so does our negative belief, (exactly what we don't want to fill your storage unit with my friends).

So, the dreaded results come to pass (our intention) in living color, with all our naysayers and detractors then showing up with their frickin comments and actions of exactly what we feared.

**Worry is "acting as if" - acting as if because it hasn't happened, but you're acting "as if" it already has.** Worst of all, the very things we worry about is stuff that may never ever happen to us. The essence of Mark Twain's quote or "Twaining!"



And why I call this “Twaining” is if it were left unchecked it can have us waking up in a cold sweat at 2 a.m. **It can have that much of a grip on our subconscious, in our sleep.** One can only wonder what it does to our emotional reactions while we are awake, not to mention the effect it has on our storage unit (memory). Use your imagination to fight off the creation of negative thoughts so they don’t get a grip on you, but rather come up with a positive thought in the form of Imagination.

Imagination is positive, and is defined as the sights, sounds, smells, images and self-talk (in your own head) that occur as pictures in our Minds Eye.

**An Imagination Exercise** (please do this exercise seriously). Imagine yourself in a very peaceful place. A place that is special to you. Your place, where both natural beauty and peacefulness exist.

A place that you can take someone special with you, whomever that may be for you, to hold near and dear to your heart. Somewhere where the sites are so majestic, such as the snow-covered peaks at Harrison Hot Springs in British Columbia, Canada. Where the water meets mountains and blue skies with bright white snowcapped mountains.

Where the mountains are so high and steep only Mother Nature could have created these. Where green trees meet the dark shadows of the mountain crevasses. You can smell how crisp and clean the air is there. How fresh and cool as you breathe it in, it feels good going in and out of your lungs.

It feels great! Your lungs crave the next breath, and you feel cleansed after each breath. It smells of the surrounding unending evergreen trees and every so often you get a different whiff of wild flowers as spring begins. You run the grains of beach sand through your fingers as you marvel at the sandcastle structures built and feel each grain of sand rinsed by the warm water from the natural Hot Springs. You hear the breeze through the branches, the birds are chirping, and the waves are lapping on the shore from the lake. This is a great exercise about both **peace and tranquility**.

## **Chapter Nine: The Theory of Spirality**



In what I defined as the **“Theory of Spirality”** there is good news and bad news. The bad news being that a person is in a **“Downward Spiral”** in the

first place, but the good news being that people do not understand that **a downward spiral has a value.**

The key is the word “spiral.” If it were a downward crash, that would be a different story. That is a direct line down to a crash and burn scenario, but a spiral is totally different.

In fact, a spiral, or spiraling effect is exactly how most of us have lived our lives to date with some **accidental high moments**, some low moments and most of our lives everything in between.

With the **Theory of Spirality** each time you hit the low point of the spiral what is waiting for you on the other end is the next climb of the spiral. So rather than always looking at it as a descending series of negative behaviors we can **see them as a set of the next high points on our journey.**

And it would seem the momentum of the downward part of the spiral is actually what **creates the energy needed to go up the next spiral**, almost like a roller coaster gaining speed going down the huge hills only to **gain the speed to go over the next hurdle.** It takes roller coasters a lot of energy to climb that next hill, but once crested the ride down is fast and fun, then it’s back up again.

Well, that is life too! Full of ups and downs, so how can we smooth out your transitions? One way is simply by examining that **spirals, like life, have ups and downs and that is “normal”** which helps us cope with the spirals, in life, making them easier.

Careful with these spirals because left unchecked, they can turn unhealthy. Meaning, you focus on the down cycle side rather than the up cycle. So, to **take advantage of the upswings** you have to change the way you view them. In other words, a down cycle is just a small respite to prepare, energy wise, for the next climbing cycle.

Joel Osteen put it best when he said: **“You will never rise above the image you have of yourself in your own mind.”** The key there was when he said: **“In your own mind.”** What I like to say is: **“Your life is a creation of your mind”** and Joel’s’ comment is very profound and should never be ignored. So, create the very best life you can.

**You see what you believe about yourself impacts you more than you will ever know.** It gets into your self-conscious, sets up shop and lives there.

It is funny to notice that some people actually worry more about **what others believe** about them, rather than the actual truth about what they themselves know to be true about their own lives.

Henry David Thoreau said: **“If one advances confidently in the direction of their dreams, and endeavors to live the life, life which you have imagined (made up or created); they will meet with success unexpected in common hours. You will pass an invisible boundary; new, universal, and more liberal laws will begin to establish themselves within and around you....and you will live with the license of a higher order of being.”** - Wow!

**Now that is a mouthful!** Can you see how using your up cycles of your spirals will bring you to places or riches that can't be gotten elsewhere? In the quote **"the direction"** is your "Vision" for your life, what you value and are passionate about. If you don't know that, then you have little or no true direction so the rest of the quote, or your life, may not matter at all really, if taken out by indifference.

**"And endeavors to live the life"** means the courage or boldness to live out of the box so to speak, and go about life that way, a certain way to get what you believe, but not on a common path.

**"Life which you have imagined"** is a life that you created from your "imagination." In other words, that you created it or more fundamentally, you made it up, from scratch, when you think and plan and create your life, step by step - if you do?

**"Success unexpected in common hours"** means abundant success, not normal everyday success and not in normal man's hours. That could mean in less hours with more abundance or in more hours than most would put in, I'll leave that up to you for your interpretation, then you choose.

**"You will pass an invisible boundary"** know the universe and once you are out in the spiritual realms of the universe, the universe works on your behalf, but if you never cross the invisible boundary, well you never gain the favor or rewards either.

**“New, universal and more liberal laws will begin to establish themselves within and around you”** means that as your transformation begins new things come into your knowledge realms, and with that new knowledge and universal information comes opportunities from **“within and around you”** and **“around you”** could mean you’ll need help, help that in the past was not offered, such as this hand-book, or a friend, mentor, rich person or a Coach.

Finally, **“and you will live with the license of a higher order of being.”** Living in abundance is the license, permit or freedom we all seek but not all of us get, only those who apply themselves as Thoreau envisioned get the “Opulent Promise.” And notice a higher order (affluence) of **“being.”** How you are **“being”** in life, not how you are doing,

You may have heard the common coaching lingo of **“Be, Do, Have”** in the past. This language is a good guideline of how you are being creates what you will be doing which in turn creates what you will have. As I said, it’s a good guide, **but first you must focus on the “being”**. You’ve heard the joke that we are not human **“doings”** but rather human **“beings”**, but really what does that mean?

One can be a human being and simply get by you are just **“being”** limited, but you are still **“being.”** **That’s not what Thoreau meant above, nor what is available to you.** What is available or possible is everything, once you cross into that **“invisible boundary”** known as **“The Abundant Universe.”**

I purposely chose the word “**possibility**” because it is an “open” enlightenment word. In other words, it allows us to try something and succeed and or try something else. If we don’t get the exact result(s) we want (not fail) and tried to create from that possibility, create yet another possibility, no biggie, which may have simply been an adjustment to the first possibility. **Does that make sense?**

Why I like the word “open” is because I’d like you to be “**open-minded**” to new enlightening information and to be open, meaning willing to take on new possibilities, not closed minded or stuck or stopped in your past ways. To experience a “rich” life, not from a monetary place, but a fulfilling and rich full life we must be “**Open**” to new information, open to new concepts, and open to new ideas too.

What’s cool is that we can alter our lives pretty radically simply by **altering our “attitude”** we have about making decisions or choices, which is really an altering of your mind or thinking. Having an attitude of openness and willingness allows us to **try new experiences in life**. From a restaurant meal you’ve never had in the past on one end, to going sky diving on the other extreme, but holding yourself accountable either way is all good here.

Ken Blanchard has always been one of my favorite authors because he is concise and profound at the same time. He said “**Your mind and a computer have one thing in common: Neither of them know the difference between the truth...and**

**what you tell it.** Again, the brain is just the unintelligent storage repository, but what your mind tells it, experientially, and the inherent value it places on those experiences is so critical to the future recall.

Even the Bible gets involved in this transformational information. Proverbs 23:7 says: **“For as he thinketh in his heart (not head), so is he.”** In your heart lies your Passion (alive or dormant), the things you love to do, those things that truly call to you, that in the face of any downward spiral would be better than any false, irrelevant reward.

I read a lot as you can imagine, about 50 books a year, being a Writer and Author. I have to do tons of research, but I have this side to me that often finds things awkwardly funny. For instance, a quote from of all characters “The Mad Hatter” that says: **“Things are not always as they Appear.”** Imagine that, The Mad Hatter is profound! But it’s true; we are not prisoners to our existing circumstance forever. They are just circumstances, now and circumstances never last forever. They can be alerted, by altering your attitude toward them, and altering who you are being, to alter what you are doing, which alters what you will have in the end.

**The Mad Hatter reminded me that results are not always determined by just our education, knowledge, or affluence. But instead, Results can be greatly increased by the strength of your own self-beliefs in your mind, locating in your brain.**



You must remember, even in the face of multiple downward spirals, that your life and your existence is what you are and all you have, so why waste it? Instead, **strive to achieve all your commitments, all your promises, and all your desires by spending all your energy, time, effort, thinking, or whatever else you need to chase your dreams and your passions in life into this process. Focus!**

If you want some high - octane fuel to rocket you off in the direction of your dreams, find someone who has wronged you along the journey and show them that the greatest revenge of all is that there is no longer anything that they can say or do that will ever stop you. Then prove to them that what you believed all along, the very thing they criticized you about, is now completed by you and has been deemed as your greatest success ever and they realize they blew it. Here are some **key points to work through** when your downward spirals (or gremlins) show up unexpectedly:

1. Have your mind find more positive than negative about the situation. From there a positive belief about what can occur “next” can be born, rather than being a victim, creating more victim mentality.
2. Catch yourself when your mind plays the negative tricks on you, finding more negatives than positives in a situation, messing with your emotionally maturity.

3. You will never harm yourself because the survival instinct portion of your brain wouldn't allow that anyway, so go for it!
4. Whether you succeed or fail is already predetermined by your attitude toward which is stronger of the two, your self beliefs or self-doubts about the situation.
5. We get to flood our brains with positive information, controlling it and reframing the negatives to neutrals then to positive.
6. Watch your emotional outbursts too and your emotional over-reactions as they get top priority in the old storage unit.
7. Proper brain chemistry and also optimal thinking conditions call for balance here.
8. Don't create your own negative journey!

**Remember, very rarely are we really good at something new.** I was in the United States Army after High School and before college. When I chose my MOS (Military Occupational Service), I chose to be an MP (Military Policemen) and to do so I had to be a "Marksman" with an M16 rifle and .45 caliber pistol. Only one problem, I had never shot a weapon before Boot Camp EVER! Crap, now what?

Like you, my first shot didn't hit the silhouette target at all; it barely hit the side of the mountain. But imagine yourself at the firing range, in a pre-fabbed cement foxhole in the upright position, with an M16 rifle in hand, nervously shaking, and not sure what you can do, and my Drill Sargent's there.

100 yards away are the pop - up silhouette targets. When you shoot your first bullet it goes 2 feet off the target to the left as the dirt jumps. So, you at least noticed you were too high, too low, too left or too right and you must make your first adjustment.

Your next shot now goes 7 inches to the right, an obvious over-reaction. Then shot three is at least on the frickin target, but outside at the arms of the silhouette. Shot four is in the ribcage, closer yet to the target and your fifth shot, is the kill shot, right through the heart, perfect. But, can you be consistent, can you do that shot again? And if you can, can you do it again and again and again?

With more and more experience, sure. You are more precise now because after each shot you took what you learned and applied it to the next scenario until you got it right, then you made it into a system didn't you? You made **CONSTANT** adjustments to accommodate your learning until you perfected your knowledge turning it into a repeatable system and isn't that what life actually is too?

But most people get stuck right from the start. Plato said: **"The beginning is the most important part of the work."** Once you get started, taking that first shot or step, you can then focus on the rest of the details such as what will get done, by whom and most importantly by when. You see without the "by when" part, you just have an item of interest (hobby) rather than a promise or commitment to fulfill whatever the task at hand is for you.

Ralph Waldo Emerson said: **“The world makes way for the man who knows where he is going.”** And that man or woman “believes” he or she will get there. You have to tell yourself your spirals are for good reasons and will help get you where you want to go eventually, so don’t avoid. **The size of your successes will lie in proportion to your belief that you will succeed regardless of your endeavor.**

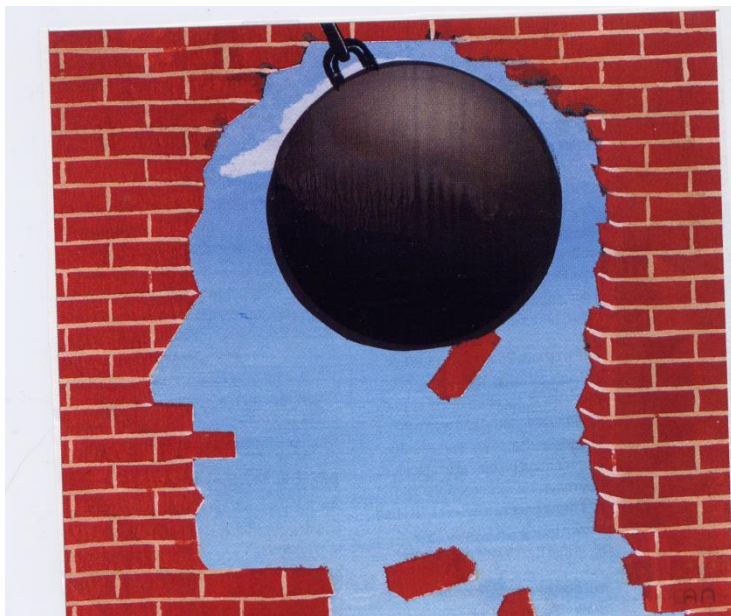
Remember that one of your sub-goals is that you are trying to fill your storage unit (your brain – your mind) with more positive information rather than negative information, so that your mind’s supercomputer will choose positive data, outweighing your negative past data that was stored in your “old” storage unit. Perhaps by others that you had allowed that doesn’t exist anymore in your “new” storage unit, or at least there’s a lot less.

## **The “Final” Chapter: The “Inner” Game of Self-Esteem**

What increases the odds of positive responses to your requests and helps you to strengthen your inner Self Confidence, Self-Respect & Self Esteem?

**The Inner Game!** The Inner Game is so critical to the success of people in any endeavor, after all

that is what succeeding at life is all about. As we pointed out in the last chapter, when we spoke about self-doubt. It is you realizing that you are completely perfect just the way you are right now.



Honoring that and learning how to better live within your own skin, and inside your own head, realizing that nothing is “wrong” but just maybe that some of your choices weren’t great. **So, what – choose again!** That’s where people really mess up, give up or give in, thinking they’ll screw up “again.” **Good! Then choose again, and again - no big deal.**

You see what best would suit us would be to shatter our old paradigms of understanding, like taking a wrecking ball to our former brain as we know it, and smashing it into little pieces, brick by

brick, emotion by emotion, feeling by feeling and experience by experience as in the graphic above.

The new “contrasts” could be a wonderful creation. But really it is the same old you, just you using what you are learning now on your transformational journey better - to your own distinct advantage.

Not like a Cyborg, or someone numb or uncaring, or an unfeeling droid, but rather the person who goes back to their root understanding of who they are and that they are at their core a very good person. A person who doesn't get all hung up on “looking good or being right” anymore! Or upset, frequently worrying about looking bad either.

A person who is secure enough to know themselves and not care what they look like when they do something crazy or stupid, or by mistake. Look at the word mistake, two syllables, it is a miss take. So, like Hollyweird just do another take, no big deal.

I'll remind you that I have been heard to say many times that “Life is a creation of your mind.” And having said that you have the power to create anything you want in your mind. Your mind, as a tool, is that powerful. So, the Inner “Game” is going on, all the time, inside your head and for me in mine too. But the difference could be that for those who are not crystal clear, the Inner Game of creation is instead a “struggle” and so all your energy goes toward the struggle rather than the creation. Said

another way, your R.O.E. (Return on Energy) is all focused on the wrong place, thing or emotions.

It's like having a garden full of weeds that take the food source, minerals and nutrients from the soil and splits them across the beautiful flowers and the weeds, so the flowers never really grow to their full potential, it's a struggle for the energy.

In unattended flower fields, as in unattended brains, the mass of weeds almost always overtakes the nice flowers as do the struggles take over the possible beautiful creations of the mind. Don't let that happen to you. It's your mind - so stop it now.

You have a tremendous opportunity to live a life of abundance and freedom if you want to or, you can be a prisoner to scarcity and lack, depending on how you create your inner game, from which part of your mind; the negative or positive?

And the reasons that most people struggle with this are two-fold. **First**, many people don't believe in this Universe mumbo jumbo, foo-foo stuff. That's fine, but how has your non-belief in it worked out so far? What have you got to lose really to try it? If that is you (not believing), I'll let you ponder that until you've had enough of struggles.

**The second reason is** because the skill of creating by using your mind's power is new to most of us. We have a lot of self doubt about how to use it. **First you must realize you have the power.** That is proven by random times when something happened, and your first thought is either; "I knew that

would happen” (because you likely created it) or a feeling of déjà vu (that it has happened before).

I’m not trying to scare you with any of this as though you are a full - blown psychic or anything. I’m just asking you to notice a moment in time when you have tapped into your brilliance, your mind creating power, your spirituality, and your ability to create in the universe, the universe called your life.

In those cases, it was a little bit “by accident”, sort of just a random glimpse, but what I’m referring to now here is doing this with intentionality. Meaning, placing your “full” intention and your personal “power” to create any situation, just as Herschel Walker had summoned hulk-like strength in the car fire story. You place your full “focus” on your mind’s power and what you want to create.

Understand this is very subtle, not some big, massive creation flanked by fireworks and trumpets sounding. No, I simply mean that on Sunday morning, when you make time for you and creating your life, you “choose” by intention to change careers by a certain date, or not be broke anymore, or search for and find the women/man of your dreams, to triple your income, things of that nature (dreams). Just you: Your word to yourself!

**The question is can you trust yourself to deliver** and for most when they begin this work the answer is generally “No.” And that makes sense. **Why? Because you have no experience with this kind of Self-Mastery or Inner Game.** You have no



evidence it will work, and you have nobody to help except yourself, so it is a bit scary. And if it doesn't work, you may start to label yourself as a "Failure" or a "Loser" not necessarily knowing you embarked right, or know what the heck you are doing, **but yet you may be quick to call it another "failure."**

Good actually, if you do! Jack Welsh, former CEO of General Electric, had a whole theory about fast failure. His thinking was **the faster you fail at something the faster you make the adjustments and succeed.** Okay, if you want to adopt that, go for it. The bottom line is you must take responsibility for the "creation" of the rest of your life.

Do you believe in a higher power, the creator, such as God, Buddha, etc.? **Great their job is done, you got created!** Now what? Their job isn't, wasn't and "never" will be to guide you through every twist and turn of YOUR life. **That's your job!** If you let them, or worse someone else (who may not know what is best for you) do that job, then you get what you get, but that is a total crap shoot, and you'll most likely not be very satisfied with that outcomes. Heck you're hardly satisfied with the outcome you've created for yourself so far, never mind someone else taking a blind shot at it.

That's not bashing you or being judgmental, I'm just "awakening" you to the possibility that you have "personal power", and you are either not using it "fully", at all, or you are possibly "giving it

away” to someone else, perhaps without even knowing it.

This happens all the time, but you are the “creation” of “your” mind and nobody else can handle that job. **Only you can get this work done!**

**What stops people from this amazing work then? One thing, Self-Doubt!** It’s You, not being sure you’ll get it right and it is so serious you are both overly cautious and uncertain you can do it.

**Perfect! Great! Go ahead and mess it all up!** When was it that you did something new for the first time and got it perfect? How about driving a car? Now, you drive, talk on the cell, shave or put makeup on, drink coffee or diet coke, read the newspaper, listen to the radio and follow your GPS system and you don’t ever give it a second thought.

How about when you learned to ride a bike as a kid, you crashed 1000 times, and kept getting back on it until one day when you “felt” your “center” of gravity, and from that day on you never thought about it ever again and can still ride today, right?

Or when you first went on a boat on the ocean, you can’t really just stand up, you rock from side to side and your upper body is out over your lower body and your knees bucking as you struggle for balance. Then you quit fighting it and you somehow “get” your sea legs, - it just somehow happened?

You get it now, right? By starting with your mind creating power, you “begin” this process, and here’s the good news; it never ends (or the bad

news)! It never ends because you keep creating until you friggin die. Even when you get what you wanted to create, you create again - or even more.

Example: if you get it wrong (say the perfect woman) as I did, TWICE, you must reevaluate. You must do some more work on yourself (not others or blame them) and you dig really, really deep THIS TIME because you obviously didn't go deep enough the first time or last time. And, after the work is done, voila you find the "woman of your dreams."

You don't quit and say: "I'm a failure" (negative and goes to the storage unit by the way). You don't swear off woman and relationships or sex either. Although the emotionally immature people in this world do try, but they come up short in life and end up truly unsatisfied, unfulfilled and lonely too.

So, you start small with creation to get your sea legs under you, just like the boat example earlier. Whether its weight loss, or paying the bills, or becoming financially free, finding Mrs. Right or completely changing careers or even starting a business, you do the work, you begin to create it.

Once you begin creating from your Inner Game (your brain) you get to practice that a bit, building up the muscles, and eventually you get good at it too, like anything else. Don't expect to be good at it right away though, make patience part of it.

**The time element is different for everyone,** meaning how long it will take to master this playing of the Inner Game or mind creation game of life.

But the trick isn't how long it takes after you begin, it is what have you done to prepare and then get started. Just get off the launchpad to begin.

On Sunday, Professional Football Teams in the U.S. play football for three or four hours, but the work they do from Monday to Saturday is about 40 or 50 hours of preparation for the four-hour game. **Hmm, is there something to that?** Abe Lincoln talked about spending most of his time sharpening his ax rather than cutting down the trees with it!

**But Humans are impatient!** We don't want to wait for anything good. Honestly, we don't want to wait for anything at all. **Why is that?** It is because we live in a world known as "the information age", but we haven't fully evolved to handle it quite yet.

In the 1700's, just 300 years ago, the amount of information that the average person received in a YEAR is now contained in a single daily issue of the New York Times paper, **Wow!** How can that be? The information age closed the gap of the various continents. The very smart people from all over are connected and share information. In the Internet's 20-year public existence, there is more information on the web than from the history of all of mankind that had ever preceded it, all with one click - whew!

The information is going to the web at even faster rates in the last three years than ever before because past technological advancements make it possible for future advancements. Email was the be all and end all until video email, then blogs, etc.

Then something really crazy shit happened, the world went “viral”! Meaning a message, I “create” and launch from here in Vancouver, such as this Complimentary Self Esteem Handbook, on the very thing that holds all people back in life (life anywhere that is and should be news for 6 billion people) gets rocketed around the Globe to millions of people in an hour or two, and that’s astounding! And I haven’t really even gotten into YouTube and what is coming, but this is astonishing information.

It is happening! But there is one little problem, big problem actually, our brains, which functioned just fine before the dawning of the Internet, have not really evolved much in the past 300 years even with the flood of information bombarding us EVERY day. Tons of messages, some subtle, some not so subtle, subliminal, conscious and subconscious, etc. And we are struggling with all this speed and pressure. So, our struggles seem worse as we believe, due to this speed game, that we are “falling behind” and that we are “unable to keep up.”

And there is financial pressure to succeed as well; otherwise, you are a “failure.” In 2005 there were 10 Billionaires in the world and about 10,000 Millionaires, and now according to CNN there are 1011 Billionaires and over 9M Millionaires, that’s right nine million Millionaires and we all want to know “How to get Rich” and fast too. So, there is a huge frenzy for this coveted “Get Rich” info.

These “Millionaire” Seminars, and Books, and Self-Help products have popped up everywhere as though it is some mystery. Are they ALL lucky? Are they ALL greedy? And if you think they are, you don’t know them as I do, and you may despise them for their successes, which is no way to attract the same success for yourself. You better change your tune and start admiring them, for there are some important lessons there for you to learn for sure!

My Friend Harv Eker tells the story of one of his Dad’s poker buddies pulling him aside at their traditional weekly card games and telling Harv his problem was that he just didn’t have the proper information to become a Millionaire. He was simply missing some facts, and from there Harv went to work, studied, found it and is now a multi-multi Millionaire. Good for him! Now, what about you?

**What information are you Missing?** Can you (not will you) be a Millionaire one day? Can you? A Multi-Millionaire? Sure, you can! Want to know how? Simple, send something to the Internet world that will go viral and charge \$1.00 for it and if 6 million people want it, you have 6 million dollars, simple! You are no longer missing the true formula to be a Millionaire. I just gave it to you, and it was FREE!!!

It’s no different than weight loss (a 15-billion-dollar industry) secret: **Eat less and Exercise more!** People know it and they know how but they don’t, why? **Because there is no instruction for applying**

**the information to your life And, that is where Coaching comes in and fills that gap of delivery!**

What you are missing is the best (proven) and fastest (suffer as little as possible) techniques to master the “Inner Game” of your mind. You’ll need the expertise and the boldness to understand for yourself that “Life is the CREATION of YOUR mind.” And you’ll need to learn how to use that information to powerfully create your world. You can create anything: happiness, great health or big money.

**If you spend no time creating at all, what have you created? NOTHING! Duh. So, start now! You must block some time to create and block it EVERY week! I STRONGLY recommend the same day and time of the week too, for therapeutic purposes. Your mind will hook that time and eventually crave the time it gets to create for the following week (short term) and the upcoming year (long term) and beyond. Track your accomplishments weekly too!**

**If you could be personally happier, and healthier, totally in love, be debt free, own your own home, love your career or business, spend more time with your kids, understand why you are here on the planet, and be on the path to your financial freedom in three to five years from where you are now, question? Would you do it? - Fuck Ya Man!!!**

Please, don’t bullshit yourself here! No, you wouldn’t! Because that is too darn long for most of us. You could have been doing that for the past three to five years, but you didn’t. **Why Not? There**

**can only be two reasons.** You knew how to accomplish that, but you also knew it would take too hard, so you bailed! Or perhaps you didn't know how, but now you do after reading this and you no longer enjoy that excuse. **So, it is time to get to work and I mean NOW. It's time for Results – NOT Reasons!**

I'm not trying to beat you down here. In fact, if you know my own Vision for my Life, it is quite the opposite. **My vision is: To "BE" the difference maker to personal and human development using my knowledge, products, coaching, support and experiences – Worldwide!"** I just do this in a "no nonsense", mildly confrontational kind of style, because **most people have a life filled with other yes men and yes women type people in their lives who allow this crap to continue with you and I won't do that. I'm not letting you off the hook here!**

I can't do that because I remember all too vividly how lousy that felt for me until someone took a stand for me and shook me out of my funk. And that is exactly what I am doing now for you. I'll help spare you from pain and suffering and assist you with my Coaching to get your life back on track, fast, toward happiness and fulfillment. **Ready?**



# The Good News

**I have a different “Plan” for You and your life!**

For you I’m thinking in terms of abounding happiness, inexhaustible health, complete financial freedom, spiritual fullness, comfort and luxury at home, affluence to help others less fortunate than you, charitable contributions to the world, lavish crazy things from time to time, opulence, a life teeming with excitement and joy, all the wonderful things that make this one life of yours so worth living – for YOU! **And YES, You can have them All!**

I’m not talking excess here, not like filthy, stinking rich money (Tens of Millions), unless that is what you want. No, because a recent study of mine showed that most people (70% of those questioned) just wanted “enough” for nice things and a comfortable existence, free from the worry of their bills. In today’s economy (2008) that \$3,000,000.

**I want to inspire you to have that great life! You only get one life so be very urgent about this!**

**Together we can make it the best life possible.** You may be able to do that alone, but I found out from personal experience it takes forever, it is very hard and lonely and the pains hurt, and if I could have taken any short cut in any way I would have, but that didn’t exist for me then, but now it does for

you, because I have created the “system” for everyone to benefit from this in the form of various “Coaching” programs and formats.

**Have you noticed that I have spent the most time on this chapter?** It is the longest in terms of pages for the entire handbook. **Why do you think that is?** Exactly, because the Inner Game is the hardest of all the things to master and **requires the most help** because it is full of scary twists and turns and has tons of uncharted territory that most of you have never seen and are very uncomfortable with changing. **And you are not sure you’ll follow through. You will - I’ll ensure that you will!**

If you are like most everybody else, we’ve coached **you are going to need help, not forever**, but for a long enough time to get all these things into place so they start to show you the path to that abundant lifestyle that you know can exist for you!

## **The Bad News**

Sorry, I cannot provide the happy ending that I hope is coming for you now that we are at the end of this handbook. **You are responsible to create it from this point forward**, unless you already have.

You can however get help! Help in the form of coaching. You will get strong, straightforward coaching and advice from this coach moving forward! I strongly recommend three things for

you; **first**, you must ignore the ignorance of those who haven't or don't believe in you. Stop listening to their voice and start listening to your own voice. Trust your own intuition. They are of no help to you anymore. **They never have been, nor will they be.**

This is about YOUR personal success and your abundance for YOUR life, so those other opinions don't even matter anymore. Their opinion is their opinion only, not your future marching orders.

Don't let their negative comments, their envy, their victim mode and their personal crud get into your storage unit. They will say "You got lucky" or that "You cheated your way to the top", whatever.

**Second**, success is the sweetest (most gratifying) and greatest (humble) revenge of all. **There is nothing you can accomplish or say to them that will piss them off more than you being successful, doing exactly what you said you would do all along!** That will "irritate" your naysayers and detractors more than a rose thorn in their underwear and for a long time too hopefully! Screw them & their limitations, their jabs and comments and their own shit! You can still take them along for the fun ride, just don't count on them (my wife is this way, so I know)

Your self-esteem is **YOURS!** **The rest of your life is YOURS!** Abundance, success and happiness await you now. **All your limitations have been neutralized by me Coach Steve.** Your future is up to you and it starts with a critical choice right now!

# Are You ready?

No. Were you ready or just pumped up by me from my motivation? **You have to be perfectly honest with yourself right now.** If you think you are ready, then go for it -- but not alone -- **get support!**

## Can You Do It Alone?

**If you can't, you must get a coach to assist you!**

Please take me up on my Special Offer of a Complimentary Coaching Session to get you a fast jumpstart! **Email me and I'll set something up.**

Say **YES** to an offer that may never come your way ever again as I won't be offering these Complimentary Sessions forever- trust me they cost me money.

**To YOUR Greater Success!**

Thank You...

**...Coach Steve**

# A List of Many Self's

<b>Self Doubt</b>	Self Examination
Self Abasement	Self Explanation
Self Abnegation	Self Expression
Self Advancement	Self Fulfilling
Self Appoint	Self Govern
Self Assertion	Self Health
Self Assurance	Self Help
<b>Self Belief</b>	Self Image
Self Centered	Self Important
Self Conceit	Self Imposed
<b>Self Confidence</b>	Self Improvement
Self Conscious	Self Incrimination
Self Contained	Self Indulgence
Self Contradiction	Self Inflicted
Self Control	Self Interest
Self Deception	Selfish
Self Defeating	Self Justification
Self Defense	Self Knowledge
Self Delusion	Selflessness
Self Denial	Self Love
Self Destruction	Self-made
Self Determination	Self Medicate
Self Discipline	Self Move
Self Educated	Self Opinionated
Self Effacement	Self Perpetuating
Self Employed	Self Pity
<b>Self Esteem</b>	Self Portrait

**Self Evident**  
**Self Preservation**  
**Self Protection**  
**Self Questioning**  
**Self Regulating**  
**Self Reliant**  
**Self Reproach**  
**Self Respect**  
**Self Restraint**  
**Self Righteousness**

**Self Possession**  
**Self Rising**  
**Self Sacrifice**  
**Self Same**  
**Self Satisfied**  
**Self Seeker**  
**Self Starter**  
**Self Sufficient**  
**Self Taught**  
**Self Willed**

## As Seen on *Heartbeat of America* on American Life TV Network...

In 2006, Coach Steve was recognized by Mr. William Shatner's TV Show: "**The Heartbeat of America: Keeping America Strong!**" as the renowned authority on Business Coaching – Worldwide!

Coach Steve was chosen from over 212 coaches in the United States (where Business Coaching began) from an interview process that took nearly a year of research by Mr. Shatner's staff, including thousands of calls to those being coached by these Coaches.

What they found was that Coach Steve was the most consistent and produced the most amazing results and honored him by awarding him the distinguished Small Business Award.

To watch the entire 30-minute video of the show, simply visit our website for the streaming video of the live program!

Go to [www.SteveKeough.com](http://www.SteveKeough.com) to View the Show.

## A Personal Message from Master Certified Coach Steve

**What's Next?** Momentum, That's What!

Most people ask, “Where do I go from here?”

It's a fair question. It is our intention to create a logical progression when You read, or review, our materials as to what to do next. The next step in the process is to “begin.” Begin with your Coaching Program with **“Ultimate” Performance Coaching!** That's my Company, and we are Ready for You!

Success is just a short distance away now, and a Coach will get You to that destination faster. No one “needs” a Coach per se, but most of us recognize we would accomplish so much more if a non-judgmental, unbiased third party was helping us.

Our **Certified Coaches** hold our valued clients 100% Accountable. Imagine working for the guy who wrote the book about what he calls **“Absolute Accountability.”** So, our Coaches are on their game and monitored closely by our Management Team.

For a person to really be very successful, You **MUST** Educate Yourself in Three Distinct Areas. First, You are going to need Knowledge, it could be

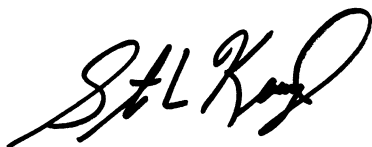


general, or very specific, in either case our Coaches work our Products (Free to You) it into their Coaching Sessions with You. Next is the right System to apply this newfound knowledge to. These experiences can shorten your Journey dramatically as we have learned from those Clients before You, how to get past roadblocks and speed bumps. Lastly, the most important aspect is a Commitment to your continued personal learning and education. You can get this coaching from our **VIP Video Coaching Program** or our **Top Gun** live coaching program. Apply online for Top Gun (see below) or purchase the VIP Video Coaching Program below. In any case have some form of coaching for your Ongoing Support requirements.

To that end, we have a huge number of products and coaching services available to help assist You on your path to Success. **We'll get you there faster!**

Visit our website at [www.CoachRobinHood.com](http://www.CoachRobinHood.com)!

To Your Greater Success!

A handwritten signature in black ink, appearing to read 'S.L. Keough'.

Steven L. Keough a.k.a. Coach Steve  
Master Certified Coach



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BN.com



# Best Selling Books by Coach Steve...

**Low Self-Esteem: The Limiter of All  
Mankind**

**Maximum Velocity: The Breakthrough  
of 9X in Business**

**Coaching Done Right: A Consumer &  
Coaches Guide**

**The Map Out of Hell: How to Recover  
from Money Issues**

**The Map Out of Hell<sup>2</sup>: How to Over-  
come Covid-19**

**Why Small Businesses Struggle and  
How to Avoid It!**

**Don't Worry – Be Happy: Life is  
Short!**

**The Two YOU's: Solve Your Conflicting  
Thoughts**

**The N.U.E - Y.O.U**

**Velocity to Financial Freedom**

**The Time of My Life: Don't Wait – Dive  
In!**

**1-800-517-8030 or 727-768-9037**

**Email: [CoachSteve@Ult-Perf.com](mailto:CoachSteve@Ult-Perf.com)**

**For Questions:**

**[www.AskCoachRobinHood.com](http://www.AskCoachRobinHood.com)**

## **About Sharing with Family Members, Friends and Co- Workers...**

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Just **Send this Link** to them and suggest they sign up and Join You in Your Journey. Having a **“Buddy System”** Increases Your Odds of Greater Success!

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**Steve's Mission to the  
World:**

**Just 5 Simple  
Words...**

**“How Can I Help  
YOU!”**

# Book Steve to Speak!

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His origin story includes nearly thirty life failures, some more than once and he leverages his *emotional scars* to become “**uniquely qualified**” to help people in Life, Business and Careers, Health, Relationships and also Wealth Building after having to overcome all of these personal failures. He is vulnerable in the sense that he shares with you, with **nothing held back**, everything that needs to be done - to win.

Steve has spoken from stages of **20 people all the way up to 15,000 people live**, any audience that would like to know and to understand how to *overcome all their challenges* and to succeed.

His “No-nonsense” **Straight-Forward Coaching** style inspires, empowers and entertains audiences, while he gives them the **tools and strategies** they are missing and need, so they can become successful in life, just as Steve has.

For more information, contact **Scott Lewis (Steve’s Booking Agent)** at our office by calling him at **1-800-517-8030** (U.S. Eastern Standard Time).

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**Please Help Us to Improve This Product!**

If during the course of reading this material or performing the exercises in it you felt there was an error, an omission or a typo we would *greatly appreciate* your assistance in **correcting the problem** and we will

make it worth your while! Just email us that on Page \_\_\_\_\_ I experienced the following \_\_\_\_\_.

**Thank You Very  
Much!**