

Are You Confusing Your Brain ?
How to Program Your Mind to Attract What You Want
- By Jack Canfield, America's Success Coach

We all aspire to be, do and have great things. Yet most of us simply aren't creating the results we want. We don't have enough money, romance, success or joy in our lives. But what we need to understand is that greatness exists in all of us. It is simply up to us to pull it out of ourselves. We all have genius. We just need to learn how to apply it.

Decide What You Want

In order to get what you want, you must first decide what you want. Most people really foul up at this crucial first step because they simply can't see how it's possible to get what they want ~ so they don't even let themselves want it.

Don't sabotage yourself that way!

What scientists now know about how the brain works is that you must **first decide WHAT you want**, before your brain can figure out HOW to get it. Once you lock-in your desires, your mind and the universe can step in.

Are you ready to get started?

Be Willing to Dream Big Dreams

As soon as you commit to a big dream and really go after it, your subconscious creative mind will come up with big ideas to make it happen. You'll start attracting the people, resources, and opportunities you need into your life to make your dream come true. Big dreams not only inspire you, they compel others to want to play big, too.

Set Goals That Will Stretch You

Another value in giving yourself permission to go after the big dreams is that big dreams require you to grow in order to achieve them. In fact, in the long run, that is the greatest benefit you will receive from pursuing your dreams — not so much the outer trappings of fulfilling the dream (an expensive car, impressive house, loads of money and philanthropic opportunities), but who you become in the process.

As I've seen many times over, the outer symbols of success, can all be easily lost. Houses burn down, companies go bankrupt, relationships end in divorce, cars get old, bodies age and fame wanes, but who you are, what you have learned and the new skills you have developed never go away. These are the true prizes of success. Motivational philosopher, Jim Rohn advises that *"You should set a goal big enough that in the process of achieving it, you become someone worth becoming."*

Service to Others

Something else you'll discover is that when your dreams include service to others — accomplishing something that contributes to others — it also accelerates the accomplishment of that goal. People want to be part of something that contributes and makes a difference.

Turn Your Dreams into Goals and Objectives

Once you are clear about what you want, you must turn each item into a measurable objective. By measurable, I mean measurable in space and time — how much and by when. For instance, if you were to tell me that you wanted more money, I might pull out a dollar and give it to you, but you would probably protest, saying "No, I meant a lot more money — like \$20,000!" Well, how am I supposed to know unless you tell me? Similarly, your boss, your friends, your spouse, your brain — God, the Universe — can't figure out what you want unless you tell them specifically what it is. What do you want — exactly — and when do you want it by?

Write Your Goals Down

Write your goals down in detail, and read your list of goals every day. This will keep your subconscious mind focused on what you want. For an even more powerful approach, close your eyes and focus on each goal and ask yourself, *"What is one thing I could do today to move toward the achievement of this goal?"* Write down your answers and take those actions.

To help your reticular activating system begin finding YOUR wants in unexpected places, **take time now to decide what you want** and start writing!

Remember . . . don't hold back !

What You Say is What You Get ~ How to Speak Your Way to Success

Jack Canfield, America's Success Coach

In the previous issue of Success Strategies I talked about that in order to be successful, we must first define what success means to us; and that means getting CLEAR about what you want, writing it down, and thinking BIG!

If you are going to be *successful* in creating the life of your dreams, you have to believe that you are capable of making it happen. You have to believe you have the right stuff, that you are able to pull it off. You have to believe in yourself. Whether you call it self-esteem, self-confidence, or self-assurance ~ it is a deep-seated belief that you have what it takes – the abilities, inner resources, talents, and skills to create your desired results.

Ultimately, you must learn to control your self-talk, eliminate any negative and limiting beliefs, and maintain a constant state of positive expectations.

Control Your Self-Talk

Researchers have found that the average person thinks as many as 50,000 thoughts a day. Sadly, many of those thoughts are negative — I'm not management material... I'll never lose weight... It doesn't matter what I do, nothing ever works out for me. This is what psychologists call victim language. Victim language actually keeps you in a victim state of mind. It is a form of self-hypnosis that lulls you into a belief that you are unlovable and incompetent.

In order to get what you want from life, you need to give up this victim language and start talking to yourself like a winner — I can do it . . . I know there is a solution . . . I am smart enough and strong enough to figure this out . . . Everything I eat helps me maintain my perfect body weight.

You Are Always Programming Your Subconscious Mind

Your subconscious mind is like the crew of a ship. You are its captain. It is your job to give the crew orders. And when you do this, the crew takes everything you say literally. The crew (your subconscious) has no sense of humor. It just blindly follows orders. When you say, "Everything I eat goes straight to my hips," the crew hears that as an order: Take everything she eats, turn it into fat and put it on her hips. On the other hand, if you say, "Everything I eat helps me maintain my perfect body weight," the crew will begin to make that into reality by helping you make better food choices, exercise and maintain the right metabolism rate for you body.

This power of your subconscious mind is the reason you must become very vigilant and pay careful attention to your spoken and internal statements. Unfortunately, most people don't realize they are committing negative self-talk, which is why it is best to enlist another person — your success partner — in monitoring each other's speaking. You can have a signal for interrupting each other when you use victim language.

Use Affirmations to Build Self-Confidence

One of the most powerful tools for building worthiness and self-confidence is the repetition of positive statements until they become a natural part of the way you think. These "affirmations" act to crowd out and replace the negative orders you have been sending your crew (your subconscious mind) all these years. I suggest that you create a list of 10 to 20 statements that affirm your belief in your worthiness and your ability to create the life of your dreams.

Of course, what to believe is up to you, but here are some examples of affirmations that have worked for others in the past:

- I am worthy of love, joy and success.
- I am smart and make wise choices.
- I am loveable and capable.
- I can create anything I want.
- I am able to solve any problem that comes my way.
- I can handle anything that life hands me.
- I have all the energy I need to do everything I want to do.
- I am attracting all the right people into my life

Believing in Yourself is an Attitude

Believing in yourself is a choice. It's an attitude you develop over time. It's now your responsibility to take charge of your own self-concept and your beliefs. It might help to know that the latest brain research now indicates that with enough positive self-talk and positive visualization combined with the proper training, coaching, and practice, anyone can learn to do almost anything.

You must choose to believe that you can do anything you set your mind to – anything at all – because, in fact, you can!