

Chapter 1

Why This Will Work for You

You possess a power that is far stronger than will power and you can choose to make it work for your benefit. Few people have learned how to harness the power of their Subconscious Mind.* Unfortunately, like any other source of power left uncontrolled, it can do more harm than good. You can take control today and change the direction of your life. If your goal is weight reduction, set your direction with this book as your compass. You will surely get to the weight you want! Learn how the false beliefs that your subconscious mind is working on, that have held you back up to now can be overcome.

(*No it is not hypnotism!)

SELF-FULFILLING PROPHECY

We are all at times unconscious prophets. Charles Spurgeon (1834-1892)

Your life is a self-fulfilling prophecy and you are the Prophet! What you think is the cause of what you do, what you do is the cause of the results you get in life. Those results now affect what you think. It is like what the *sound techs* call a feedback loop. As when you talk into a microphone, your voice is amplified and comes out of the speaker. Feedback occurs if the sound is picked up once more by the microphone and is amplified again.

The job of a Prophet is to focus the mind of the petitioner on the role they will have in the future. Tradition has it that by hearing the prophecy, a person is moved to take the actions that will make the prediction become reality.

As your own Prophet you have the power to aim your vision in a particular direction, the power to focus. You are directing your vision right now and you have always been exercising that vision, even if you are unaware of your action. You only see what your mind is prepared to accept. Think about the time you were considering buying a new car. All of a sudden, it seemed as if that model was everywhere.

You must take action now that will move you toward your goal. Develop a sense of urgency in your life. Les Brown (1945-)

The world is full of every possibility. Most of the time those possibilities pass by with no effect on you because you cannot see them. Once your mind is convinced that something is a fact you will see examples that back up that belief. You will find those examples coming to you from all directions. If you currently believe the world is full of *Anger, Fear, or Hurt* you will be drawn to situations or toward people who will help prove your vision to be correct. Interestingly enough, the universe is actually benevolent and offers you unlimited opportunities to succeed. If you *choose* to look for them, you will see these opportunities for *Success and Happiness* just waiting for you to experience.

What will your choice be from this moment on? You can reach out with the power of your mind and take possession of all that is good, beautiful, and true. This life is too short to live with unnecessary suffering. The power to change is in your mind and you do have the ability to control your mind.

We are what we think. All that we are arises with our thoughts.

With our thoughts we create the world. Gautama Buddha C 566 BC

You declare to the world what your prophecy (your vision) is by the way you act, the manner in which you talk, the way you carry yourself, and the clothes you choose to wear. Most of the time people will honor your view of reality by treating you in the way they *assume* you are asking to be treated.

If you met yourself on the street would you think: *That person must be a real WINNER!* Or would your estimation be of a different sort? The people in your life will look up to you or they will walk on you depending on the image you choose to project. Check what you are telling the world with *Success Guide, Step 3, Exercise 2*.

There is no chance of ever reaching your *goals* or of having a diet work for you if the part of your mind that should generate success is holding in and working on hurt, anger, and depression or if you do not believe that you can or even deserve to lose weight.

The more sinful and guilty a person tends to feel, the less chance there is that they will be happy, healthy or a law-biding citizen. Dr. Albert Ellis (1913-)

Some people actually believe that they can never be happy or successful and that they don't deserve to lose weight. They feel that

they should be punished for some specific or undefined *bad thing* they did sometime in the past. (See Chapter Five – Letting Go)

The good news is, as the Prophet of your own life, you can issue a new prophecy any time that you choose to. You can change your life in a minute by simply changing your thinking! *Yes, it is that simple.* I will show you how! To start any program of change, you have to believe that you have the power.

Power is the faculty or capacity to act, the strength and potency to accomplish something. It is vital energy to make choices and decisions. It also includes the capacity to overcome deeply embedded habits and to cultivate higher, more effective ones. Stephen R. Covey

Too many people believe that they are powerless for some reason. Perhaps they have not gotten past their childhood days, when in fact, they had very little power.

Children are not generally qualified to make decisions for themselves and most of the time they accept the decisions that their parents make for them. That conditioning should have been overcome by the time a person becomes an adult. However, unless you have made a specific decision to change that childlike point of view and have taken the steps necessary to move forward, there is a good chance that your self image and perception of your real power to operate in the world of today is stuck at some point in your childhood.

This perception of personal power can be compartmentalized. A person can exercise great control in one area, such as at their work. Then find that they revert to childish behavior in other situations, as when dealing with their parents.

Failing to take control of all parts of your life is very much like driving a car in low gear. Most of the power of the engine is being wasted. Like the engine, a person will burn themselves out just trying to get up to speed.

An adult is a being of power. They can decide what direction their life will follow and take actions to achieve those decisions. The danger to the individual's accomplishment of their own goals and dreams is that there are many people who want to control everyone else. This type of person may even think they are doing the other person a favor by running (ruining) that person's life.

He who has an opinion of his own, but depends upon the opinion and taste of others, is a slave. Friedrich Klopstock (1724-1803)

It is sometimes tempting to let others take control. They can project that they have access to special knowledge. A person may have temporarily become convinced that these demanding people are in a better position than they are to decide what should be done in many aspects of life. The blind acceptance of the opinions of others is WRONG! Other people do not know what is best for you. Only you have the right to make the decisions affecting your life, perhaps with input and suggestions from someone you respect. You will be unhappy as long as you continue to allow anyone except yourself to have control over your life.

That unhappiness will cause you to overeat, suffer from various illnesses and eventually kill you, if not in body, at least in spirit. In *What You Think of Me Is None of My Business*, Terry Cole-Whittaker states:

To the degree that I live my life in an effort to please others, I chip away at myself. If I focus my energies on pleasing other people, my life will be less magnificent than it can be. If, in the effort to please, I allow others' ideas to control everything I do my life will be one of constant confusion and dissatisfaction.¹

Now here is a scary thought: the people in your life who are negative and controlling are probably not as negative as you are with yourself. By you being negative, I mean all the times you say *NO* to the opportunities life presents because of past criticisms or current beliefs of how you should act. Many people judge themselves more harshly than they would ever judge another person.

For all right judgment of any man or things it is useful, nay, essential, to see his good qualities before pronouncing on his bad. Thomas Carlyle (1795-1881)

We all have probably made mistakes in the past. Are you carrying feelings of guilt or inadequacy that are holding you back from the success you deserve? Can you forgive yourself for any perceived shortcomings or mistakes you may have made and move forward? Will you take the new steps and actions to improve your life without ever looking back?

Listen to the talk going on in your mind even if you don't say it out loud. Are there messages being played in your mind such as: *I'm so dumb, I'm so fat, or I'm so lazy?* If not, good for you. It means you

are right on track. However, if some of these negative statements have slipped into your thoughts or if you associate with people who are fond of saying these things, there is a real danger of believing them yourself.

Each unchallenged negative thought that you accept is programming your mind to fail in life. Even if you are not making the negative statement yourself, some of what you hear from others sticks in your subconscious mind. These negative thoughts are similar to the way secondhand smoke sticks in your lungs and is just as deadly. What kind of talk is going on in your own mind and what do you hear from others?

When you are exposed to it use the negative talk of others and any negative images of your own as *Hot Buttons*, see *Success Guide, Step 1, Exercise 2*, to change your thoughts. If you hear someone say something like, *I'm so lazy* let it trigger you to say silently: *I am becoming more active* or if someone says: *I have no luck*, say to yourself: *My luck is improving day by day.*

What is necessary to change a person is to change his awareness of himself. Abraham H. Maslow(1908-1970)

Now is the time to take control of your life. It is time to remind yourself that you have power that you can use on a daily basis. Start today with *Success Guide, Step 1, Exercise 1*. Make up cards like the one shown below. Cut them out and copy them. Or use post-it notes and marking pens to make up cards with your own words. Your own words carry much more power; start with one or the other now.

I, (your name) am the Prophet of my life!
I alone have the **POWER** to change and
IMPROVE MY LIFE.
I will allow no person or condition to stop the
successful achievement of my dream.

The above statement is an affirmation. Put these cards on mirrors, on your desk, on the refrigerator or anywhere you can see them. Read these statements as often as possible. If you are not around the cards, memorize the statements and say them to yourself until you absolutely believe them. Make it a game with your partner, your kids, and your friends. Instead of saying *Hello* get in the habit of saying:

You have the Power! or You are a Powerful person!

(We will talk about the reason it works in Chapter Six.)

To become different from what we are, we must have some awareness of what we are. Eric Hoffer (1920-1983)

If you do nothing more than come to understand and believe in your own power and begin to act on it you will change your life drastically for the better! By utilizing your power to improve your life you will actually improve the lives of everyone around you.

If you are not ready to take charge of your life now, nothing will change. Failing to change for the better will cheat you and those people who love you or could love you out of real happiness.

If not now, then when?

WHAT DO YOU REALLY WANT, TODAY?

Stephen Covey's *7 Habits of Highly Successful People*² states, to paraphrase: *Start your change with the end in mind.* That means figure out what you want to have, then *start acting now as if you have that quality already in place, today.*

What do you want to accomplish or change? Do you want better health, more energy, or a slimmer figure? These are the things that most reasonable people want and many already have. These attributes are not some unreachable illusion. So why is the path to success seemingly so difficult?

The Diet Mentality has come about because there is agreement in our society that the only way to lose weight is by dieting. But dieting produces absolutely no permanent, positive results. In fact, it makes you feel worse about yourself and probably does more damage than good to your health. Bob Schwartz

Many diet professionals like to say: *To lose weight, eat less!* You already know that, what is needed are the steps to make the mental changes that will allow you to be satisfied with less food.

*Statistics show that in over ninety percent of people studied, there was no medical reason that they were overweight.*³

The trend is starting to change, but until now many in the medical profession had little use for theories involving the use of the mind to solve physical problems.

THE POWERFUL TOOL YOU POSSESS

The problem for many people is that they have never been taught an achievable method to enlist the aid of the most powerful tool they possess, their subconscious mind. This tool can, at your conscious direction, cause the physical changes in your brain and body that will allow you to accomplish your *goals*.

While there are no classes in high school or college that teach you how to make the subconscious mind work for you, there are specific techniques for the use of the subconscious mind that have been tested and refined for over three centuries. These techniques will work for you without difficulty. Just a little effort is all that is required.

This process is very different from the use or exercise of *Will Power*. Many people like to talk about will power as if it were some great force. They say that if you cannot change your bad habits, you are *weak willed!* I have come to believe that there is no such thing as *will power* in the traditional use of the phrase.

The concept of *will power* pits the conscious mind against the subconscious mind. In any conflict the subconscious will always triumph, therefore the concept of willpower is largely meaningless. Any notion of overcoming subconscious resistance with conscious will is a myth.
Charles E. Henderson, Ph.D.

The general understanding of will power is that somehow you just decide not to do something and then magically, you will never do it again. There is a folk story about Ben Franklin who was said to practice strengthening his will power by this exercise:

Since he loved strawberries, he would take a bowl of them and set it on the table. He would then gaze at the strawberries until he was sure he had conquered his desire to eat them. Once he was sure he had exercised his will power, he would reward himself by eating them.

That is about the way *will power* works for most of us. It is a delay tactic. During *the waiting period* we are constantly dwelling on the object that we want to eliminate from our lives. We are totally focused on what we will not do. It has been shown that holding a thought in your mind, even trying to reject the object of that thought, just makes the desire stronger.

Probably nothing in the world arouses more false hopes than the first four hours of a diet. Samuel Beckett (1906-1989)

Repeated failure will eventually convince any person that pursuing their goals is hopeless and that they are powerless to control their urge or obsession. The idea of being powerless will operate as a strong suggestion to a person's subconscious mind and eventually cause them to no longer even make an attempt to try to change.

To succeed, the thought must be re-written (replaced by another image). Real will power is changing the desire, not suppressing it. To change, you need to learn new techniques. (Chapter Six, Affirmations)

DIETS DO NOT WORK

It doesn't take a medical doctor, a Ph.D. in any given field of study, or even a nutritionist to tell you that for the vast majority of people diets don't work. Just in case this is a new concept or for the person who thought that they were the failure, not the diet, here is the view of a specialist. In his book *Habits Not Diets*, James M. Ferguson, MD wrote:

*Most of these methods work spectacularly well for a few people, but not very well for most. Of those people who do lose weight, most regain it within six months . . . When a drug or diet treatment program is over, most people resume their old patterns of eating and regain their weight. This is especially true for individuals in stressful situations or people with chaotic life styles.*³

You have probably already discovered this fact from a lot of experience and frustration. How many diets have you tried in your life? At times you may have lost a few pounds, stayed the same, or even gained weight after following the plan to the letter.

The tendency is to approach each promise from a new author with hope. Maybe *this* program will help to achieve the ideal weight. After all, what you want to accomplish isn't that much, is it?

Before you start another *food orientated* diet, meaning that the emphases is on how much, what time of the day, or what kind of food you consume or at least in conjunction with that diet. I invite you to consider the possibility that it is more important to understand *why you eat*, than what you eat, in reason.

What false thoughts have you allowed your subconscious mind to hold as true, that cause you to lose or gain weight? Now this is not the

normal way of thinking about a diet, is it? Traditional thinking is the very reason that diets do not work.

Many traditional diets consider only one aspect of the whole person, *what you put in your mouth*. That single focus is the flaw that explains why these plans fail. The response of many people after trying one diet and having no success is to try another diet plan.

Insanity is doing the same thing in the same way and expecting a different outcome. Leslie C. Brown (1945-)

KEEP AT IT, IN THE RIGHT DIRECTION

No, I am not suggesting that you are insane to keep trying to achieve your weight loss goal. It is certainly OK to pursue your dream. Persistence is what makes a person a winner!

Winners never quit, and quitters never win. Vince Lombardi (1913-1970)

However, you will NEVER reach your goal if you are persistently headed down the wrong path. There are hundreds if not thousands of diet books out there and it seems like a new one comes out and goes on the bestseller list every day.

The hopes and dreams of many people like you and me are invested in these books. Being a certain physical size is thought to be a valuable goal and worth the time, effort, expense, and in most cases, the frustration required to achieve that size. More agony has been generated by our body image than by any other concern that occupies our minds today.

What I am suggesting is that you may be making yourself crazy by continuing to try these popular diet plans without also incorporating the mental steps that will cause changes in your body

You really know all you need to know about the *technique* of physically losing weight. Anyone who is capable of reading this book already knows that some kinds of food consumed in excess will make anyone gain weight. They know that lack of exercise is a problem for many people and they know if and when they are eating too much!

What most people do not know is why they eat when they are not hungry and how to make the changes in their subconscious mind that will cause their body to take the form they want. The mind has the blueprint for the body design wanted. In many cases the body was at the desired weight and proportions at one time. Diets are most often started to get back to where a person was once before. What is needed

is to find the switch that will put the mind in the right mode to re-institute that design for the body.

The only difference between a rut and a grave . . . is in the dimensions. Ellen Glasglow (1874-1945)

GET OUT OF THE RUT

Isn't it about time to get out of the diet rut and in to a permanent life style? Aren't you tired of making your partner and yourself more stressed out than usual with your need not to have any of the *forbidden* stuff in the house? Stuff like starch and sugar, or is this the week for high fat, or was it no fat?

For many people the lists are often so complicated that it is difficult be sure that they are following the *right* steps, using the *right* supplements, or eating the *right* portions at the *right* times.

Please understand that if you find a diet plan helpful to you for the food part of your diet, if you are comfortable with the steps and instructions that is absolutely acceptable. You can use this book along with that plan to help you understand the mental steps needed for total success on a long term basis.

Experts often possess more data than judgment. Colin Powell 1937-)

WHICH EXPERT

We always seem to turn to experts for help in solving our problems. You do need an expert, if by expert you mean a qualified person who has analyzed the problem you are trying to overcome and has formulated a solution. But which expert?

Even when the experts all agree, they may well be mistaken. Bertrand Russell (1872-1970)

The average overweight person is not physically sick or mentally ill. The odds are that you do not need medical treatment or psychological assessment.

Of course, if you are in treatment, please continue to follow the doctor's instructions. The suggestions offered here will not interfere with what your doctor is instructing you to do and may even speed the process of healing.

I learned why they're called wonder drugs – you wonder what they'll do to you. Dr. Harlan Miller

Some medical doctors are fond of prescribing just the right diet pill or shot of vitamins. Psychologists want to talk about your mental blocks or self-defeating behavior rooted in your past traumas. Nutritionists want you to try certain combinations of foods at certain times.

Why are there so many diet plans that generate so much confusion for us about what we should do to lose excess weight? These experts have put in long hours at universities and in their laboratories. They have come up with complex theories and models. They have burned out numerous computers to test these theories exhaustively. Yet, each author has a radically different concept of what is needed to lose weight.

Most of us are not medical doctors or nutritionists. Many of us didn't even take a biology course that discussed weight control in high school. The main source of information about the *perfect diet* may come from the *Best Seller* list in the newspaper. Many other people draw their information from friends and magazine references.

The most disturbing new trend is the *Infomercial*. These hour-long advertisements for some new diet product are in the form of a documentary but have little relation to fact. The information presented by the diet researchers is extremely contradictory, yet centuries of research on using the subconscious mind is amazingly uniform.

What we are today comes from our thoughts of yesterday, and our present thoughts build our life of tomorrow: Our life is the creation of our mind. Buddha (568-488 BC)

YOU HAVE THE POWER

There have been many authors, each looking at a different aspect of the power of the subconscious mind. Practically all authors say the same thing: *what you think, you become*. Studies show that the more completely you are able to understand and use the principles of the subconscious mind, the faster you can accomplish your dream. If that goal is weight loss, then you will actually lose those unwanted pounds by applying these principles.

I want you to be everything that's you, deep at the center of your being. Confucius (BC 551-479)

WHY CAN I OFFER YOU SUCCESS?

I am not a doctor. I have no impressive letters behind my name. However, I do have nearly thirty years experience training men and women in the study of self-improvement, personal growth techniques, and how to become successful in the field of sales.

I have presented classes and provided motivational discussions across the nation. During that time I have also attended every class, seminar, and read every book on success I could find. Yes, I have even tried some of the fad diets. They didn't work for me either.

So, what does that mean to you? How can a sales / success trainer help you to lose weight on a permanent basis when often these specialists cannot? The most important thing I have been taught by the brilliant men and women who were my trainers, instructors, and mentors is that the methods for reaching success, whether it is achieving a gold medal in the Olympics, meeting a sales quota, or living your life as a successful person are the same.

The ones who want to achieve and win championships motivate themselves. Mike Ditka

WHAT IT TAKES TO WIN

You need to have a clearly defined written goal that is realistic. More importantly, it must be your goal, not what someone told you that you should achieve.

The most important thing about motivation is goal setting. You should always have a goal. Francie L. Smith

You must decide the number of pounds you can realistically lose. What are the measurements that would be optimum for a person of your age and body type? You need to be able to vividly visualize that goal. Visualization may be the very most important key and the only method by which anyone can ever hope to succeed. You need to get rid of any anger, fear, or hurt that is occupying the portion of your mind that controls success.

You absolutely must stop telling lies about yourself such as: *Everything I eat turns to fat!* More importantly, stop accepting the lies anyone else tells about you such as: *You are not good enough!* or *You can never achieve that!* Then engage your subconscious mind to work for the achievement of your dream instead of allowing it to work against you. This can be done by rewriting any old negative habits

that have been allowed to direct your current way of acting into new success pathways through the use of affirmations.

Do not think that what your thoughts dwell upon is of no matter. Your thoughts are making you. Bishop Steere

Your subconscious mind is the only tool that you can use to make the necessary physical changes in your brain and body and then maintain the new you. It is these mental adjustments that are crucial to the success of any endeavor that anyone may choose to engage in.

THINGS TO REMEMBER FROM CHAPTER 1

WHY THIS WILL WORK FOR YOU

Food orientated diets do not work for most people.

Those who do lose generally gain it back within six months.

Popular diets only consider the food you eat, not why you eat it.

Popular diets can be complicated.

Most of us do not need medical treatment.

Training for success in your diet is not different from any other success plan.

Will power is actually the weakest power anyone has.

The subconscious mind controls most bodily functions.

The power of the subconscious mind has been studied for over three centuries.

The power of the Subconscious is your power and you can learn how to use it.

The steps to engage the Subconscious mine are:

- A. Forming a written plan.
- B. Letting go of the pain that is holding you back.
- C. Not lying to yourself and not accepting the lies of others.
- D. Rewriting any negative habits with affirmations.
- E. Visualizing success.

Success Guide

Step #1 Exercise 1

Power reminders

I, (_____) am the Prophet of my life!

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IMPROVE MY LIFE.

I will allow no person or condition to stop the successful achievement
of my dream.

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Success Guide

Step #1 Exercise 2

Triggers and New Responses

From now on, when you hear, say, or think one of these *Old Thoughts* use it as a trigger for the *New Response* and say the new response out loud to yourself.

<u>Old Thought, Now a trigger.</u>	<u>New Response</u>
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I'm so stupid!	I am improving my choices each day.
I can't do . . .	I can learn to accomplish any task.
I would freak out if . . .	I am calm in all situations.
I have no luck.	My luck is improving every minute.
It makes me so angry.	I choose to be calm in any situation.
I don't know how to . . .	I haven't chosen to learn yet.
I'm so (fat, clumsy, ugly) else.	I will not insult myself or anyone
Life is hard and then you die.	I can make life better for all people.
I can't get it all together.	I become better organized every day.
I can't remember names.	I strengthen my memory each day.
Everything I eat turns to fat.	I choose food that makes me healthy.
I can't afford . . .	I am accumulating the money for . . .
I hate my job. opportunities.	I choose this and look for
I can't concentrate. clear.	I am focused and my thoughts are
I just don't know what to do.	I can determine the correct action.

Success Guide

Step #1 Exercise 3

Now vs. What I Will Accomplish

Take an inventory of yourself now and plan what you want to achieve. These are just your first thoughts; we will look at specific ways to refine them as we get further into the book.

1. My current weight: _____

Optimum weight: _____

2. My current measurements:

Optimum measurements:

3. My current exercise level:

What do I need to change:

4. My current level of health:

What do I most want to improve:

5. My support group. (Who will help me to make these changes?)

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6. What have I tried before to make a change in my life?

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7. Why didn't it work?

8. General thoughts about changing my life?
