

LICHTMAN

How to Get Lots of Money For Anything Fast

HOW TO GET LOTS
OF MONEY FOR
ANYTHING

—
FAST!



STUART LICHTMAN
AND JOE VITALE

VITALE

HOW TO GET LOTS OF MONEY FOR ANYTHING — FAST!

**HOW THE AMAZING *CYBERNETIC TRANSPOSITION*
METHOD CAN BRING YOU ALL THE LOVE, MONEY,
HEALTH, SUCCESS, OR ANYTHING ELSE YOU CAN
NAME — GUARANTEED!**

by

Stuart A. Lichtman
and Joe Vitale

NOTE

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Also, the terms ***Cybernetic Transposition Basic Achievement Three-Step*** and ***Cybernetic Transposition Super Achievement Three-Step*** are pending registration and are fully protected names owned by Stuart Lichtman. They may not be used without his written permission.

One last note:

The ***Cybernetic Transposition Super Achievement Three-Step*** is very powerful, *too* powerful to teach without a good deal of training. So please note this warning:

This book doesn't teach you how to teach others to do the Cybernetic Transposition Super Achievement Three-Step or any of the component processes.
Please do not attempt to teach this to others.

For more information, please contact Stuart Lichtman at:
service@howtogetlotsofmoneyforanythingfast.com

If You Have Questions

If you have questions, please consult this book, the accompanying Bonuses and the Unadvertised Bonuses. I've tried to make them extremely comprehensive and I think that all the answers are there.

To make it easier for you to find things, all of the Chapter and Section headings are included in the bookmarks. Just click on the "Bookmarks" tab on the left side of the Acrobat window and then on the item you're looking for.

Or, if you are seeking specific words or phrases, use Acrobat's "Find" function by clicking on the Binocular icon in the toolbar at the top of the screen, typing in what you're seeking and clicking on the "Find" button. If you want to keep looking for the same thing, you'll see that the "Find" button has now changed to "Find Again" so just click it again... and again if you wish.

The Bonus forms and audios provide detailed "follow-me" instructions and will guide you through all of the ***Cybernetic Transposition Super Achievement*** processes.

The Bonus eBook, *Secrets Of Making Large Sums Of Money In Your Own Business*, presents the most comprehensive, detailed and effective techniques for a successful small business. Most of what it presents will be found nowhere else.

The *Zappers* are clever, simple and quick variations on the basic ***Cybernetic Transposition*** techniques that, once you have unconsciously learned the basic techniques, will make things much easier and more successful in ordinary, day to day situations.

The very specific techniques described in the Bonus eBook, *Cut The Time It Takes You To Do Things In Half – Effortlessly*, have typically resulted in savings of 50% or more in the time it took very busy people to accomplish their work, usually when doing so seemed completely impossible – and this was usually accompanied by improved performance.

The nine *Unadvertised Bonuses* give detailed instructions for finding "perfect" romantic and business partners, how to get a perfect job, how to invent "million dollar" ideas, how to use the ***Cybernetic Transposition*** techniques to achieve any of your other goals, how to very effectively put the how-to recommendations of other experts to work, how to discover and harness the power of what you were born to do, how to access your True-Self, how to simplify and personalize the ***Cybernetic Transposition*** techniques with no loss – and perhaps an increase – in effectiveness and other useful topics.

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Formulas for Miracles

An Introduction by Joe Vitale

I didn't see it coming.

I was busy writing, reading, swimming, playing, and just in general keeping busy with the odds and ends of my life when the e-mail arrived.

It was an email from David Garfinkel, business partner, mentor and dear friend of mine. In it David went on and on about a “genius” he had discovered. He said this genius had developed a new system for helping people create stunning results in their lives—everything from getting more money fast to creating new relationships, improving health and well being, and much more.

Naturally, I was skeptical.

But I was also curious.

I asked to see some material on this guy and his work. David sent it and I, well, was stunned.

What David sent me was staggering. Here was a precise set of instructions on having, doing, or being anything you could imagine. I read over the material in awe. While I've been investigating the processes for creating whatever you want in your life, I had never come across anything that clearly walked people through all the steps of picking, naming, and getting their dreams.

Here, in short, were formulas for miracles.

What excited me even more was the fact that these formulas were in alignment with my own discoveries about how to make our dreams come true. While I wrote about a simple five-step process for creating wealth from the inside out in my book, “Spiritual Marketing,” even my own strategy wasn't as clear as what I was reading in the material David shared with me.

There was only one problem.

The formulas David shared with me were dry. They were like recipes for a delicious dinner. On the page, they were lifeless. What they needed was a writer.

That's when I volunteered to co-author any book David's client might want. Since David was already busy with projects and couldn't do the writing himself, the honor fell to me.

And as it turned out, the man who created all the formulas also created me.

The first time I spokaye to Stuart Lichtman, he told me he had set an objective to get a good writer to help him express his ideas. The result, he said, was me.

Stuart Lichtman, the author of all the material you are about to read, is a sincere man who has dedicated the last 25 years to trying, testing, and documenting his tools for easily creating the life you prefer.

And he really is a genius.

What you are about to read are his formulas. I've done my best to brighten them. What you do with them will be up to you.

I suggest you think big. Go for your biggest, boldest, more amazing dreams.

Because with the Cybernetic Transposition process you are about to learn, you can and will achieve any dream you want.

Go for them!

— Joe Vitale
Austin, Texas

How I Raised 2.5 Million Dollars, Died for 8 Minutes, and Developed the *Cybernetic Transposition* Techniques

A Foreword by Stuart Lichtman

When I was a student at M.I.T. in 1957, my first great insight came when I realized that all areas of engineering (i.e., electrical, mechanical, nuclear, aeronautical) taught the same thing but that their foci differed. So I decided that I should be able to take the “best” course in each of those areas, totally ignoring the fact that M.I.T. policy did not permit doing so.

I knew that I’d need a new thesis advisor, someone who had a distinctly entrepreneurial perspective and, having done a very early version of what became the Cybernetic Transposition technique, my new advisor appeared in the form of Dwight Baumann.

Dwight was a natural mechanical genius and a mentor to M.I.T. would-be entrepreneurs. For me, he was a godsend, the first person in my life who seemed to really care about me. He and his wife, Mavis, treated me somewhat like a son.

Dwight had been raised on a farm in South Dakota and specialized in doing what he was told he couldn’t do. For example, he was told that cleaning the fuel injector nozzles on their tractor required extensive special equipment. He, of course, did it perfectly with nothing more than ordinary hand tools.

Being a troublemaker like me, his response to my request that I be allowed to take courses in any area of engineering was, “Sure. Just don’t make a fool of me.” So I was off to the races. (Actually, more literally than not since my hobby was sports cars that I financed by buying and selling other cars and I had already started my racing career.) Not surprisingly, one of my first courses in aeronautical engineering was one about the dynamics of automotive suspensions.

Taking this broad perspective on engineering led me to my second great insight, that at some point in every one of the extremely precisely defined engineering systems, there was something that messed up the works: a human. I was very surprised that my professors could show me no way to model humans.

So I studied psychology and economics, the fields that supposedly dealt with such things. They didn’t. The psychology that was taught at M.I.T. was Skinnerian and

modeled humans as if they were rats. I knew that wasn't on track. The many economists whose work I studied suffered terribly from myopia. They each assumed that everyone else in the world was like them and their theories modeled what they would personally do in a situation and assumed everyone else would. Given that any eight year old child would disagree with that premise, I knew the answer didn't lie with them, either.

When I told Dwight that I wanted to develop a system to model humans, he said, "Good luck" and left me to it. It actually took me 18 years and wasn't realized until after I'd created and run a number of successful companies and had gone back to school to do a doctorate in business so as to learn what I'd been doing right and wrong. Unfortunately, I found I knew a lot more about business than my professors.

One of the businesses that I had started was called Recognition Terminals, formed in 1969, and I'd intuitively used an early version of the Cybernetic Transposition techniques to almost instantly generate the \$2.5 million in investment funding that I required.

I knew from my research on venture capitalists that obtaining funding from them was not only very difficult but extremely time consuming, often taking six to eighteen months before the first dollar was seen. So I decided that wasn't the way to go. Instead, I turned down the lights in my office, sat down in my most comfortable chair, and created an imaginary experience of someone, an investor, happily giving me a check for \$2.5 million. I then focused on the investor, in my imagination, repeatedly asking him for his name and how to contact him. After a few hours of refining this imaginary experience, writing it down, editing it to make it "perfect" and building a "perfect" imaginary experience of the venture, the name popped into my consciousness. I'd heard of his company and name once.

I immediately located his company's phone number and called him. Logically, that didn't make sense because it was a Saturday but I knew that I had to call him. He was in and I immediately got through to him. We talked about fifteen minutes and he said he was interested. He told me to wait by the phone and his executive vice president would call within an hour. After about 35 minutes, the phone rang. It was the executive vice president and we set up an appointment for Monday at my attorney in Washington, D.C.

On Monday, after about an hour of attorney type of hassling, we agreed on terms (which I'd failed to specify in my vision and weren't as good as I would have liked) and my attorney drafted a 1 ½ page letter agreement that we both signed. My attorney then pulled an unused corporation out of his files, we decided on a name, he contacted the Attorney General of Maryland to change the corporation's name to our new one, we set up a bank account and two days later we had the \$2.5 million in our account via wire

transfer.

That was my first big success using what evolved into the Cybernetic Transposition techniques.

In any case, I decided I wanted to do my dissertation on the unconscious decision making of venture capitalists. To do so, I had to develop a system that would model that decision making. Thus was born my Arintel system. It used artificial intelligence pattern recognition techniques to create an imaginary 15 dimension “hyperspace” in which people with similar unconscious personalities would cluster together.

Don’t worry if that doesn’t make any sense. Arintel isn’t what you will learn in this book. You’re going to learn something even better.

Arintel worked fabulously even though the data collection was a bear and the program would only run on the most powerful supercomputer of the time, a Cray I, hogging expensive computer time like a demon. In 1973 dollars, it cost \$25,000 to make one run.

I then applied Arintel to sophisticated market and economic research on behalf of the U.S. government and Fortune 500 companies. (They were the only ones willing to spend \$500,000 to \$1 million per project.)

In doing research in many parts of the world, I found some very interesting things. The most interesting was that we always found the same 12 clusters of unconscious personality types. That was so strange that I brought in experts on statistical techniques to see if that was a result of bias in Artintel. They concluded it wasn’t.

In one project, we brought together people who were most typical of the most interesting clusters (stereotypes) and found that behaviorally and in terms of mannerisms, these people from all over the world were almost clones of each other.

The models Artintel developed were so powerful that, in doing a 7-year study of the operations of the U.S. Small Business Administration, our seven variable models were 90 to 99 percent accurate in predicting the performance of small business entrepreneurs.

Another interesting result was the ability to make very accurate economic projections. For example, we were asked by an investor group to assess the market for hotels and motels in Orlando, Florida not long after Disneyworld opened. Disney’s projections of demand were not made public and the State of Florida’s published one’s projected about 10 percent of the demand that actually arose. As a result, the demand for

hotels and motels in Orlando far exceeded the supply.

And, as a result of that, a building boom ensued. About 26,000 rooms were built in two years, flooding the market. My clients intuitively figured that some opportunities would arise from the fact that the insurance companies providing the mortgages for the hotels and motels would eventually foreclose lots of them and would then sell them to the highest bidder.

So we studied consumer behavior and compared what we found with Orlando's supply of hotel and motel rooms. We expressed the result in terms of three cases: worst, probable, and best. The worst case presupposed something like a war or major civil disturbances, something that would really shock the populace.

And, two months after we submitted our findings, the worst case occurred – the oil crisis. Gasoline was just not available. People had to stand in line for hours to get a few gallons.

And since essentially all of the traffic to Orlando came from the more northern areas of the east coast, this counted as a catastrophe for the hotels and motels there. Occupancy rates dropped precipitously.

Our projections expressed in terms of occupancy rates, however, turned out to be extremely accurate – within 3% of actual over the ensuing 12 months. After the first month's results showed we were on track with our projections, our investors asked us to work with them to devise a strategy to take advantage. That was actually pretty simple. It was two part. The first focused on buying cheap. We simply showed the insurance companies our projections and they sold for 50 or 60 cents on the dollar.

The second focused on creating demand. That was more interesting. At the time, the railroads had created what they called the Auto Train. This ran from outside Washington, D.C. to Orlando. Passengers loaded their cars onto the train and rode in comfortable railroad cars with them to Orlando. So we had our clients lock up most of the available seats on the Auto Train.

Pretty soon the properties they'd bought were operating at over 80% occupancy and making money.

Arintel was an extremely powerful tool. It was so powerful that politicians began to sniff around it. That frightened me so I destroyed the system and am still the only person who knows how it all worked.

Getting back to the evolution of Cybernetic Transposition, around 1981 I had just

finished a very difficult turn around of a company (a \$4 million loss to a \$2 million profit with a tripling of sales from \$7 to \$21 million in 9 months and a drop in defects from 12% to around 1%, while operating, each day, with a totally recalcitrant work force and short \$2 million or more to pay bills) and was recuperating in my San Francisco home. During the mornings, I would study research on the structure and operation of the human brain. (After all, if working in artificial intelligence, I needed to know a lot about real intelligence.)

In the afternoon, I'd sit in my living room watching the fog "eating" the Golden Gate Bridge and contemplate what I'd learned and what I was going to do next. During one of these sessions, I had three big "aha" types of breakthroughs.

The first was that the human brain could be viewed as a massively parallel computer system, each of the component neurons functioning as both a digital and analogue computer.

The second was that the power of such a system was millions times greater than the most powerful supercomputer I'd been using and that humans could and probably did automatically do what I'd been approximating with the Arintel system.

The third was that I could teach people to use this system so that they could do seemingly impossible things.

Another factor was that in a near death experience that I'd had when I was clinically dead for 8 minutes in 1969, I'd had awakened some abilities that I'd never been aware of. And when I met a spiritual teacher whose energy I'd encountered in that near death experience, I quickly decided to study with him.

That study involved meditating for what eventually became 2 hours each day. Following my three-part insight described above, my meditations frequently began to include the "receipt" of "packets" of information, each of which was an "aha" experience. I wrote them down and they became the actual nuts and bolts of the Cybernetic Transposition process.

In the process, I realized that I'd been using these techniques in various forms since I was a freshman at M.I.T. and I knew that they would work for others. So I organized the first training in July of 1981. I had about 250 people in a three day session in Santa Monica and about 85% of them achieved their seemingly impossible objectives on the first try.

Those were the first of the 50,000 plus people I trained in these techniques around the world.

In retrospect, I realize that all of my studies in artificial intelligence and my “labs” that consisted of running companies and doing sophisticated market and economic research had fleshed out what I knew naturally into a very operational way of teaching essentially anyone who’d put in the effort to learn, how to do the seemingly impossible.

All of my work in artificial intelligence was something like Archimedes’ bath that awakened him to what his unconscious mind was trying to tell him. (See the story on page 18 of the Small Business bonus e-book.)

In creating and running companies, I’d had lots of opportunities to observe and model people, how they succeed and failed. I’d learned from my clients and other experts like Ed Brower who could walk up to just about anyone and, if you couldn’t hear what they were saying, you’d think they were long lost brothers or brother and sister. He was so adept at unconsciously identifying the other person’s personality type and unconsciously acting on that knowledge that he’d instantly create a perfect fit with them.

I studied about 100 inventors and worked closely with over 50 of them, including the most productive one in the world. That gave me a different perspective on how we unconsciously could invent ways to achieve the seemingly impossible. And then I used the Cybernetic Transposition techniques to help some of these inventors cut the time cycle to invent by about 90 percent.

The name Cybernetic Transposition is uniquely appropriate to what I’m teaching. Cybernetics means to me, “the human use of human beings,” the title of cybernetics’ creator Norbert Wiener’s second book on the subject.

Transposition means the basic technique of transposing a success in one area of life into a success in another area.

In my view, artificial intelligence and computers, in general, should be used to relieve humans of drudgery and to assist them in turning their intuitive ideas into conscious awareness. That’s allowing them to be more human and less machine like.

But enough about how I discovered all this.

Let me now teach you how to use it.

You’re in for a fun ride.

— Stuart Lichtman
Santa Barbara, CA

Chapter One

The New Way to Achieve all Your Dreams

Name something you want.

It can be a weight-loss goal, a money goal, a sales quota, a new house, a relationship, etc. It's entirely up to you.

Since this book is about money, think about your money goals. How much more money are you seeking, anyway? A hundred dollars? Thousands? A million?

Now let me ask you a blunt question:

Why don't you have it yet?

Why don't you have the thinner body, or more money, or whatever it is you said you wanted?

Well?

Now let me tell you something shocking:

The fault isn't with the economy, your parents, your spouse, your neighbors, your mayor, the president or anyone or anything outside of you.

There is only one answer to my question of, "Why don't you have it yet?"

And I'll tell you what it is in a minute.

Have you ever wondered why so many people have so much trouble getting what they truly want?

Have you considered that there could be an easier way through life?

Have you ever felt that life was just too much of a struggle?

Most of us have, at one time or another, just felt that life was a royal pain. But the liberating truth is this—life doesn't have to be that way.

What's the secret to making life a joy?

What's the secret to creating more money now?

And what's the answer to why you haven't achieved your goals yet?

It's in your own mind.

No, not in your thoughts. Not in your conscious mind. The roadblock is deeper. It's where you rarely look. It's in your un-conscious.

In short, if there is something you are trying to achieve—you name it—and you aren't achieving it, chances are your unconscious holds some contradictory intentions for you.

Said another way, you want something and it doesn't.

If you are typical, you are constantly giving yourself contradictory instructions—like “I want to lose weight” and “I want that luscious piece of pie.”

Notice anything odd about them?

Those statements are going in different directions. After years of such frustrating and contradictory messages, your unconscious gives up and starts to disregard what you consciously want.

In other words, you canceled out your own request. You said, “I want money,” but right after that you said (or thought), “I don't deserve it” or “Money never comes to me” or some other similar limiting belief.

As a result, you usually didn't get what you said you wanted!

But I have good news for you.

All that is about to end. You're about to learn two simple three-step processes that will put an end to the mental **self**-sabotage that has been holding you back. Now you'll finally be able to show your unconscious mind exactly how to let you achieve what you consciously want.

I said “simple,” but that doesn't mean “easy.” It won't happen automatically, just by holding these pages in your hand or thinking beautiful thoughts. There's no magic or hocus-pocus. But there is a method. And it can be called magical.

You will have to **read, understand, and use** the ideas in this book. However, just think of all the time and energy you've already spent on activities that didn't work. And now think of all the time and energy you'll free up in the future by knowing how to work at maximum efficiency!

Relax. You're about to learn how to make all your dreams come true—finally!

An Introduction to “Cybernetic Transposition”

Before I can reveal the two processes that will bring you all your dreams, I need to explain the term “Cybernetic Transposition” to you.

Cybernetic Transposition is the proprietary technique I developed and perfected, and which companies paid me \$25,000 a day to teach to their employees.

(You got a real bargain when you bought this book. You saved \$24,900 at least!)

Why did companies pay me so much to learn this method?

Because it may be the single most powerful, effective technique *ever* developed for personal achievement.

And the achievement corporate managers care about, of course, is the individual's enhanced ability to generate more profit—in short: More money fast.

So, how does it work?

What Cybernetic Transposition **does** is empower your mind to use one success — any success — that you have experienced, and “transpose” (or transform) that first success into the solid foundation for a success in another area.

What this means is this:

If you have been successful in gardening, or playing golf, or running a household, or learning to drive a car, or **anything else** — as long as you are able to understand yourself as a success (not a world-class success, not an overwhelming success, but merely a success at all) in that one area — then you can be successful in another area.

Wildly successful, if you want.

In terms of money, think what this can mean to you.

How much money do you want? When do you want it?

What if you could “program” yourself, using any past success you've had and you “own” as valid (in your own mind) as the only condition you need to get that money — legally, ethically and in a way that does not harm you or anyone else?

Think of this!

It means you don't need more schooling... or more experience... or personal connections... or to be born into a rich family... or any other preconditions you might have thought you needed to have money.

All you need is a previous success you recognize in your own mind as being a success.

That's it!

Pretty amazing, isn't it?

No other book, author or method shows you how to do this — and no one else has done this in rigorous tests where 81% of the test group, **which was 50,000 people**, achieved a seemingly impossible goal quickly **on the first try** — but in the case of entrepreneurs, the first-time success rate was close to **100%**.

One other thing:

Another reason Cybernetic Transposition works where other methods fall short is Cybernetic Transposition relies on whole-brain harmonizing, a technique I perfected.

Whole brain harmonizing gets the four main parts of the brain –

- * the left brain (words, logic)
- * the right brain (patterns, symbols)
- * the mid-brain (emotions)
- * and the brain stem (physical stimulation)

... in sync with each other.

You see, it is the conflict, the disharmony, the competing agendas of these four parts of the brain that keep you from achieving your goals. No other goal-setting system systematically and effectively gets all four parts of the brain "looking in the same direction" and working from the same agenda.

Cybernetic Transposition does.

And it can bring you such results as to take your breath away.

A Working Definition of the Magic

I define "Cybernetic Transposition" as –

Putting yourself consciously in charge by creating effective communication between your conscious and unconscious minds, by consciously transposing successes from any part of your life into other ones where you

consciously want to produce success, resolving self-defeating unconscious habit patterns into ones that support you and by creating effective conscious communication with the part of you that knows what's right for you.

Where did I get the two words that make up the term?

Cybernetics is a term created by the incredibly brilliant Norbert Wiener who developed the discipline and who I used to see wandering the halls of MIT. *Cybernetics* derives from the Greek word for "steersman" or the person in control.

In a very real sense, our unconscious mind acts as our massively powerful, massively parallel computer comprised of about 100 billion tiny computers called neurons. Usually, our conscious minds are pretty much irrelevant to the functioning of our unconscious.

I'll be teaching you to change that, to bring your conscious mind into the loop so it, in a sense, becomes the steersman.

So the first part of the definition is helping people to be more human rather than acting like machines that operate almost totally unconsciously, out of conscious control.

Transposition is defined as the process of interchanging. In our case, we are taking a memory of success in one aspect of life or in the same aspect at a different time in life and transposing it to create success in a different aspect and/or time.

Now that you have been introduced to the name of the process, let's move on to discovering how to use it to manifest your highest dreams.

Ready?

How do you rate this so far?

How would you rate your interest in this new method so far?

To keep your conscious and unconscious on the same page, I'm going to ask you to check out your intuitive feelings on that familiar "1 to 10" scale from time to time.

This will help you step out of the ranks of the millions with poor internal communication. When you sharply improve your ability to tell your unconscious mind what you really want, it's going to respond eagerly. No more guessing. No more hit or miss. You'll give it an assignment and it will go to work for you instantly.

Just imagine all the money you'll be making shortly!

As you learn this process, your unconscious will be experimenting. Every time it tries

something, the job of your conscious mind will be let it know how well that fits what you want. If the fit isn't good, then it will try something else. Eventually, through trial and error, you will get the two working together to get you what you want.

This will be a lot like the pilot on your last flight. No matter where you were flying to, that pilot drifted off course a few times—sometimes intentionally, such as to avoid bad weather—but he later always went back on course so he got you where you wanted to go.

Your conscious and unconscious will work in similar ways. I'll explain it all to you as we travel through this book.

And what, you ask, are you going to be measuring on the “1 to 10” scale?

- **Desirability** — a “1” means “totally undesirable, the pits” and a “10” means “totally desirable, wouldn't change it for all the tea in China – it's perfect for me.”
- **Difficulty** — a “1” means “nearly automatic” and “10” means “nearly impossible based on logic and experience.”

Right now, how do you rate your *desire* to know the three steps to more money fast that I am about to teach you?

Are you at a “10” — meaning “totally desirable!” — or lower?

If you're not at a 10 right now, then maybe you have a belief or two that “This isn't possible for me” or “This can't work for me.”

Whatever comes up for you is fine. No matter what you think right now, by the time you finish this book, you're going to know exactly how to use the powers of your own mind to gets lots of money for anything—fast!

Interested?

Anything Is Possible

Here's a quick, inspiring story to give you a hint of what is possible with the methods you'll be learning in this book...

Sam was an experienced programmer who had lost his job when his firm was downsized after it had been acquired. While he was out of work, he spent his time improving his skills but was getting pretty desperate as his savings began to dwindle. Yet, despite submitting lots of resumes, no job came his way.

*Using the **Cybernetic Transposition Basic Three-Step**, Sam set an objective of getting a stimulating job at a 10 percent increase in salary. After practicing for a few weeks, Sam was talking with his instructor in a programming course he was taking. The conversation continued after class, leading to a request by the instructor for Sam's resume.*

Two weeks later, Sam was hired by his instructor's firm. They were so eager for someone with his skills that they gave Sam an offer that included a salary 12 percent higher than his previous job.

At this point, you might start considering what you want to have, do, or be.

You'll refine your target as you go through this material, but why not begin dreaming right now?

What *do* you want, anyway?

Here's another story to jump-start your desires

Mary decided to form her own training firm. Using the Cybernetic Transposition techniques — in only 8 days — she got a \$20,000 contract.

How *much* do you want, anyway?

And *what* do you want it for?

Here's yet another quick story for you...

John worked as a bus company manager. Despite management's desire to avoid raises, he decided he wanted a 15% raise. So he did the basic Cybernetic Transposition technique and, without planning, walked into his manager's office. He walked out with exactly the raise he's wanted to get.

Well, what *do you* want?

Three Steps to More Cash

You're about to learn how a tried and tested three step process can transform your world and bring you all the riches you've ever imagined.

I've proven this method will work by testing it on 50,000 people. Now you're going to

prove it will work for you.

First, let me introduce you to the basic three steps:

1. **Create a Target** that defines what you want, one that is clearly understood by all aspects of your un-conscious mind.

Think of the bull's eye of an archery target with its concentric circles enclosing a central red circle. Your unconscious mind needs something as clear as that circle, a target that indicates exactly what you want.

2. **Prioritize your Target** —Flag it so that you will remain unconsciously focused on it while you get on with your normal activities.

Imagine a large crowd of people, all dressed alike in gray. Now picture one of them holding up your highly graphic bull's eye target with the bright red center. Chances are, the target is what will catch your eye. That's what happens in your unconscious mind when you have appropriately prioritized your target.

3. **Resolve any self-defeating un-conscious habit patterns** that can prevent you from achieving your target.

Your unconscious habits govern what you normally do in a situation. The

most efficient way to go through life is to do a lot of things on automatic — except when those automatic habit patterns get in the way. In other words, most people have unconscious mechanisms that sabotage their desire to hit the target. When you clear those, you are free to hit the mark.

Think about driving a car...

Most of what you do requires little conscious attention. You attend to the traffic, what's on the radio, the time, etc. You don't pay much attention to the numerous minor steering corrections, evaluating your distance from the cars on your right or left, slowing to adjust to the car in front of you, etc.

Now, remember what it was like when you first learned to drive. Every single thing required a conscious decision. Remember how tiring that was? Didn't your palms sweat? Didn't you hold your breath a lot?

The difference is that now, through repetition, you have created unconscious habit patterns that operate automatically, making things much easier. Those unconscious habit patterns persist, seemingly forever. That's why we say, "You never forget how to ride a bike." You're never going to forget how to drive a car, are you?

But driving a car is a simple example. And you've already accomplished it, most likely.

But what about the things you want—like more money—that you don't yet have? What keeps stopping you from achieving that goal?

Some of your persistent, unconscious habit patterns don't work well for you any more. **They can automatically block you from getting what you want. They are probably even operating right now, keeping you from getting more money (or any other target).**

For example, an infant learns to cry when it is hungry. Crying is very effective for an infant. Cry, and someone pretty quickly comes to meet your needs. But this automatic response loses its effectiveness as we grow older. Think of someone you've seen in your business life. They're frustrated because they're not getting what they want. Their voice gets louder, they get red in the face, maybe they even wave their arms around or pound on a table...

Just like an infant when it is frustrated.

Why? The unconscious habit pattern they learned as an infant is still working — but now it's working against them.

For you to be successful at things that seem impossible, those inappropriate unconscious patterns have to be changed into new habits that enhance your ability to get what you want.

I call that "resolving unconscious habit patterns"— Clearing the unconscious of whatever prevents you from achieving your target. It's the third step in this magical 3-step process. It's fun. And it's very, very powerful.

There you have it.

Those are the basic steps to what I call “The Basic Achievement Three Step.”

It’s one of the two powerful techniques in Cybernetic Transposition.

And you thought this was going to be hard!

Quick Summary — *The Three Step*

Just to be sure we’re on the same page, let’s review what you just learned on the Cybernetic Transposition *Three-Step* Process.

1. *Create a Target* defining what you want that is clearly understood by all major aspects of your unconscious mind.
2. *Prioritize your target* so that you remain focused on it while you get on with your normal activities.
3. *Resolve any unconscious* habit patterns that would normally prevent you from achieving your target.

What Skills Will You Need For The Basic Achievement Three-Step?

You’re probably wondering what you’re going to have to pack to make all your dreams come true.

Well, not much.

Actually, they are very familiar skills that you already learned in school:

1. reading
2. writing
3. editing

They also include two very important ones that you’ve learned simply by living:

4. separating things into logical groupings
5. being aware of whether things feel right for you or not.

That’s it!

One Last Thing –

You don't have to believe this is going to work.

You probably have your doubts. You probably want to raise a ton of money fast but are highly suspicious that this method will work for you.

Well, I've taught my seminar to 50,000 people. Even the ones who didn't believe this would work still got results.

The truth is this:

1. If you have a modest goal or target, you can use the Basic three steps we've been talking about to achieve it.
2. If you have what feels like an "impossible" desire, you can use the Super Achievement process to achieve it.

Either way, your results are just waiting for you!

You ought to be at a "10" on the desire to know everything about Cybernetic Transposition right now!

Chapter Two

Basic Achievement Step 1: How to Set Your First Target

“My goal is to be rich by the end of the year.”

“My goal is to get more money fast!”

“My goal is to have Donald Trump owing me money.”

Those might be called goals, but chances are high that the person saying them will never achieve them.

Why?

Because they simply aren't good targets.

Most people set a goal, declare it their target, and then wonder why they don't hit it.

Why?

Well, no one has ever explained the inner workings of the human mind quite like I'm about to in this chapter.

You see, in the past, when you stated a desire and tried to achieve it, you didn't know that other parts of you may have *other* desires.

But I'm getting ahead of myself...

The next three chapters will teach you how to use the Cybernetic Transposition *Basic* Three Step Process to attain any challenging (but not impossible) desire you may have. (You'll learn the *Super* Achievement Process later for the “impossible” desires.)

In this chapter, you'll identify your ***objective***, or what you want to achieve. Then we'll work on converting it into a ***Target*** that all the major parts of your conscious *and* unconscious mind will agree on and support.

Creating your target is just the first step in the ***Cybernetic Transposition Basic Three-Step Process***. There are two more steps in the next two chapters.

When you put all three of them together, your Target becomes irresistibly attractive. In fact, you'll find all portions of your mind working together to draw you inescapably towards your **Basic Achievement** objective!

Are you ready?

How to Set Your Target

Why do you have inner parts that may not want the same goal you say you want?

In other words, why do you sometimes self-sabotage your own best efforts?

Why does money keep evading you, anyway?

I'll explain it to you. This is something virtually no one has ever understood.

Your brain's activities are divided among four different systems, each involving a major part of your brain. Usually these parts are pulling you in *different* directions because they each speak a different language:

- The right brain is fluent in patterns of arrangement, rhythm, and sound.
- The left brain's language is made up of words and logic.
- The midbrain communicates in emotions.
- The brainstem's language consists of physical stimulus and response.

Your “rhythm section”, the part of the brain that “speaks” the language of patterns, rhythm, and sound, is popularly known as the right brain.

The “words and logic brain” is sometimes called the left brain.

The emotionally fluent section is the midbrain.

And the part that responds to physical stimulus is the brainstem.

You have probably experienced them all working together in harmony—and sometimes in conflict, battling and even sabotaging each other.

Why Dieting Sucks

This example ought to strike home for you:

Suppose you decide to go on a diet and write a resolution (*words and logic*).

But when you arrive at the dinner table, you unconsciously grab a hot, fresh roll and bite into it before realizing that it will delay reaching your weight-loss goal (physical *stimulus*: sitting down to dinner – and *response*: eating a roll).

Perhaps you get upset at yourself, muttering some obscenity (*emotions*) and, in response, rededicate yourself to holding to your diet (*words and logic again*).

You refuse the potatoes and gravy (*words and logic*) and feel better about yourself (*emotions*).

But pretty soon, something seems to be missing (your *patterns* are being violated).

Meat without potatoes? You think (*words and logic*), “Where are the potatoes? Potatoes go with meat” (*pattern*).

Do you get a feel for what is happening? Do you sense the inner contradictions?

No wonder dieting doesn’t work!

Relax. It can be another way.

Why Money Used To Evade You

But dieting isn’t the only place this inner disharmony takes place...

Annie is a remarkably competent person - except at making money. She was at the top of her class in law school and in getting an MBA. But whenever she starts to approach success with money, her unconscious habit patterns block her.

In watching her, it's almost like she's a piece of metal being drawn to a magnet. But, anywhere from the beginning to just before she gets a big win, she turns away as if attracted by another magnet that's drawing her off course.

That's her self-defeating unconscious habit pattern at work.

On the other hand, she spends money like she has all the money that she would earn if she were in unconscious alignment.

Or consider this...

Have you ever watched somebody torpedo them self when they were interviewing for a job or asking for a raise?

Somehow they say or do exactly the wrong thing, the one thing that absolutely ensures that they will fail.

Of course, they didn't want or plan to fail. They just ran into a powerful example of unconscious disharmony, a self-defeating unconscious habit pattern that totally conflicted with what they consciously wanted.

Are you beginning to get the picture here?

Unless all of you is in alignment to get what you want, you will in most cases find some way to sabotage your efforts.

You'll blame society, or your parents, or your spouse, or anyone—but the real culprit is right inside you!

WARNING: Unless you can persuade **all four parts of your brain** to pursue your goal, you probably won't achieve it! And whenever you fail to achieve your goal, you establish and reinforce a pattern. It's called ***trying and failing***, a familiar experience for most people.

When your four brain systems are not in harmony, it's like the Keystone Cops, with everyone running in different directions.

However, when the four brain systems are working in harmony, it's like the San Francisco '49ers winning the Super Bowl.

The *Cybernetic Transposition Basic Three-Step* will harmonize these four parts of your brain so you can more easily achieve the *modestly* challenging things that you want.

The *Cybernetic Transposition Super Achievement Three-Step* will harmonize these parts of your brain to an even higher efficiency, helping you achieve *seemingly impossible objectives*.

In other words, you're about to get all parts of your "team" to work together to help you achieve the target you choose.

Again, as you read these words, begin thinking of your desire for more money. This will help bring up any objections to attaining it — objections you will dissolve as you read on.

Are you thinking about your money goals? That would be a good place to begin.

How to Get Mentally Aligned

You're going to be delighted at how easy it is to get the different parts of your mind working together.

The most effective way to harmonize the different parts of your mind is to start with a remembered experience and rewrite it so it exactly describes what you want.

In other words, you daydream or rewrite an actual memory into a "perfect" picture.

Let me explain:

Your memories already exist in all four languages that your brain "speaks." When you modify a memory so that the words and logic, rhythm and sound patterns, emotional responses, and imagined physical behavior seem just right to you, then you bring your conscious and unconscious minds into harmony and line them all up to support what you are imagining. You realign your energies.

For example, I'm remembering my biggest sales month...

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun, and looking at the wire transfer report from my bank that shows I have received a \$170,000 payment.

I'm reflecting on the fact that I worked only five days to earn that much. But I also had three days of hard travel, during one of which my back started hurting terribly.

The pain got so bad that I was wheeled out of the airplane in a wheelchair, and a doctor was waiting for me at my hotel.

He wanted to operate immediately, but I refused, so he gave me some morphine to tide me over.

Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. I was really in agony. I couldn't even lie down to sleep. I'm still feeling the pain as I sit here a week later.

Frankly, at the time, I would have traded the money for alleviation of the pain.

Note the words and logic, patterns, emotions, and physical stimulus and response in the preceding passage. Each sentence contains one or more of these languages.

However, the pain, lack of sleep, and my willingness to trade \$170,000 for the absence of the pain are signs of conflict, indicating that I'm lacking harmony in that remembered experience.

If I don't resolve those conflicts, I will probably sabotage my efforts to reach any related goals.

If this had been your experience, how would you rate it on an intuitive desirability scale, 1 to 10, where "10" is perfectly desirable?

For me, it was just a "2."

So if I'm going to build a positive, ideal daydream out of these events, I'll have to eliminate some things and add others.

In short, I'll have to rewrite the past.

See how I did it below. I've added and subtracted some things. (The additions are indicated below in boldface, the subtractions are crossed out.)

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a \$170,000 payment.

~~*I'm reflecting on the fact that I worked only five days to earn that much. But I also had three days of hard travel, during one of which my back started hurting terribly.*~~

~~*The pain got so bad that I was wheeled out of the airplane in a wheelchair, and a doctor was waiting for me at my hotel.*~~

~~*He wanted to operate immediately, but I refused, so he gave me some morphine to tide me over.*~~

~~*Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. I was really in agony. I couldn't even lie down to sleep. I'm still feeling the pain as I sit here a week later.*~~

~~*Frankly, at the time, I would have traded the money for alleviation of the pain.*~~

Now that I'm home, I'm really enjoying being with my sons and relaxing some. I'm feeling great and very pleased with my performance.

That seems much better to me. In fact, it seems just right. So I'll give it a "10" on the *desirability* scale.

This "10" indicates that all of my four unconscious brain parts are working in harmony. That's what I want.

Did I change anything in my factual past by modifying the memory? Of course not.

But if I want to tell my unconscious what I want in the future, will I get better results with the original memory or with my modified imaginary scene?

Obviously, **the modified one.**

In the *Cybernetic Transposition Basic Three-Step*, you use a perfect, modified memory as an instruction to your unconscious. You show your unconscious where you want to go.

When all four parts of your brain are in harmony and focused on your Target, you're headed straight for achievement. That's something like setting the autopilot in an airplane. Assuming that the plane's control systems are paying attention to the autopilot and there are no mountains to fly into, the autopilot will take you straight to your intended destination.

(In Chapter Three you will learn to make sure that your unconscious pays attention to your Target by prioritizing it. In Chapter Four, you'll learn to fly *over* the mountains (*signs of conflict*) that might otherwise block you from achieving your objective.)

Any way you look at it, nothing—not even mountains—is going to stop you!

The “Trick” to Setting Your Basic Achievement Target

Okay, I know you're eager to dive into Step 1, but I'm going to ask you to be patient for just a few more minutes. I need to introduce you to the technique that is going to get you what you want.

This “trick” is an indispensable part of the process.

What I just did above was create what I call a *Metastory*. You start with a relevant but not 100% great experience that you've actually had. Then you consciously modify it into a “perfect” picture, an *imaginary experience* that you use to show your unconscious what you want. That's a *Metastory*.

Let me walk you through what I mean:

Think of a time in your life where you received money.

Got the image?

Now, was the experience 100% perfect for you? Did anything happen around it that you might call negative?

Good.

(Yes, I said good. Anything you recalled will be useful material. It's all good.)

Now take that experience and rewrite it so the negative isn't there anymore. As I did with

my own experience earlier, I rewrote it into what I call a *Metastory*—a perfect version of what really happened.

Since your unconscious cannot tell the difference between a real or imagined event, it will record what you just wrote as real.

After all, what does it know? It makes you squirm or scream at a movie, where you know nothing is “really” happening! It makes you wake up in a cold sweat because of a disturbing dream—which wasn’t “real”!

Metastories are a fun and powerful way to rewrite your past and give your mind new instructions. Your mind now has a pleasant memory surrounding money.

When you **prioritize** a *Metastory*, you turn it into a **Target** that your unconscious will attempt to home in on. (But we’ll get to that later.)

In the example I gave you of modifying my original memory into a “10” *Metastory*, I was automatically harmonizing the four parts of my conscious and unconscious minds. By doing this, I was turning the energy of conflict into productive unconscious cooperation that clearly and effectively targeted what I consciously wanted to achieve.

In short, I got all my ducks in a row.

This will all become clearer in a few moments...

How to Create a *Metastory* That Is a Target

Let’s assume that you have already figured out what you want.

You have defined your objective and selected your target. You then create a *Metastory* that gets all four parts of your mind in harmony with your objective.

Here’s an example from my life, one that arose from the memory I described earlier:

I’d like to have my biggest sales month ever.

Go ahead and write down an objective of your own right now, so you can follow along with me.

1. As you think about your objective, notice what comes to mind and write it down.

For example, as I thought about my objective, I remembered sitting at my desk, reflecting on my biggest income month to date. So I wrote:

I'm sitting at my desk, reflecting on my biggest income month to date.

When you focus on what *you* want, a similar thing will happen.

As you continue focusing on your objective, your memories will expand. Keep writing down the additional feelings, thoughts, and memories that come to you.

For example, what came up when I thought of "*I'd like to have my biggest sales month ever*" was partly the memory I just described and partly my thoughts about it:

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount. But I also had three days of hard travel, during one of which my back started hurting terribly.

Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. Frankly, at the time, I would have traded the money for alleviation of the pain.

2. Rate the perfection of your "perfect" memory, using the "1 to 10" **Desirability** scale, where "10" means "so great, I wouldn't change it for a million dollars" and "1" means "so awful I don't even want to think about it."

For example, I said to myself: *I like the money I earned, but I don't like remembering the pain. So I'll rate that a "2." The pain was so intense, I shudder when I remember it.*

3. If you rated your *Metastory* less than "10" for **Desirability**, put your imagination to work and produce an imaginary "perfect 10" version of the same scene.

To do this, first home in on what's really bothering you in the memory. Then change it! Start by circling or underlining the words or phrases that describe negative things about the experience, that trigger signs of conflict.

For example, I have underlined what really bothers me about the memory I described above.

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount. But I also had three days of hard travel, during one of which my back started hurting terribly.

Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. Frankly, at the time, I would have traded the money for alleviation of the pain.

Now, change each of the marked words or phrases until the signs of conflict disappear. Use the skill popularly known as "hindsight." (Everyone is an expert at that!) In short, rewrite your past.

For example, I'm editing the underlined parts until I really like the result. I'm adding and subtracting parts. The new words are in **boldface** and what I've subtracted is crossed out.

I'm sitting at my desk in Santa Barbara, enjoying

the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount **and that I really enjoyed the snowy weather in Sweden while doing that.** ~~But I also had three days of hard travel, during one of which my back started hurting terribly.~~

I'm really pleased with myself as I reflect on the fact that ~~Despite the pain,~~ I was able to perform five days of training with outstanding results. ~~However, it was a triumph of will. Frankly, at the time, I would have traded the money for alleviation of the pain.~~

I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

4. Repeat the circling/underlining and rewriting as many times as it takes for you to hit a "10" on the ***Desirability*** scale for your entire Target.

For example, while what I came up with above seems pretty good, it felt like something was missing so I rated that version as only "8" on the desirability scale.

Now I'll modify things again and come up with a "10" version. (Again, the new words are in **boldface** – this time I didn't subtract anything.)

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount and that I really enjoyed the snowy weather in Sweden while doing that.

I'm really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I'm also very pleased that I achieved the objective that I set for myself of working no more than ten days a month, leaving lots of time to be with my kids.

Now I'll have another three weeks with them, and I'm filled with joy and happiness at the thought.

And, with that in mind, I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

I'm very pleased with that. In fact, it's definitely a "10" for me. So that becomes my Target.

How did you do?

Would You Like \$60 Million?

It would be great to suddenly receive \$60,000,000, wouldn't it?

Or would it?

Do you have any idea what suddenly getting \$60,000,000 would feel like to you?

Would you rate the experience as a 1 or 10 for you? Is this really you? Does it seem real **for you** or is it a scene in a movie, something out of a book **for you**?

Be careful if you said "10."

False “10’s” are imaginary experiences that you rate a perfect “10” and that seem outrageously wonderful—***too*** wonderful, in fact.

When you really look at your feelings about them, what they describe doesn't seem to have much to do with you. They are too fantastic or you don't feel connected with them.

For example, suppose you are now earning \$60,000 per year and you come up with a *Metastory* that depicts you suddenly earning \$60 *million* per year.

You probably have no real idea of what earning \$60 million would be like. It's easy to think of the positive things such wealth would bring, but you've probably never considered the many negatives and what you'd have to do to earn \$60 million. Or how you would manage that amount of money if you did make it. (For example, many lottery winners end up bankrupt.)

In other words, you probably don't connect with the reality of earning \$60 million. You have a nagging feeling that something's not right—a *sign of conflict*.

But if you change your *Metastory* to doubling or tripling your current income, it would probably be much easier to imagine what you would be doing and what your life would be like.

Doubling or tripling your income would probably be an appropriate “perfect” *Metastory*, but earning \$60 million per year is probably not realistic enough to work for you—yet .

If, however, you really *do* want to earn \$60 million a year, you can probably get there in smaller steps. Each step will be extremely ambitious, but still *reasonable*. (Though, when you look at what you would lose by changing your lifestyle so drastically, you may decide it's not what you want.)

How do you tell if you're on track with your desires?

Here's a tip:

You're on solid ground as long as the seemingly impossible elements include an intuitive feeling that they are reasonable and "right for you."

If a “10” Target seems absolutely perfect *for you* at this time in your life, don't reject it just because you've never before achieved this result.

After all, maybe \$60,000,000 is right for you at this time. I can't judge that for you. Just remember that any objective as challenging as doubling or tripling your income — or even much, much more—will almost certainly require the *Super Achievement* techniques for its accomplishment.

The good news is the *Metastory* is the basic building block of both the *Basic Achievement* and *Super Achievement* techniques, so you're learning a tool you'll need to create the results you want.

Either way, you win!

Now It's Time to Create Your Basic Achievement Target

How hard do you think it will be to reach your objective?

The *Basic Achievement* process works very well to achieve *moderately* difficult objectives.

On a scale of 1 to 10, with 10 being “impossible based on logic and experience” and 1 “nearly automatic”, this should be *no tougher than a 5*.

Or, if you'd prefer, think of a problem you'd like to solve – something in your life that seems no tougher than a 5 on that same “1” to “10” scale.

Again, remember that the *Cybernetic Transposition Basic Three-Step* works with objectives that are only moderately difficult.

Ready to create one for yourself right now?

Let's begin:

1. **Write your objective on a piece of paper.** This objective should describe the end result you are looking for. For example:
 - If you want to earn at least \$5,000 more this year, your objective would be: “I will earn at least \$5,000 more this year.”
 - If you want to get a new job that pays 10 percent more than your present one, your objective would be “By (date), I will be in a new job that pays 10 percent or more than my present one.”

- If you want to get your bills done in time this month to avoid late fees but always seem to miss the due date, your objective would be: “This month, I will get my bills mailed in time to avoid late fees.”

2. Respond to what you’ve written. React to it. Notice what memories or imaginary scenes come up in your mind. What are your feelings, ideas, reservations, enthusiasms?

3. Write a description of that memory or imaginary scene. This can be like a screenplay. Imagine and describe yourself performing the tasks and achieving the results you want.

- If what pops up in your mind is an idea, such as “achieving my best income month ever,” imagine what that would be like, and write a description.
- If you’re solving a problem, such as “paying my bills on time this month to avoid late fees,” imagine what that would be like, and write a description.

4. Check that it involves only your own actions. Be sure that what you have described involves only your own actions. This means that you are proactive, doing a specific thing to produce a specific result. However, if you have previously done something that produced the desired result, and that result involved the reactions of others, then this is an okay Target, even if your success depends on a particular behavior or response from other people.

For example, in the movie *Don Juan de Marco*, Johnnie Depp plays a modern-age Don Juan. He seems to know how to charm any woman.

It would therefore be okay for this imaginary Don Juan to set a **Basic Achievement** Target that involves charming a particular woman.

Whatever he does involves only his own actions and perceptions. He clearly already possesses the necessary skills. In fact, achieving his goal would probably rate only a “1” in difficulty for this character, given the responses of the women in the movie.

If your Target doesn’t focus only on your actions, underline or circle whatever you’ve written that involves the actions of others. Then rewrite what you’ve marked until your description meets this criterion

5. Rate how *desirable* your memory or imaginary scene is to you. Don’t

“intellectualize.” Go with your gut feeling, and use intuitive thinking.

1 <-----X> 10
Undesirable **Highly Desirable**

If the *desirability* rating is less than “10,” read through your description and mark any word or groups of words that makes it less than perfectly *desirable*. Rewrite what you have marked until the Target becomes a “10” in *desirability*.

6. Test for a *False 10*. Yes, you’ve painted a rosy picture, an ideal accomplishment. But, if you get a nagging feeling that what you have described is unrealistic or just too good to be true—if you recognize that on some level you have a nagging feeling that something’s wrong, that it’s not right for you—go back and reread your description because that nagging feeling makes it less than a 10. Mark any word or groups of words that are keeping you from achieving a true “10.” Then rewrite what you have marked until the *false 10* feelings disappear. Keep this up until you have not the smallest reservation.

7. Rate how *difficult* it would *normally* be for you to produce this result.

1 <-----X-----> 10
Easy/Automatic. Impossible

If your *difficulty* rating is more than **5**, modify your Target so it remains a 10 in *desirability* while dropping to a 5 or less in *difficulty*. This may involve removing part of the Target.

If modifying your Target would “ruin” it, put it aside. (It may provide a perfect starting point for a ***Super Achievement*** Target.)

8. Take out some insurance.

When you improve your conscious communication with your unconscious mind, it is **very** wise to take precautions to ensure that you don't unintentionally misdirect your unconscious.

I have found that inserting the following phrase at the end of your written Target will be enough to keep you on track with the part of you that knows what is best for you, your source of integrity.

“Please make this happen in ways that are for the highest good of me and of everyone else involved.”

For example:

I'm sitting in my new and highly attractive office,
enjoying the feel of my leather executive chair.

I'm looking at a memo confirming my hiring at a
salary that is 10 percent higher than my previous
job and am savoring the list of my new functions
that include only ones that I enjoy and am good at.

My new boss has just stuck his head in the door,
welcoming me with a big smile and an invitation to
drop into his office and chat.

I'm looking forward to working here.

**Please make this happen in ways that are for the
highest good of me and of everyone else involved.**

By using this phrase, which was first documented by Socrates, you are addressing yourself to your seat of integrity and the source of your inner knowing of what's right and proper for you.

To me, that's a very powerful, positive, and effective way of taking care of yourself.

And using it, all of the more than 50,000 people who have learned this process have reported only positive effects.

Do It Now!

Right now, add this sentence to your *Basic Achievement* written Target:

***Please make this happen in ways that are
for the highest good of me and of everyone
else involved.***

If you want, a variation of the above insurance policy looks like this:

Please make this or something better happen in ways that are for the highest good of me and of all concerned.

Either way, be sure you use one or the other statement.

What You Just Learned

In this chapter, we covered the four major parts of your brain, why you need to harmonize them if you want to consistently achieve what you want, and how to do so. We also covered how to establish an objective by creating a *Metastory* that serves as a **Basic Achievement** Target.

Right now you should have a written *Metastory* in hand—something you are excited about and ready to see materialize in your life—fast!

What's Next?

In Chapter Three, you will learn to **prioritize** your Target. You want your unconscious to see your Target as more important than all those other things you think about wanting. A high-priority Target becomes a living reality!

Chapter Three

Basic Achievement Step 2: How to Make Your Target More Important Than Distractions

“I want to have more money in the bank!” someone declares.

But then they walk down the street and spend money mindlessly at every store they see.

“I want to lose weight!” someone else declares.

But then they walk past a bakery and can’t help but go inside and eat.

“I’m going to save and buy a new car!” someone announces.

But then they buy new clothes, new music, new odds and ends—and wonder why they can’t save for that stated desire.

What happened to their goals?

Distractions can get the best of us—if you don’t know how to make your target more important than them!

In this chapter, you are going to learn how to prioritize your **Basic Achievement Target** so your unconscious stays focused on achieving it. It will no longer become sidetracked.

You can imagine how powerful this alone will be in your life.

Dieting, saving, and earning money—or anything else you want to have, do, or be—then becomes almost a snap to do.

Why?

Because your un-conscious won’t have a counter desire working against you.

This will become clear as we move ahead.

First, a Difficulty Check.

Is the target you have written down difficult or easy to achieve?

Remember that the *Cybernetic Transposition Basic Three-Step* works well to accomplish modestly difficult objectives, ones that are rated no more than 5 on a 1 to 10 *Difficulty* scale, where 1 equals “nearly automatic” and 10 indicates “impossible, based on logic and my experiences.”

With that in mind, check again to be sure that your Target is no more than a 5 in *Difficulty*.

What is yours?

If it is higher than a 5, you have two choices:

- * First, you can modify and rewrite it until it is a 5 or less. Then continue here.
- * Or, if changing your Target that much would decrease its *Desirability* below a perfect “10” rating, save it for now until you are ready for the *Cybernetic Transposition Super Achievement Three-Step* that starts in Chapter Six. If that’s your choice, go back to the previous chapter and choose a less demanding objective.

Ready to move on?

Why Prioritize?

“Keep your eye on the ball!”

Why does a football coach yell that?

It’s pretty obvious that if you want to accomplish something, you have to keep focused on it. That’s what a football coach means when he says, “Keep your eye on the ball.”

Your stated Target is the “ball” in your life.

However, the conscious mind has great difficulty keeping its eye on the ball, so to speak. Researchers have found that almost no one can remain consciously focused on any one thing for more than five seconds without experiencing some mental distraction.

Surprised?

You can check that out for yourself. Try this:

1. Close your eyes and imagine a yellow triangle perfectly centered within a red circle.
2. Keep picturing that for as long as you can. At what moment do other ideas, thoughts, emotions, visual images, sounds, or feelings intrude?

If you're normal and completely honest, you probably didn't make it more than three seconds.

Insidious, isn't it?

What should you do?

The answer is actually pretty simple.

Recognize that whatever intrudes into your conscious field of attention comes from your unconscious.

Therefore, the solution lies in getting your unconscious to put a high priority on your Target while your conscious mind continues to do what it normally does.

That's what the ***Basic Achievement Prioritization*** process is about.

It will help you tame your unconscious.

How to Prioritize Your Target

So, how do you get your unconscious to stay in line, anyway?

The most effective way of prioritizing a ***Basic Achievement Target*** is through repetition.

Repetition works by repeatedly sending the same message to your unconscious until the relevant parts of it get the point.

That's what took place when you memorized your lines in a school play, a poem to recite in class, or the words to a popular song that you wanted to sing with your friends.

Almost certainly, you repeated and repeated the words until they reeled off easily and rather automatically, once the verbal or musical cue was given.

So, what you can do right now is begin to look at your written objective, your *Metastory* (from the last chapter) every day. Just get used to seeing it. The more you read it—which is repeating it—the more your unconscious will pay attention to it.

That's easy enough, isn't it?

But that's not all you can do...

Read This If Your Target is a “4” or Less

Is your target a 4 or less in difficulty?

Here's how to prioritize the easier **Basic Achievement Targets**, those that you have rated “4” or lower on the *Difficulty* scale.

1. Sit down with your Target statement. Put the piece of paper on which you have written your **Basic Achievement Target** in front of you. Choose a time when you won't be disturbed.

For example, if I were prioritizing the **Basic Achievement Target** that I used as an example in the previous Chapter, I would have the following written on the paper in front of me.

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount and that I really enjoyed the snowy weather in Sweden while doing that.

I'm really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

2. Imagine and experience what your Target describes, reading it silently. Create a movie in your head.

3. Read through your Target statement 100 times. Do it aloud or to yourself, whichever feels like it works best for you. However, if you read aloud, make sure that no one can overhear you. Otherwise, their negative comments or attitudes could interfere with the message you're giving your unconscious and, ultimately, with your achieving your Target.

Keep count: After each read-through, make a mark on a separate piece of paper to indicate "another one done." (I find that Roman numerals are easiest, 10 rows of two sets of 5).

Dealing with inspiration: If, while you are reading, you suddenly realize you can make your Target statement even stronger, wait until the changes are clear in your mind before you stop to make them. Revise your original written Target quickly and go back to reading. The fewer and shorter the interruptions in the reading process, the better.

Dealing with conflict: If you notice signs of conflict that try to stop you from completing this process, make a note of them on a separate piece of paper and keep reading. Some likely ones include:

- I'm tired.
- I don't need to keep doing this. I've already got it.
- This is a stupid process. I'm going to quit.
- This is too much trouble. I didn't really want to achieve my target anyway.

DON'T LET THIS STOP YOU!

These habit patterns may be the same ones that will try to keep you from achieving your

Target.

In the next chapter, Chapter Four, you will learn how to deal with them.

So don't worry about that nagging voice in your head, just note it and keep going forward.

Prioritizing Your More Challenging Basic Achievement Targets

Was your Target a “5” for you?

To prioritize more challenging ***Basic Achievement Targets***—those that rate as high as 4 or 5 on the ***Difficulty*** scale—repeat the above process, but with one important difference.

This time, you are going to write your Target statement 100 times by hand instead of reading it. Just like you did in school. (It worked then. It still works now!)

That's easy enough, isn't it?

What? You Don't Want to Do It?

You didn't stop and write *or* read your objective 100 times, did you?

Why not?

Well, *why* not?

Take a moment and jot down your answer.

Why *didn't* you read or write your Target 100 times?

Whatever you just answered is your inner conflict.

I'll show you how to resolve it in this chapter, and especially in the next. But for now just note why you didn't do the work.

Did you think it was just too much effort?

What I say to people who say that it's too much effort to write or read their objective 100

times is that they haven't picked a desirable enough objective. It's not really a 10 because, if it were, the hour or two required to prioritize would be insignificant.

Right?

After all, if you truly want it, wouldn't an exercise *proven* to work for you be worthwhile to do?

Now, if you insist that your Target is truly a 10 for you, and you *still* didn't do the above exercise, then recognize that you are encountering a *sign of conflict* — an unconscious habit pattern that's trying to block you from getting what you say you really want.

(Again, I'll teach you how to resolve these in the next chapter. For now, just recognize them if they show up.)

Here's what one person said who at first didn't want to do the work I prescribed:

"I just completed prioritizing my objective. It was rough around 40 repetitions. I wanted to quit but recognized I was dealing with a sign of conflict so I wrote down the feelings and thoughts that were trying to block me and continued. At 60 repetitions another big sign of conflict popped up and I handled it the same way. At 70 repetitions it began to get easier and by the time I reached 90 times, I felt like my Target had really become a part of me and that my resistance was gone. It was work but I really feel it was worth it. I'm pumped!"

And here's what another person did:

Cheryl was about to take a vacation and felt that another \$500 in her pocket would make it a lot more enjoyable. So she set a Basic Achievement objective of somehow receiving \$500 before her departure in a week. She started with a memory of running short on her last vacation:

"It's the last day of my vacation in Puerto Valletta and I'm short of money. I've already borrowed \$50 from Bonnie and don't want to ask her for more. She invited me to lunch but I said I wasn't hungry because I was embarrassed to tell her I didn't have the money. This feels really bad."

She developed this into a Metastory that became her Target when

she added the "insurance factor":

"I'm really enjoying my vacation. I feel exceptionally abundant whenever I feel the envelope in my pocket with the \$500 that mysteriously appeared just before I left. I'm grateful to myself for setting the Basic Achievement objective that brought the money to me. Please make this happen in ways that are for the highest good of me and of all concerned."

She had to go through a number of heavy signs of conflict while she was prioritizing but she stuck with it. Then she resolved the signs of conflict and prioritized another 10 times.

Each day she practiced and went about her normal activities. Then, on the fifth day, she received a phone call from a long lost friend to whom she'd loaned \$750 while in college. Cheryl had written off the money in her mind. But now, magically, her friend was apologizing for taking so long to pay the money back and asking for directions so she could bring it over.

Cheryl regained her friend and her \$750.

And she had a great vacation.

As you can see, doing the work leads to getting the results.

You're worth it, aren't you?

Don't Ignore Your Phone Ringing

When your phone rings, do you ignore it?

You might, but wouldn't you check the message to see what it was about?

Your resistance (if you still have any) is a message.

It's your unconscious ringing your phone.

Blockers (including *signs of conflict*) are so familiar that most people take them seriously. That's like thinking that the sound of the phone ringing is the message. It isn't, of course. You have to pick up the phone and answer it to get the message.

Of course, if you're afraid that it's the bill collector, your fear may prevent you answering and finding that it's your lover calling to whisper sweet nothings in your ear.

So, do you want your objective or not?

If it's a "10" for you, you should be eager to do whatever it takes to achieve it.

If it isn't a 10, rewrite it until it is.

Do that right now.

An Inspiring Story

Mike had just graduated from graduate school and was carrying some pretty heavy loans. While he enjoyed the new job h'd recently taken, the salary wasn't great and didn't leave much after paying living expenses and his monthly loan payments.

*So he set a **Basic Achievement Objective** of getting some help from his employer in handling the problem.*

*Using the **Cybernetic Transposition Basic Three-Step**, Mike set his Target, prioritized it and resolved the signs of conflict that arose as he practiced each day. Finally, after a week, he felt he had things straight in his head and prepared a written proposal to his boss. In exchange for an immediate raise in the amount of his monthly loan payment, Mike would agree to stay on the job for at least two years – assuming that this wouldn't diminish his subsequent raises.*

Mike found his boss quite open and, after they had also worked out a growth path within the firm, his boss not only granted the raise but asked Mike to enroll in some outside courses that would speed his progress within the firm – at company expense. His boss commented that Mike had shown the kind of initiative that the firm was looking for.

Here's another one...

*Mark wanted to lose some weight but he'd had no success with the various diets he'd tried. So he set a **Basic Achievement Objective** to easily lose 10 pounds in a month.*

He started with a memory of frustration in trying to stick to a diet:

“The last time I tried to lose weight, I was hungry all the time. I did lose a few pounds but then I’d binge and gain them right back. I seemed to be totally stuck at the same weight.”

He developed this into a 10 level Metastory that became his Basic Achievement Target:

“I am reducing my body weight by at least one pound every three days, and I record my weight when I weigh myself each night before going to bed. I’m enjoying my meals and eating less because I stop eating when I’m satisfied. I continue to feel satisfied until the next meal and am happy with the way I feel.

My energy is great and I’m enjoying seeing my body slimming down when I look at the mirror after taking a shower. After 30 days, I notice that I have lost at least 10 pounds and look much sleeker. Please make this happen in ways that are for the highest good of me and of all concerned.”

Then he prioritized his objective by writing it 100 times, resolved the signs of conflict that arose in the process and practiced daily.

After 30 days, he’d lost 11 pounds and said that he never felt hungry in the process.

Summary

To prioritize your **Basic Achievement** Target, you are going to alert your unconscious mind to exactly what you want to achieve and get it behind your efforts through repetition.

1. For your easier Targets— 4 or below on the *Difficulty* scale— you will read your Target statement 100 times.
2. For your more challenging Targets—the harder 4’s and 5’s on the *Difficulty* scale— you will write your Target statement 100 times.

What's Next?

In Chapter Four, you'll learn how to resolve any signs of conflict between your conscious and unconscious minds that could block you from achieving your target.

Chapter Four

Basic Achievement Step 3:

How to Resolve Unconscious Conflicts That Would Normally Block Reaching Your Basic Achievement Target

Welcome to one of the most liberating chapters in this entire book.

You're about to start to free yourself from the chains of the past.

You're about to start to get clear within so you can create results in your life.

This single chapter can reveal elements of the process for making your dreams come true that no one in history may have ever addressed before!

Let's get started!

What's Your Feedback Saying?

Look at the objective you wrote down in the last chapter.

How do you feel about it?

Is it still a "10" in desirability for you?

Or are you having a few "nagging feelings" about it?

Whatever you are getting as you review your current Target is feedback from your unconscious. It's important. It can make the difference between you getting your desire, or not.

Let me explain.

Your unconscious mind cooperates smoothly with your conscious mind when it understands and agrees with what you consciously want. It is constantly sending feedback signals to your conscious mind that indicate whether things are harmonious or in conflict.

If you experience signs of conflict, there is a tug of war going on between various parts of your conscious and unconscious minds. Those are the signals coming from your own being that there is a disharmony within you.

The result is something like a football team where some of the players are running a different play from the others. You end up with lots of people running around the field, but no touchdowns.

When you experience signs of conflict, you're sure to be using up energy that could go toward producing the results you want.

Just check out the list of signs of conflict below, and you'll realize how often this can happen.

Before you can achieve difficult and even seemingly-impossible objectives, you'll need to resolve these conflicts and get your conscious and unconscious in harmony. This chapter will show you how to get started.

Do You Have Any of These Signs of Conflict?

Conflict between the various parts of your conscious and unconscious minds is so frequent that most of us have experienced the familiar signals:

- Headaches, body pains, acid stomach
- Insomnia, oversleeping
- Fatigue, sluggishness, drowsiness
- Anger, fear, upset
- Confusion, difficulty understanding
- Difficulty concentrating, difficulty focusing
- Boredom, loss of energy
- Nagging feelings that something is wrong

All of the above are signs of conflict within you. You may have always considered them to be simply health problems or stress issues.

The truth is, they are signals from your unconscious.

Do You Have These Signs of Cooperation?

Cooperation between your conscious and unconscious minds is less common, but also familiar:

- Feelings of well being, contentment
- Eagerness, enthusiasm, alertness
- High energy
- Joy, loving, happiness
- Clarity, understanding

You may have experienced any of the above as simply “good days” for you.

But the truth of it is, they were signals from your unconscious, too.

When Conflict Arises

Why does conflict arise in you?

Conflict happens when what you consciously want doesn't match what is dictated by your unconscious habit patterns.

For example, if you consciously decide to ask for a raise but constantly avoid asking your boss because you feel afraid, you are experiencing *signs of conflict*.

Typically, these *signs of conflict* might include, on the physical level, tension in your shoulders and your stomach, a wrinkled brow and a down turned mouth; fear, on the emotional level; and thoughts about failing and reasons to avoid asking your boss, on the mental level.

The unconscious habit pattern that underlies these particular feelings of conflict is very strong. In fact, it's probably the strongest one - survival.

In many people, the unconscious confuses rejection with a threat to survival, something it learned in infancy when rejection by the mother could very well be a threat to survival.

It is very difficult to consciously override such a strong unconscious habit pattern. And even if you do for a time through force of conscious will, the pattern will usually come

back into play when you're not looking.

That's why most people keep putting off things their unconscious deems a threat to their survival.

So, what can you do?

Old Ways of Dealing with Inner Conflict

People—maybe even you—have dealt with inner conflict in a wide variety of ways, not all of them ideal.

The most obvious ways of dealing with such conflict is to let either the conscious or unconscious mind take over.

For example, when we drink alcohol, we anesthetize our conscious minds. Alcoholics often drink so much that they completely anesthetize their conscious minds, producing “blackouts.” A blackout is when they have no conscious memory of what happened because their conscious mind wasn't involved in what was taking place.

So one way of dealing with conflict between the conscious and unconscious minds is to block one of the minds – the conscious mind, that is, to get it drunk or high on drugs.

That's not something I recommend.

On the other hand, when we “tough it out” through force of conscious will, no matter how uncomfortable we get, as in forcing ourselves to save or invest when it would be more fun to spend no matter how much we want to, our conscious minds have temporarily predominated.

This is at least better than getting wasted with booze.

However, it's very difficult to maintain a constant state of conscious control.

It can be exhausting.

Remember your experiment in the last chapter with the yellow triangle inside the red square?

You probably discovered that it's impossible to control your conscious mind for more

than a few seconds before your unconscious interrupts.

When consciously trying to be prudent with money, most people almost unconsciously lapse into a spending spree. This usually starts with little steps that grow and grow in small increments until they suddenly find themselves in significant debt.

The same thing happens as soon as someone goes on a diet. They suddenly want to eat everything they see or smell.

Again, what can you do?

How To Turn Conflicts into Cooperation

What's the secret of turning those inner battles into an inner force working for your highest good?

It's not as hard as you think. The negotiation process is relatively simple.

You're already familiar with your conscious point of view.

It's what you say you want to happen.

Your unconscious habit pattern is also familiar.

It is what you normally get.

Even more important for this process, the signs of conflict between your conscious point of view and your unconscious habit patterns are also familiar: all those headaches, insomnia, upsets, and confusion in the list above.

As awful as all these signs of conflict are, they're enormously valuable.

They're your phone ringing.

They're good.

You're going to use them to spot where problems exist!

Here's how:

- Focus consciously on what you want.
- Monitor yourself for those unpleasant signs of conflict.
- Use them to identify the trouble spots.
- Resolve the problems.

How?

Experiment with and modify what you consciously want, still keeping it highly desirable.

In other words, rewrite your Target until it says what you want without triggering any signs of conflict.

Pretty quickly you'll arrive at a version that also meets the needs of your unconscious and, thus, doesn't generate signs of conflict.

In other words, as those signals of conflict surface in you, start rewriting your Target objective to resolve them.

It's easier than you think.

And boy will you be more powerful after you've done it!

For example...

If you wrote, "Within 4 weeks, I will have received \$5,000 in cash" and it triggers self-doubt and a feeling that it just won't happen, then rewrite it to be more acceptable to all parts of you without losing your basic intent for the objective, such as "Within 4 weeks, I will have done whatever is necessary so that I will have received an additional \$5,000 in hand."

Perhaps that still triggers a queasy feeling because it leads you to thinking about robbing a bank or other illegal activities. So you rewrite your Target again to, "Within 4 weeks, I will have done whatever is necessary, legal, and appropriate for me so that I will have received an additional \$5,000 in cash or directly into my bank account."

Now, that feels just right to you. So you reprioritize it and end up \$5,000 richer in 4 weeks.

Let me explain this process to you...

The Secret

What's the secret to sailing over those inner conflicts?

It's simple.

It's a process I created and call the ***Basic Achievement Clearing Process***.

Use this amazing but easy process to resolve those minor conflicts between what you consciously want and your unconscious habit patterns.

Here's how it works:

1. Focus on what you consciously want by writing a description. *This explicitly defines your conscious intent.*
2. While you are thinking about what you want, be alert for any uncomfortable feelings. If and when you experience some, *this explicitly defines any signs of conflict.*
3. Read over what you have written to identify the specific words or phrases that trigger these *signs of conflict*.
4. Mark the words or phrases that caused those feelings. *This explicitly defines what triggers the conflict.*
5. Rewrite the words or phrases that you have marked. This tells your unconscious that you know what is causing the conflict. As you work, ask your unconscious to keep coming up with more acceptable alternatives, bridging the gap between what you consciously want and your unconscious habit patterns.

When you reach a point where both your conscious and unconscious needs are met, the signs of conflict disappear.

Get Clear and Get Results!

Using the ***Basic Target Process*** and then the ***Clearing Process***, your achievements can be like Margaret's.

After 10 years of marriage, Margaret's husband had just walked out for another

woman, his younger secretary. Margaret didn't have any money but her husband promised to provide a reasonable amount of support to help her get on her feet.

However, after she had moved to another town to get a fresh start, the money stopped. Margaret was left in desperate straits with no money and two young daughters to support.

Since she had married while in college and had rapidly become pregnant, Margaret had never held a paying job. But now she desperately needed one. So she took whatever she could find, selling magazines door to door at night. It was a dangerous and financially unrewarding job.

So Margaret set a **Basic Achievement Objective** of getting a better paying, safe and enjoyable job paying at least \$30,000 per year. As she worked through the process of creating a **Target**, the objective evolved into a sales job in the computer business.

Using the **Cybernetic Transposition Basic Three-Step**, she set her Target, prioritized it and resolved the signs of conflict that arose as she practiced each day. After about ten days, she heard of a job in a computer store. But that didn't pan out. So she kept at her **Basic Achievement** practice. After another week, she saw a classified ad for a sales job at a major computer manufacturer. It called for a resume.

Realizing that as a housewife, mother and volunteer, she had lots of relevant experience, Margaret created her resume by using the **Metastory** process to convert her work experienced into business terms. As part of this process, she enlisted a business consultant friend who gave her the terminology.

Five days after she submitted her resume, she was called for an interview. Two days later, she was hired at a salary that was about 15 percent more than she had specified in her **Basic Achievement Objective**.

Let's Resolve It Together

Again, look at your Target that you have written down.

Did you find any signs of conflict while prioritizing your Target?

If you're human, you probably did.

Here are step-by-step instructions for resolving modest conflict between your conscious and unconscious minds

You're going to feel great after doing this brief exercise!

1. Identify one of the signs of conflict that seemed particularly strong. (If you're not aware of any, read through your Target statement again to double check. Be especially aware of what's going on with you.)

Here's a checklist of some typical signs of conflict between your conscious and unconscious minds:

- ☐ Headaches
- ☐ Body pains
- ☐ Acid stomach
- ☐ Insomnia
- ☐ Oversleeping
- ☐ Drowsiness
- ☐ Fatigue
- ☐ Sluggishness
- ☐ Anger
- ☐ Fear
- ☐ Agitation
- ☐ Confusion
- ☐ Difficulty understanding
- ☐ Loss of energy

For example, I felt **tired** and **sleepy** as I prioritized the **Basic Achievement** target I described earlier. I *thought* my Target was a clear "10" when I set it up, but maybe I was wrong. Let's also say that these feelings are pretty strong.

This tiredness and sleepiness would be signs of conflict.

2. Read through your Target once again, trying to spot the exact point where the sign(s) of conflict arise. Circle or underline the words or phrases that trigger stress.

When doing so, I get a slightly negative reaction when I read the phrase "...and that I really enjoyed the snowy weather in Sweden while doing that..." When I focus on the feelings, I realize, why should I limit myself just to Sweden in the winter? Why not other places and other seasons? So I'll underline that phrase.

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount and that I really enjoyed the snowy weather in Sweden while doing that.

I'm really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

3. Edit the words or phrases you have marked until you feel the signs of conflict disappearing.

In this case, I simply eliminated the words that were bothering me.

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount.

I'm really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

Read through your edited version to see if any signs of conflict still exist. If they do, keep rewriting your Target until they disappear.

Repeat these steps until you have eliminated all signs of conflict

When there are no signs of conflict, proceed to the next step.

If you have made significant changes in your Target, reprioritize it until your unconscious gives you intuitive feedback that it has gotten the message. In most cases, this will be between 20 and 50 repetitions.

In my imaginary example, the change I am making doesn't feel significant to me, so I don't need to reprioritize.

IMPORTANT: This **Basic Achievement Clearing Process** should resolve any moderate signs of conflict between your conscious and unconscious minds.

What if it doesn't?

Then you need the **Super Achievement Base Reframing** or **Subpersonality Negotiation** process in Chapter Ten. Use it for resolving intense conflicts between your conscious and unconscious minds.

How to Know When You're On-Track

How do you know when you're in the fast lane to success?

We've looked at negative signs that indicate roadblocks. Now, let's check out some positive and familiar feedback signals that let you know you're on your way to hitting your Target.

- If your Target statement includes all aspects of what you need to feel successful, you'll experience **joy** and **happiness** when you imagine achieving your Target.
- If you have adequately prioritized your Target, you'll experience **enthusiasm** and **eagerness** every time you think about it.
- If your Target triggers joy, happiness, enthusiasm and eagerness when you think about it and if you have resolved all major conflicts between your conscious and unconscious minds, you'll feel **absolute certainty** that you'll achieve your Target.

These are the feedback signals that say you're *on track*.

IMPORTANT: You can achieve joy, happiness, enthusiasm, eagerness and certainty with modestly challenging Targets, using the *Cybernetic Transposition Basic Three-Step*

For seemingly impossible objectives, you experience these *on-track* feelings using the *Super Achievement Three-Step* process in Chapter Six through Eleven.

How to Make More Money

When you are clear—when your inner conflicts are resolved and all parts of you are in alignment—your results can come almost instantly.

Here's another true story...

This woman wanted more money, and fast. Here's what she wrote:

"This month, I will have \$1,000 or more left in my checking account after I pay all of my bills. I will feel very happy and satisfied with myself and confident that lots more extra money will come to me soon."

As soon as she began to prioritize this Target, she began to get queasy feelings. As she continued, the queasy feelings turned into a feeling that she would fail. So, following instructions, she wrote a description of both feelings on a separate piece of paper. Then she continued writing her Target.

For about 10 repetitions she felt okay. Then the feelings returned, even stronger. So she decided to write them down again. And, again, she felt okay. This cycle of okay and writing continued, the feelings getting stronger until, around the 55th repetition, she realized what the feelings were trying to tell her.

There was something wrong with the phrase, "confident that lots more extra money will come to me soon," that it wasn't her doing something. That didn't feel right. So she changed the phrase to "confident that I will easily do enjoyable things to bring a lot more money to me soon."

When she continued her prioritizing of the revised Target, she felt better and, as she reached the 90th repetition, she realized how she was going to get more money. This realization grew until, as soon as she finished the 100th repetition, she got on the phone to her friend Andie.

She remembered that Andie had told her she really needed help in her new business and that Marianne had just the skills she needed. But Marianne was totally absorbed in a change process at work and didn't pay attention.

When she called Andie and told her she could help now, Andie was delighted. They talked about the time required and what Andie could pay and, amazingly, it came to just about \$1,000 this month and, if Marianne wanted, each month thereafter.

Since what Andie needed was accounting work and Marianne really enjoyed putting things into order and entering the figures into Quickbooks, she eagerly accepted.

And, at the end of the month, she had more than \$1,000 left in her checking account along with a big smile on her face when she told me about her success.

Summary

The *Basic Achievement Clearing Process* consists of these steps.

1. Read through your Target.
2. Be alert for any uncomfortable feelings, any *signs of conflict*.
3. Identify any specific words or phrases that trigger these *signs of conflict*.
4. Mark the words or phrases that caused those feelings.
5. Rewrite the words or phrases you have marked until you resolve the conflict.

What's Next

Well, you're clear and you're on track.

Is that it?

Learning to get your point across to your unconscious mind while listening and responding to its feedback can involve trial and error. Your unconscious needs your conscious feedback. You're going to learn how to observe and respond to what is going on.

I call this process ***Monitoring***.

Monitoring and resolving any new *signs of conflict* is a continuous process on the road to achieving your Target.

And that's what you'll learn about next!

Chapter Five

How to Take the Temperature of Your Target

I have good news and so-so news.

The good news is this:

Now that you have a clear Target and have resolved the inner conflicts that surfaced when you looked at it, you will probably move right to it's accomplishment.

The so-so news is this:

I said “probably” move right to it's accomplishment.

Because this process is new to you, you are going to need to keep active watch over your unconscious.

When you have fully mastered the *Cybernetic Transposition Super Achievement Three-Step* process, it will often work almost completely automatically. That's the way it works with very lucky people.

Now, however, this is a “new” process for you. Your unconscious mind is going through a complex learning. It is necessary to give it fairly frequent feedback on how it's doing in moving toward your Target.

I call that feedback process *Monitoring*.

In this chapter, I'll cover how to effectively *monitor* your progress.

Why Monitoring is Necessary

Most people's conscious thoughts are usually contradictory.

For example, you might think, “It's Saturday and I'm going to mow the lawn, clean out part of the garage and play some catch with my kids.”

However, at the same time, you might be thinking, “I don't have to get up and go to work

today. I'd like to stay in bed, just sleep in."

Those thoughts are contradictory: Get up and do some work around the house versus stay in bed and sleep in.

You've been there, haven't you?

That's the sort of contradictory communications that most of us give our unconscious minds most of the time.

As a result, your unconscious has a lot of trouble understanding what you consciously want. In fact, quite early in life, it begins to regard your conscious input as a lot of noise and turns down the volume.

Obviously, the more difficulty your unconscious has in comprehending what you consciously want, the less likely you are to get it.

Therefore, we are now embarking on learning a process that will sharply improve your conscious communication with your unconscious mind. That's what the *Cybernetic Transposition Basic Three-Step* process is primarily about.

Your Phone Is Ringing Again

Start paying attention to what you see, hear, and feel in your life.

Once you have made clear to your unconscious what you want by doing the *Cybernetic Transposition Basic Three-Step* process covered in the preceding three chapters, your unconscious will attempt to give you what it thinks you want.

Your conscious job is to clearly tell it how it is doing. I call this process *Monitoring*.

Basic Achievement Monitoring consists of five steps. These steps are discussed in detail in the next section.

But here is an overview of them:

1. On a daily basis, read through your **Basic Achievement** Target, imagining and experiencing what it describes.
2. On a separate piece of paper, write down the things that you have done that day to

bring you closer to the accomplishment of your Target.

3. Record a “1” to “10” rating that indicates *how close you are to achieving your Target*. A “1” means no progress at all and a “10” means full achievement.
4. If *signs of conflict* arise, either while you are reviewing your Target or while you are recording your progress in achieving it, note them and handle them using the ***Basic Achievement Clearing Process***.
5. Check for the three sets of on-track feedback signals - *joy and happiness, enthusiasm and eagerness, and certainty of achievement*. If any of those are missing, repeat the previous steps.

Remember Cheryl and her vacation money?

In an earlier chapter I told you about Cheryl and her desire to get more money for a Vacation. When she finished prioritizing, her Target ended up as:

"I'm really enjoying my vacation. I feel exceptionally abundant whenever I feel the envelope in my pocket with the \$500 that mysteriously appeared just before I left. I'm grateful to myself for setting the Basic Achievement objective that brought the money to me. Please make this happen in ways that are for the highest good of me and of all concerned."

By the third day of practicing, Cheryl got the feeling that she was off track. Although she felt joy and happiness, enthusiasm and eagerness, she had no certainty of achievement.

As instructed, she redid the Practice routine and realized that she hadn't done anything much to being about the result she wanted. So she sat down and thought about where she might get some money.

In doing so, she remembered that she had loaned a few college friends money when they needed it and they hadn't paid it back. She made a list of the people and the amounts they had borrowed, looked up their phone numbers and called two of them.

No luck there, as neither of them had any extra money. But because Cheryl hadn't found the number of the third friend who owed her money, she asked each of the two she reached. They both said, no, they didn't have the number but

she felt a little suspicious that one of them did.

On the fifth day, when the third friend called to say that she had the money to repay Cheryl, she mentioned that one of the other two had called her and told her that Cheryl really needed to be repaid. That was why she had called.

As you can see, by prioritizing and monitoring her Target, she was able to get clear about her options.

And that clarity helped her get the money she wanted!

Detailed Instruction

Now let's walk through the whole monitoring process on the Target you have:

1. Review Your Target

On a daily basis, read through your **Basic Achievement** Target, imagining and experiencing what it describes.

For example, let's assume that I have embarked on accomplishing the **Basic Achievement** Target created in Chapter One and modified in Chapter Three:

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount.

I'm really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

2. Document Your Accomplishments

Become aware of the things that you have done this day to bring you closer to accomplishment of your Target.

For example:

What I have done today that brings
me closer to achievement of my
Target

1. I confirmed my booking for next month.
2. I received a list of trainees for next month's training and background on each.
3. I made plane reservations for travel to the training location.
4. I reviewed and updated my training outline and overheads.

3. Rate Your Progress

Then record a "1" to "10" rating that indicates *how close you are to achieving your Target*. A "1" means no progress at all and a "10" means full achievement. Record this on your list of accomplishments.

For example:

My booking for next month was definitely confirmed and the most important detailed arrangements were made. However, I intuitively know that there are some important things that I haven't covered. Therefore, I give myself a *progress* rating of "7".

What I have done today that brings
me closer to achievement of my
Target

1. I confirmed my booking for next month.
2. I received a list of trainees for next month's training and background on each.
3. I made plane reservations for travel to the training location.
4. I reviewed and updated my training outline and overheads.

My Progress Rating: 7

Remember, this is a trial and error process for your unconscious. It tries something and you consciously tell it whether it has gotten it right.

What I have just done provides very concrete feedback to my unconscious mind.

IMPORTANT: When you hit a "10," you have achieved what you want and you should complete the process by congratulating yourself, by writing something like:

Congratulations. Great job!!!

Rating: 10

This congratulatory feedback to your unconscious is very important.

4. Resolve Signs of Conflict

Check for *signs of conflict*. If any arise, resolve them using the **Basic Achievement Clearing Process**.

For example, as I read through my Target, I have a vague feeling of unease. Something is nagging at me, a *sign of conflict*. So I read through again until I hit on what's triggering it.

Something seems to be missing from the Target. Something was there before that isn't there now.

So I go back to the my papers that I wrote during Chapter One and find that, indeed, something is missing. When I rewrote my Target during the Chapter Two exercise, Prioritizing, I left something out.

What I left out is:

I'm also very pleased that I achieved the objective that I set for myself of working no more than ten days a month, leaving lots of time to be with my kids.

Now I'll have another three weeks with them and I'm filled with joy and happiness at the thought.

And, with that in mind, I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

I realized that what I left out is very important to me. So I edit my Target accordingly:

I'm sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a \$170,000 payment.

I'm reflecting on the fact that I only worked five days to earn that amount.

I'm really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I'm also very pleased that I achieved the objective that I set for myself of working no more than ten days a month, leaving lots of time to be with my kids.

Now I'll have another three weeks with them and I'm filled with joy and happiness at the thought.

And, with that in mind, I'm looking forward to the seven days of training that I have scheduled next month and the \$225,000 I'll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

Now as I read through my Target, there isn't any sign of conflict.

Since I made a significant change, I will reprioritize my Target until I get a "That's enough" intuitive signal. In practice, it only took 20 repetitions to reach that point.

5. Check for On-Track Signals

The On-Track signals I'm looking for are:

- joy and happiness

- enthusiasm and eagerness
- certainty of achievement.

In my example, all of those are present when I think about achieving my Target. So I know that I'm on-track.

Summary

By Monitoring your progress toward achieving your Target, you provide very important feedback to your unconscious mind — feedback that substantially increases the likelihood that you will hit your Target. This is the feedback any good pilot would use to keep on course.

Basic Achievement Monitoring consists of the following tasks:

1. On a daily basis, read through your **Basic Achievement** Target, imagining and experiencing what it describes.
2. On a separate piece of paper, write down the things that you have done that day to bring you closer to hitting your Target.
3. Record a “1” to “10” rating that indicates *how close you are to achieving your Target*. A “1” means no progress at all and a “10” means full achievement.
4. If *signs of conflict* arise either while you are reviewing your Target or while you are recording your progress in achieving it, note them and handle them using the **Basic Achievement Clearing Process**.

If you make significant changes, reprioritize your Target until you get a “That’s enough” intuitive signal. Typically, no more than 20 to 50 repetitions will be required to achieve this.

5. Check for the three sets of on-track feedback signals - *joy and happiness, enthusiasm and eagerness, and certainty of achievement*. If any of those are missing, repeat the previous steps.

What You Covered in This Chapter

In this chapter, you learned why it is necessary to provide frequent feedback to your unconscious, clear feedback on how you are doing in moving toward hitting your Target. You also learned the five steps involved in daily ***Basic Achievement Monitoring***.

Coming Up!

Are you ready to tackle “impossible” targets?

That’s right. With the tools you’ll begin to learn in the next chapters, you will be armed and ready to create and manifest what others might call *impossible* dreams.

Well, what do *they* know?

You’re reading this book. Not them!

The next chapter describes the differences between the ***Cybernetic Transposition Super Achievement Three-Step*** and the ***Basic*** Process you just learned. It also presents some exercises that will give you a concrete feel for these differences.

Prepare for miracles!

Chapter Six

How to Become Super Lucky:

The Cybernetic Transposition *Super* Achievement Process

Is anything truly “impossible”?

Not with what you are about to learn in the rest of this book.

With the *Super* Process you are about to learn, even desires that might be called “seemingly impossible” will now be within your reach.

Think of it: Even the desires you wanted but were afraid to even try to get are now possible for you!

That's what the *Cybernetic Transposition Super Achievement Three-Step* is about, becoming successful in a way that looks almost miraculous.

After you start using this amazing process, people will start calling you “lucky.”

You won't be lucky, you'll just be smart.

Let's get crackin'!

You're About to Unleash Real Power

You're going to feel like Superman (or Superwoman) after you learn the *Super* Process.

You'll be able to fly right to your desires!

These techniques are much more powerful than the *Cybernetic Transposition Basic Three-Step* and somewhat more complicated.

While the *Basic Achievement* techniques pretty much let you work in your normal way, the *Super Achievement* approach may require some new learning for you.

But the payoff on this learning is fantastic:

My research has shown that people who use this advanced method have an initial rate of success in achieving seemingly impossible objectives of up to 100 percent!

Yes, I said *100% percent*.

Now let's get to the meat of the process itself.

In brief, the ***Super Achievement*** involves the same ***Three-Step*** framework of creating a target, prioritizing it, and resolving what would otherwise block you.

But it differs in three important ways.

- 1) It utilizes a good deal of explicit visualization.
- 2) It develops an ability to directly trigger the parts of the brain that are capable of holding a sustained unconscious focus, a powerful additional way to prioritize your Target.
- 3) It develops an ability to permanently change self-defeating unconscious habit patterns ("*blockers*") into supportive ones.

Each of these differences is explained in the following sections.

Put on your Superman/Superwoman suit and let's start flying.

The Truth About Visualization

The first major difference between the ***Basic Achievement*** and ***the Cybernetic Transposition Super Achievement Three-Step*** is the "Level of Explicit Visualization."

To understand this, you have to understand the truth about visualization.

The ***Cybernetic Transposition Super Achievement Three-Step*** frequently involves creating and modifying ***imaginary experiences*** – a process that some people call *visualization*.

But *visualization* can be a misleading term since it implies only *visual* experiences. To be complete, an *imaginary experience* should include:

- seeing

- touching
- feeling
- moving
- hearing
- smelling
- tasting
- emotions
- thoughts
- intuiting

You're probably good at creating *imaginary experiences*, whether we call the process *daydreaming*, *hindsight*, *visualizing* or *imagining*.

When I asked you to put on your Superman or Superwoman suit, you probably had a visual in your mind of what that looked like.

But maybe you also felt the suit on your skin, felt great thinking of yourself with super powers, and maybe saw yourself flying, too. That's more of an *imaginary* experience, and not just a *visual* experience.

Whatever we call it, the process is pretty much the same.

Are you with me here?

To give you a feel for exactly what I'm talking about, I'm going to ask you to do an exercise in creating *imaginary experiences*. First, I'm going to walk you through the exercise as I do it.

The numbered paragraphs are the instructions. The italic paragraphs are words explaining the thoughts and pictures going on in my mind.

1. Imagine a very tall tree with very strong branches. Become aware of how it looks, the color of its bark, the shape and color of its leaves, how it sounds with the wind blowing through its branches, what it feels like when you touch it, its smell, and how it would taste if you chewed on one of its leaves or needles.

I'm imagining a very tall redwood tree with an enormously thick trunk and very strong branches. Its bark is a rough, dark reddish brown and its leaves are pine-like, dark green needles. As I imagine the wind blowing through it, I hear a "soft susurrus and sighs of the branches"

(to quote Longfellow). Its needles are spiny, sharp, prickly and relatively stiff. Its bark is rough and consists of raised strips. My tree has a wonderful resinous smell like an enormous Christmas tree and its needles taste the same way, a little like Greek Retsina wine.

2. Imagine the face of someone who easily comes to mind. In your imagination, ask them if they are willing to try something with you. If they say yes, imagine shaking hands with them or giving them a hug. If they say no, thank them, imagine a different person and ask them. If they say yes, do the rest of the exercise with them. If they say no, find someone else.

I'm thinking of my eldest daughter, Lisa, who is now 40. I'm remembering her stories of trekking through Napal, climbing slippery paths up the mountains in the rain. I'm pretty sure that she will feel comfortable with this exercise and when I ask her, she says "sure"! So I give her a hug.

3. Imagine your person sitting on the lowest branch of the tree that's strong enough to safely hold them. Check whether they're safe and comfortable and, if not, change things in your imagination so they are.

I'm imagining Lisa sitting on a long and very thick branch, looking extremely happy. She's waving to me with a smile on her face.

4. Now imagine your person standing, very safely and comfortably, on the very top of the tree. In your imagination, do what's necessary to ensure that they are safe and comfortable.

In my imagination, I'm asking Lisa whether she'd like a platform on the top of the tree and she looks at me like I'm crazy. "You must be kidding," she says, puts on her safety harness and climbs the tree to the very top where she looks around and says, "Well, on second thought, maybe a platform with a nice rocking chair would be nice."

In my imagination, the platform with a rocking chair immediately appears and, for my comfort, it has a sturdy white picket fence. Just to make sure it's safe enough, I imagine myself grabbing and trying to shake it. It doesn't move an inch.

Now, Lisa climbs over the fence, looking knowingly at me, takes off her safety harness and sits comfortably in the rocking chair.

5. Imagine that your person is now standing on top of the tree on one foot and that they have their other leg stretched out in back of them. They have both their hands stretched out in front of them. In your imagination, do what's necessary to be sure that they are safe and comfortable.

Lisa's got a serious expression on her face. She says, "I want to make sure I get this right." But once she's stretched out and gained her balance, she looks like she's enjoying the experience. She says, "The view is magnificent. You can see the Pacific Ocean. And the pine smell is terrific."

6. Imagine that your person is also spinning a hoop on their back leg, the way performers do in the circus. Note the color of the hoop and the sound it makes. In your imagination, do what's necessary to be sure that your person is safe and comfortable.

In my imagination, Lisa has grabbed ahold of the fence to brace herself and she is moving her right leg so that the red and yellow hoop is wobbly spinning. It's making a soft oscillating sound something like a lawn sprinkler. She's saying, "Daddy, this is really ridiculous" as she smiles at me.

7. Now imagine that your person also has a flag in one hand and they are waving it. Note the colors and messages written on the flag. In your imagination, do what's necessary to be sure that they are safe and comfortable.

In my imagination, while still holding onto the fence for support with her left hand, Lisa is holding a Thai flag in her right and waving it. The flag is red, white and blue with a red horizontal band at the top, a white one under that, then a blue band that is twice as wide and narrower white and red ones beneath it. She reminds me that she used to teach at the university in Chaing Mai, Thailand and that she speaks Thai.

She says, "Look!" as she increases the speed of the red and yellow hoop rotating around her leg. "Good job," I say in my imagination.

8. Imagine also that a little bird has now landed on your person's head and is singing a song that you recognize. In your imagination, do what's necessary to be sure that they are safe and comfortable.

Now, in my imagination, a finch gently lands on Lisa's head. Its red head and golden breast contrast with its shiny black wings and upper body. The finch is singing a totally unlikely rendition of the Beatles' "I'm Henry the Eighth I am" and I'm laughing out loud. I notice that, in my imagination, I'm somehow level with and quite close to Lisa – a good viewing platform.

9. Imagine also that your person is singing a song and that right now two more birds arrive on the scene carrying a banner with a message just for you. The banner carries a very noticeable and pleasant scent so take note of it. Be sure that you read the message on the banner and, in your imagination, make sure that your person is safe and comfortable.

Now things are getting really interesting. Lisa is singing along with the finch and, in my imagination, I'm joining in. We're all having a great time of it and Lisa and I are smiling. (I'm not sure about the finch.) Two snowy owls (the Disney type) arrive carrying an Olde English appearing banner which says, "LOVE TRIUMPHS." It carries the smell of freshly cut, ripe red strawberries which I love. Lisa says, "Me too!"

10. Imagine your person coming down from the top of the tree in a very safe fashion, one that they especially enjoy. Be sure that they are safe and comfortable.

In my imagination, Lisa says, "I've got a really great one" and waves her hand.

Suddenly, a long, curving white stonelike staircase appears. It has strong but slim white handrails and is firmly mounted to the tree. It is supported by other trees as it curves its way around and about during its descent to the ground almost right next to the foot of my tree.

Lisa gracefully descends the stairway, regally waving to the imagined crowd watching. When she reaches the ground, she turns and looks upward at all of the imaginary creations and smiles. "Good work," she says.

11. Imagine that your person has arrived on the ground safely and comfortably and that they are standing where they were when you first imagined them. Make sure that they feel safe, comfortable, and otherwise

okay.

Thank them for participating in this exercise. Surround them with an imaginary ball of white light and let it take them back whence they came.

I'm asking Lisa whether she's okay and she says, "I feel great. That was exhilarating." She gives me a hug and I ask her where she was before she came to join me. She says, "I was working at the magazine and I really have to get back." So I thank her and imagine her surrounded with a ball of glowing white light that rises gently rises off the ground, comfortably carrying her back to the world of New Haven.

In my imagination, I remain in the forest for a while, alternately smelling the resin smell and the smell of strawberries while I listen to the finch who has remained on the top of the tree and is now working on "Sergeant Pepper."

Keys to Creating Imaginary Experiences

I've just demonstrated the keys to creating sophisticated imaginary experiences. Here they are as a list for you to review:

- start with the familiar, perhaps in an unfamiliar context
- add something else familiar, perhaps in an unfamiliar context
- then add another familiar something, perhaps in an unfamiliar context
- modify anything that you have created as you require
- keep going until you've created the imaginary version that you want.

I started with a familiar face and a tree that I had only seen from a distance. This evolved into a detailed experience of the tree (sight, sound, touch, taste, smell) and a series of events that I have only experienced in pieces, in completely different contexts.

For example, I have never seen my daughter Lisa climb a tree or spin a hoop on her leg. However, I've seen lumberjacks climb trees the way I imagined her doing and I've seen clowns in circuses spin hoops on their legs. My unconscious was easily able to put these pieces of the familiar into a new context with only a slight suggestion from me (i.e., reading the instructions for the exercise).

In similar fashion, you can construct essentially any imaginary experience that you want.

It's easy, and I'll help you with the process in just a moment.

To recap, a visualization usually involves just the visual sense, but an *imaginary* experience involves all *your* senses.

In short, the visual involves your eyes.

The imaginary involves eyes, ear, taste, touch and smell.

The imaginary is almost real.

It's the difference between just seeing yourself in a super powers costume, or actually experiencing yourself *as* the super power.

It's Your Turn

Now it's time for you to create your *imaginary experience*.

This will be fun, and great mental training.

Just follow the same set of instructions:

1. Imagine a very tall tree with very strong branches. Become aware of how it looks, the color of its bark, the shape and color of its leaves, how it sounds with the wind blowing through its branches, what it feels like when you touch it, its smell, and how it would taste if you chewed on one its leaves or needles.
2. Imagine the face of someone who easily comes to mind. In your imagination, ask them if they are willing to try something with you. If they say yes, imagine shaking hands with them or giving them a hug. If they say no, thank them, imagine someone else. and do the rest of the exercise with this new person.
3. Imagine your person sitting on the lowest branch of the tree that's strong enough to safely hold them. Check whether they're safe and comfortable and, if not, change things in your imagination so they are.
4. Now imagine your person standing, very safely and comfortably, on one foot on the very top of the tree. In your imagination, do what's necessary to ensure that they are safe and comfortable.

5. Imagine that your person is now standing on the top of the tree on one foot and that they have their other leg stretched out in back of them. They have both their hands stretched out in front of them. In your imagination, do what's necessary to be sure that they are safe and comfortable.
6. Imagine that your person is also spinning a hoop on their back leg, the way performers do in the circus. Note the color of the hoop and the sound it makes. In your imagination, do what's necessary to be sure that they are safe and comfortable.
7. Now imagine that your person also has a flag in one hand and that they are waving it. Note the colors and messages written on the flags. In your imagination, do what's necessary to be sure that your person is safe and comfortable.
8. Imagine also that a little bird has now landed on your person's head and is singing a song that you recognize. In your imagination, do what's necessary to be sure that your person is safe and comfortable.
9. Imagine also that your person is singing a song and that right now two more birds arrive on the scene carrying a banner with a message just for you. The banner carries a very noticeable and pleasant scent so take note of it. Be sure that you read the message on the banner and, in your imagination, make sure that your person is safe and comfortable.
10. Imagine your person coming down from the top of the tree in a very safe fashion, one that they especially enjoy. Be sure that they are safe and comfortable.
11. Imagine that your person has arrived on the ground safely and comfortably and that they are standing where they were when you first imagined them. Make sure that they feel safe, comfortable, and otherwise okay.

Thank them for participating in this exercise. Surround them with an imaginary ball of white light and let it take them back whence they came.

The Secret of Focus

Excellent!

You're tracking right along and doing great.

So far, we've talked about the first major difference between the **Basic** and **Super Achievement** processes, the explicit use of visualization.

Now let's explore the second difference, a powerful additional way of prioritizing your Target. The second major difference between the Basic Achievement and the Cybernetic Transposition Super Achievement Three-Step is the process of holding a sustained unconscious focus.

Let me explain.

There are specific parts of your brain (i.e., the frontal lobes) that have the ability to keep you unconsciously *focused* on something at the same time that you are consciously concerned with completely different things.

For example, have you ever wondered how you can safely drive a car while thinking about what's happening at work, dinner, your plans for the weekend, etc.?

That's what I mean by consciously focusing on one thing (thinking about all of those things) and unconsciously *focusing* on something else (driving the car).

But that's a simple example.

Let's go deeper.

How Your Unconscious “Slows Time”

Do you know what is happening in and around you right now?

Probably not. None of us are—not consciously, anyway.

Your unconscious mind is typically *focused* on a tremendous number of things, ranging from keeping your heart beating to maintaining your body weight to searching through billions of alternatives until you come up with the solution to a problem that's troubling you and you have an “aha!”

However, in a life-threatening situation or one that your unconscious takes to be life-threatening, essentially all of the power of your unconscious is *focused* on one or a

very small number of things and, consciously, time seems to slow down.

The reason I'm telling you this is that you normally only know how to use this special *focusing* capability when your unconscious mind perceives your very survival is at stake.

In the next chapter, however, we're going to show you how to use this marvelous already existing ability to help achieve what previously seemed like "impossible" objectives.

Watch This Bullet Coming At You

Have you ever gotten an amazing amount of work done while on a deadline?

Have you ever knocked over a cup and watched it slowly fall and shatter?

Have you ever been in an auto accident and time seemed to move like molasses?

You may have already experienced this *focusing* ability at work, when you were rushing toward an impending deadline and later wondered how you achieved so much in so little time, or when you dropped something extremely valuable and watched it slowly float to the floor and fly apart, or even when you were involved in an automobile accident and saw the collision slowly occurring.

Maybe you can recall a movie you've seen in which somebody fired a gun at somebody else. Remember how everything went into slow motion?

The example I like to think about that illustrates this phenomenon is from *The Matrix*.

Kenau Reeves, the hero, was on top of a tall office building when attacked by the evil Agents. As an Agent fired his gun, time slowed sharply. You could see the bullets slowly moving toward Reeves, spiraling from the rifling in the gun barrel, as our hero moved out of the way.

However, what we're talking about here isn't simply a cinematic special effect.

What that movie depicts is actually a slightly enhanced version of what you might see if the gun had been fired at you!

The same part of the brain that so *focuses* you in a crisis situation is the part that will allow you to remain unconsciously *focused* on your objective, once you have established the framework.

Think of this!

In the next chapter, you will learn to consciously trigger that part of your brain by developing an imaginary tool, the ***Inner Anchor Point***, into which you will imagine placing imaginary experiences that you want to highly prioritize.

For now, just realize that the second difference in the Super process is maintaining focus on your objective.

Now let's move on to the third difference between the Basic and Super Processes.

Get Clear—For Good!

Just so we're on the same page, so to speak, let's review:

The first difference is explicit visualization

The second difference is maintaining a sustained focus.

And what's the third?

The third is learning the process of permanently changing self-defeating unconscious habit patterns into self-supportive ones.

This is where you get clear inside yourself.

This is where you transform the self-sabotage into self-support.

To do this you'll need what I call the ***Base Reframing*** process.

You'll love this section because it deals with getting clear within yourself so you can have, do, or be whatever you can imagine.

In the ***Base Reframing*** process, you will use your ability of sensing what is going on with your body to track down self-defeating unconscious habit patterns through remembered time.

Then, you will use your already developed skill of turning memories into highly desirable Targets to rather quickly and permanently change these self-destructive unconscious habit patterns into self-supporting ones.

Once you have completed the **Base Reframing**, your unconscious will handle the types of situations that previously triggered the self-defeating habit patterns in the new way that you have defined with your highly desirable Targets.

I'll be explaining all this to you in a later chapter. For now, just understand that the third main difference between the **Basic** Process and the **Super** Process is getting clear. You'll learn how your body is trying to send you messages—messages that come in the form of *body feelings*.

To understand how you use your body to give you feedback, I need to explain “body feelings” to you.

Why *Body Feelings*?

Body feelings are the most common form of communication from your unconscious to your conscious mind when your unconscious can't otherwise get through.

In other words, most messages that our unconscious mind tries to send to our conscious mind are blocked.

You are, in some ways, on the phone right now.

Your unconscious is trying to call you but your line is busy.

Since it can't get your attention, it sends you a non-verbal signal—through your body.

When your unconscious can't get the message through directly to your conscious mind, it resorts to indirect signals – in this case, modifying various things in your body that it controls, such as:

- the flow of blood (that we consciously note as feelings of hot or cold depending on whether it dilates the blood vessels or constricts them)
- muscle tension (that we consciously note as stress pain or a feeling of relaxation depending on whether it tenses or relaxes your muscles)
- headaches (when it severely constricts blood flow to parts of the brain)
- the flow of bile and enzymes into your stomach (that we consciously note as stomach pain and the pressure of bloating when too much enzyme flows and congestion when too little flows).

In the **Super Achievement Base Reframing**, you will use your ability to become aware of

your *body feelings* to track down the source of the self-defeating habit pattern.

Do you see how healing this can be, as well?

Once you start paying attention to those messages, and clearing them, many of your health issues will dissolve.

Why?

Because you finally heard what they were trying to tell you!

Again, I'll explain all this to you later. For now, I'm just introducing the differences and concepts in the ***Super*** Process.

Now let's look at another concept that may be brand new to you.

Here's How to Achieve Any Success

Are you a detailed planner?

Do you set goals and map roads to them?

Ordinarily, you are taught that when you want to achieve a challenging objective, you develop a detailed plan of how to do it and then implement your plan.

Right?

You've heard the advice: Make a plan and make it so.

That's *not* the case when you're doing the ***Cybernetic Transposition Super Achievement Three-Step***.

Here the rule is:

Don't try to figure out how to achieve your objective.

That's not to say that, once having set your ***Super Achievement Objective***, you shouldn't think of how to achieve it if that's your normal way of thinking.

In fact, once you've created an unconscious focus by setting your ***Super Achievement*** objective, your unconscious may flood your conscious mind with "how-to" thoughts.

That's fine. Handle them normally. In fact, it might be worthwhile keeping some Post-Its and a pen with you to note those suggestions. That's what I do.

But!

But what I am saying is that you DO NOT try to figure out **how** you are going to achieve your objective as part of the ***Cybernetic Transposition Super Achievement Three-Step*** process.

If your unconscious wants you to do something that contributes to achieving your objective, you'll either do it unconsciously or you'll be given conscious reasons that motivate you to do what's needed. Of course, as you may later realize, those reasons may have little or nothing to do with what's really going on.

In other words, let go.

Yes, of course, act on the ideas that occur to you and seem right to you, but don't worry, plan, or schedule your time for your goal's arrival.

So just relax into the ***Cybernetic Transposition Super Achievement Three-Step*** process and allow yourself to be *lucky* - meaning unconsciously successful.

This is another difference between the ***Super*** process and anyone else's approach to achieving your dreams.

Can you imagine how easy this will be for you?

Success almost becomes automatic.

It certainly becomes more natural.

Is This Magic?

When you let go and allow your unconscious mind to bring your results to you, you might feel like magic is happening.

That's what I mean about seeming to be lucky – you let your unconscious do the work.

When the unconscious does it, the conscious mind isn't aware of what's happening to

produce the intended results. They happen naturally. That's when "luck" seems to happen.

Here's a true story to illustrate what I mean:

Carl was a big fan of competition badminton (like in Forrest Gump) and the founder and head of his local badminton club. He wanted to generate at least \$300,000 in sponsorship for an international competition.

Being a high achiever, Carl was quite familiar with talking people into approving major expenditures so he was confident that he had the unconscious skills to do what he wanted.

*He, therefore, set a **Super Cybernetic Transposition** objective that within 4 weeks he would have done whatever was necessary and appropriate so that the sponsorship of the international competition would have been fully subscribed. He did the complete Three-Step process and practiced faithfully according to the schedule presented in Chapter Eleven.*

Then, being a very busy executive, he attended to business at hand, managing a billion dollar revenue stream.

Carl kept a log of the amount subscribed and, by week 3, he was over \$100,000. By Thursday of week 4, subscriptions had reached \$300,000 and by Friday, they totaled \$365,000.

Was it magic? No. Carl did speak to various potential sponsors during the four weeks, meeting some for lunch or dinner. But he never set a conscious plan to achieve these things. Everything seemed to happen by chance. He'd be introduced to a potential sponsor by a friend who knew Carl was looking. Or someone that he'd never considered a potential sponsor mentioned that his firm was looking for a way to get its name in front of sports fans.

In other words, while Carl's conscious mind was focusing on his normal day to day business, his unconscious mind was making things happen.

What to Do If Road Blocks Appear

Is all of this sounding too good to be true?

That very thought might be a “blocker” in your progress.

Again, I’ll teach you how to resolve all blockers later, but let’s take a look at this idea of road blocks for a moment.

As you make progress through the ***Cybernetic Transposition Super Achievement Three-Step***, you may run into some roadblocks. This is normal and to be expected.

The following things may happen:

- you may feel “stuck,” tired, unmotivated, or confused
- you may think “halfway there is good enough” (it’s not – you want to finish what you set out to accomplish)
- you may feel inclined to skip part of the work, like Monitoring, telling yourself “I don’t have enough time for this.”

When that happens, you’ll be pleased to know, there’s a technique you’ve already learned that can get you through these roadblocks easily, quickly and with 100% reliability.

That technique is the ***Cybernetic Transposition Basic Three-Step***, which you learned in the previous chapters. Just review those steps to get through any bumps in the road.

Using this technique to help yourself through a rough stretch of road is something like picking yourself up by “your bootstraps,” so that’s why I call it “*bootstrapping*.”

You see, even though you may have achieved some gratifying things with the ***Cybernetic Transposition Basic Three-Step*** process, that wasn’t the primary reason for including those techniques in this book.

The reason I wanted you to have them at your disposal is to give you a *bootstrap* way of mastering the ***Cybernetic Transposition Super Achievement Three-Step***, if you need it.

The ***Basic Achievement*** technique is just one part of your *bootstrapping* resources.

Here’s the full bootstrapping program:

1. Read each of the ***Super Achievement*** chapters, one at a time. Do what is suggested, chapter by chapter. Do not wait until you’ve read everything to get to work.

- If, at any point, you have difficulty implementing what I suggest, do the ***Cybernetic Transposition Basic Three-Step*** dealing with easily and effectively completing what's causing you trouble.
2. If you feel even slightly stuck or experience other minor *signs of conflict*, do a ***Basic Achievement Clearing Process*** on the feelings of conflict.
 3. Maintain a ***Success/Failure List*** for tracking your ***Super Achievement*** progress (see below).

I'll explain that last step in this next section.

Success and Failure Lists

A great way to track your ongoing journey is with a Success/Failure list.

As you learn the ***Cybernetic Transposition Super Achievement Three-Step***, each day take a clean piece of paper, divide it into two columns, write “successes” at the top of the left hand column and “failures” at the top of the right hand one. Then date the page.

Under “successes,” briefly note each of the day's successes in learning the ***Cybernetic Transposition Super Achievement Three-Step***, one per line. They can be little or big.

For example, if today I read and understood this chapter and decided on a more challenging version of my previous objective, I might write under successes:

<u>Successes</u>	<u>Failures</u>
1.Completed and understood Chapter Six.	
2.Created a very desirable and substantially more difficult new version of my objective.	
	7/18/02

Similarly, under “failures,” list each of what you perceive to be the day's failures. I might write under failures, “I initially felt like I’d have trouble doing the imaginary experience exercise” or “the first time I read the Base Reframing description, it seemed confusing” (if that were the case.)

Successes	Failures
1.Remembered to water plant. 2.Gave a presentation that earned a very profitable contract.	1. I initially felt like I’d have trouble doing the imaginary experience exercise. 2. The first time I read the Base Reframing description, it seemed confusing.
	7/18/02

Then read through your success list. After reading each “success,” remember the experience it refers to and say to yourself, “That’s a success. I’d like more like of those!”

Next read through your “failure” list. After each “failure,” remember the experience and say, “That’s a failure. I don’t want any more of those!”

You will soon see that the daily list of *successes* increases and the list of *failures* decreases simply because you consciously told your unconscious mind what you mean by “*successes*” and “*failures*” and instructed it to focus on generating the former and reducing the latter.

Remember, what you focus on expands.

What you focus on is an instruction to your unconscious.

If you want more successes, focus on successes.

Easy, isn’t it?

The Bonus Packages

As you have probably discovered by now, I am giving you a series of Bonuses.

Six of these consist of packages of forms, descriptions and audio segments of me leading you through the *Cybernetic Transposition Super Achievement Three-Step* processes, just as I did in the trainings that typically cost participants \$4,500 apiece.

Once you have read and understood a *Super Achievement* chapter, you will be ready to use the associated package to lead you through the process that the chapter describes.

Here's how to use them:

First you will print and fill out the form as instructed in the chapter (always by hand).

Then, the audio will verbally lead you through the process.

This way you will have both visual (form) and verbal (audio) guidance in doing the process.

A Caution

The *Cybernetic Transposition Super Achievement Three-Step* is very powerful, *too* powerful to teach without a good deal of training.

So please note this warning:

***This book doesn't teach you how to teach others to do the Cybernetic Transposition Super Achievement Three-Step or any of the component processes.
Please do not attempt to teach this to others.***

Here's why:

First, the *Cybernetic Transposition Super Achievement Three-Step* is very sophisticated, having been refined over a twenty-five year period. The script for presenting it is about 250 single-spaced pages in this size type. The trainers have to go through a year long process of building unconscious models of the processes and resolving unconscious habit patterns that might get in the way before they are ready to lead others.

That's not taught in this book!

Second, someone who isn't properly trained can, potentially, hurt others if they try to train them in the ***Super Achievement*** techniques. That's because we unconsciously treat another human being very differently from the way we treat a book.

When you read a book, your unconscious protective mechanisms will block you from hurting yourself unless you are so foolhardy as to ignore some very strong intuitive messages. Even then, you'll probably unconsciously misinterpret things so you don't hurt yourself. And, finally, the “insurance” instruction will cancel any remaining self-defeating things that you try to do.

But if someone else tries to lead you through the techniques, two unfortunate side effects may occur:

- They may misinterpret the instructions in a way that suits them but not you.
- They may unconsciously implant some of their own *habit patterns* in your unconscious mind by virtue of the way they present the material to you or how they act or talk when you are in a receptive state. These *habit patterns* may well be totally wrong for you and create severe unintended problems.

The same may be the case if you try to lead someone else through the processes.

So please don't take a chance. Don't try to teach the Super Achievement material to anyone else or let anyone other than someone I approve teach it to you.

Again, this material is for *you*.

Use it and blossom.

Summary

The ***Cybernetic Transposition Super Achievement Three-Step*** differs from the ***Basic Achievement*** in these ways:

- It utilizes a good deal of *explicit* visualization.
- It develops an ability to directly trigger the parts of the brain that are capable of holding a *sustained unconscious focus*, a powerful additional way to prioritize your

Target.

- It develops an ability to permanently change self-defeating unconscious habit patterns (“*blockers*”) into *supportive* ones.

And it differs from the way we normally try to achieve objectives by not focusing on *how* to do something when setting your **Basic Achievement** Target.

What you have already learned will assist you in *bootstrapping* your way to success with the **Cybernetic Transposition Super Achievement Three-Step**:

- If, at any point, you have difficulty implementing what is described in the following chapters, do the **Cybernetic Transposition Basic Three-Step** dealing with easily and effectively completing what's causing you trouble.
- If you feel only slightly stuck or experience other minor *signs of conflict*, do a **Basic Achievement Clearing Process** on the feelings of conflict.
- Maintain a **Success/Failure List** for tracking your **Super Achievement** progress.

Once you have read and understood a **Super Achievement** chapter, you will be ready to use the associated package of forms, audio instructions and discussion to more easily lead your through the process that it describes.

Coming Up

Remember what I promised you earlier in this chapter?

I told you I would teach you how to unconsciously stay focused on your objective. In the next chapter, you will create a powerful imaginary tool to accomplish just that.

This tool is called *The Inner Anchor Point*.

Chapter Seven

How to Create Your *Inner Anchor Point*

A Magic Tool for Rocketing To Your Target

Think back to a time when you had a lot of work to get done and a very tight schedule.

Maybe you worried how you would ever meet your deadline.

Somehow, you managed to get all the work done, meet the deadline, and maybe even had a moment or two to spare.

How did that happen?

The answer is you concentrated a majority of your inner resources on that single task.

In this chapter I'll show you how to consciously accomplish the same sort of thing with your *Cybernetic Transposition Super Achievement Three-Step* Target.

When you do this, your unconscious mind *really* goes into action to get you what you want.

In short, you'll turn on the after-burners and really rocket ahead!

The key is getting the prioritization mechanisms of your brain to focus on what you have in mind, rather than what they habitually do. The effect has something in common with the following story:

A couple of mountain men encounter each other at the local fishing hole. Clem is thinking about buying a new mule while Harold has a mule that he's eager to get rid of. In most places, a willing buyer and a willing seller yield a pretty straightforward transaction. But in the mountains, folk are a little more wary. So the conversation goes something like:

Clem says, "Sorry your mule's looking so sickly. Hope she's a-gonna pull out of it." Harold replies, "Aw shucks, Clem. She's just fine, what with slimming down for the summer. Why this old mule is almost a member of the family. I take better care of her than my wife. I wouldn't think of letting anything happen to her."

Then, with a pause he shifts into the sales pitch. “Why she's so smart, you just whisper in her ear and she'll do just what you tell her.” Of course, Clem's pretty skeptical so he says, “Why that sure is fantastic, Harold. Can ya show me a little of that?”

Sensing he's got a pigeon on the line, Harold makes a big show of reluctance and then begrudgingly obliges. Standing alongside the mule, he lifts her right ear and quietly says, “Go straight ahead 3 steps, stop, go to the left 4 steps, go to the right 5 steps, go backwards 8 steps, and shake your head up and down.” Just as soon as he stops talking, the mule obligingly walks straight ahead 3 steps, stops for a second, sidesteps 3 to the left and then 4 to the right, walks back 8 steps, and shakes her head yes.

That's so amazing - what with mules being well known for their stubbornness - that Clem almost loses his cool and it's all over but the talking. Pretty soon he's the owner of the mule.

With Harold's help, the mule walks herself into Clem's truck and he's off to show his wife his new prize. Arriving home, he tells his wife what happened and she explodes, yelling and screaming at how dumb he must have been to have squandered their hard earned money that way. “You take that no-good mule back to Harold this minute and either get our money back or shoot the crook,” she demands.

“Shut yer mouth, woman. This mule's even smarter than you are. Just watch!” Clem then lifts her right ear and, playing it safe, repeats Harold's exact set of instructions. Nothing happens. So he tries the left ear. Still nothing. Then he tries the right again and the mule passes wind and kicks him.

Finally, his wife really explodes and pretty soon the mule's back on the truck. After a little search, Clem finds Harold and says he's returning the mule. Harold responds, “Why sure, I didn't want to sell her in the first place. But first tell me what's wrong!” So Clem recites the whole sad tale.

With a pained expression on his face, Harold slaps his forehead, walks to the woodpile, picks up a 4 inch diameter log, walks to the mule and gives her a good one right between the eyes. Then he tells Clem to try again and, sure enough, the mule does just exactly what Clem says to do.

Pretty soon, Clem is satisfied. “But,” he says, “there's just one more thing. What was all that with the log and hitting her over the head.”

“Ohhh!” says Harold. “Well, she’ll sure do whatever you whisper in her ear... but first you’ve got to get her attention.”

Typically, our unconscious mind has learned to ignore our conscious input.

It just doesn’t pay attention.

By locating the ***Inner Anchor Point***, you will establish a gentle and very effective way of getting your unconscious mind’s attention – and keeping it!

How You Normally Prioritize

You normally use a number of different ways of activating your unconscious mind’s prioritization mechanisms. Some of them include:

- *Repetition*, as in memorizing lines for a school play.
- Simulated or actual *survival situations*.

As your ***Basic Achievement*** prioritization demonstrated, repetition works.

After you activated your brain’s prioritization mechanism through repeatedly writing or reading your Target, you were pretty much on automatic until you achieved it.

Simulated *survival situations* - such as deadlines - or life-threatening ones - such as an impending car crash – very powerfully stimulate our prioritization mechanism because ensuring our survival is the number one job of the brain.

Here’s a VERY important point—

Our unconscious minds don't typically differentiate between actual and imagined survival situations. So our prioritization mechanism can be powerfully stimulated by events as “obviously” safe as riding a roller coaster, experiencing a virtual reality ride, or watching a movie.

That’s why people scream as they rush down roller coasters.

Their survival instinct has been kicked in.

What’s more, *biofeedback triggers* can be developed so that we can consciously trigger our brain’s prioritization mechanisms by linking the *biofeedback trigger* to an experience

of the brain's prioritization mechanism in action. (More about this below.)

This is the approach that I have incorporated into the ***Super Achievement Three-Step Process***.

I call the *biofeedback trigger* mechanism the ***Inner Anchor Point***.

By coupling the *Inner Anchor Point* with repetition, you can create an extremely powerful unconscious focus on achievement of your ***Super Achievement Target***.

Stick with me as I explain all this to you...

The Secret of Biofeedback Triggers

This is easier — and more fun — than you might guess.

Creating a *biofeedback trigger* involves *framing (isolating)* the experiences accompanying a particular brain or body state and creating a consciously accessible *trigger* mechanism.

For example, if you remember your last intense argument or upset and focus on that memory for a few minutes, your body will return to the state it was in during the argument or upset.

Typically, that means that you'll go into a "fight or flight" mode with the adrenaline flowing, a faster heartbeat, tightening of muscles, and strong emotions.

In this case, the memory of your last intense argument or upset is the trigger.

But be careful if you try remembering your last fight. You'll be all ready for another one and could easily create that!

Think peace!

The Inner Anchor Point

Your programmed need for survival can actually help you achieve all the success you want.

Let me explain.

If you think about an experience that is linked to the activation of your unconscious prioritization mechanism, that mechanism will be immediately reactivated.

For example, I was in a violent automobile accident recently. When I recall that experience, my body muscles tense and I involuntary move to protect my chest which sustained a contusion from the impact of the airbag when we crashed. I feel a fear of the impact. I notice that my vision has narrowed and my concentration has become far more intense than usual. And I feel a sense of gratitude that I was protected from serious injury.

To create such an imaginary *biofeedback trigger*, I will lead you through an *imaginary experience* that triggers your natural survival mechanism, *isolates* the experience of it, concentrates it into a consciously accessible *trigger*, and labels it your ***Inner Anchor Point***.

This will be gentle and easy, yet profound.

From that point on, whenever you imagine placing something into your imaginary *Inner Anchor Point*, your unconscious mind will give it a very high and sustained priority.

You will be associating your objective with what your unconscious deems essential.

When you then use repetition to increase this prioritization, you will be giving yourself a rocket boost toward achievement of your Target.

With your unconscious system so focused on your Target you will move rapidly toward achievement of it, assuming no unconscious habit patterns get in the way.

But don't worry if any blocks do surface.

When you resolve any interfering unconscious habit patterns through the ***Base Reframing*** process, you will almost automatically flow to achievement of your Target.

You'll learn more about this later, just understand that you are about to plug into the power of all that.

Levels Of Experience

How do you experience your unconscious prioritizing your life?

When our unconscious prioritization mechanism is at work, we experience it on many *levels*.

Those *levels* are actually quite familiar. They include:

- Physical
- Emotional
- Mental
- Inner

Physical experiences including seeing, hearing, touching, feeling, tasting, and smelling.

Emotions are typically experienced through changes in our body. That's why we talk about emotional feelings since we can only feel with our bodies, not with our minds.

Mental experiences include thoughts, naming, descriptions, logic, and conclusions, among others.

Inner experiences are associated with a direct, intuitive knowing. They include awareness of your True Self, as in the saying, "To thine own self be true."

For example, in the car crash example I just used, all of those *levels of experience* are present:

*When I recall that experience, my body muscles tense and I involuntary move to protect my chest which sustained a contusion from the impact of the airbag when we crashed. **(Physical)** I feel a fear of the impact. **(Emotional)** I notice that my vision has narrowed and my concentration has become far more intense than usual. I realize that I could have been seriously injured. **(Mental)** And I feel a sense of gratitude that I was protected from serious injury. **(Inner)***

To effectively *isolate* the experience of your prioritization mechanism at work, you need to become aware of that experience on all of the *levels of experience* that I just described.

To do this, I will stimulate your unconscious prioritization mechanism and lead you through becoming aware of it on all of these levels during the process of *Locating the*

Inner Anchor Point.

I'll do this through a gentle imagery experience.

Locating The *Inner Anchor Point*

As I've already mentioned, the tool that you'll use to perform this four-level (physical, emotional, mental and inner) prioritization of your Target is called the ***Inner Anchor Point***.

I call it ***Inner*** because you experience it somewhere within your body.

I call it ***Anchor*** because its job is anchoring something real or imagined to your unconscious prioritization mechanism.

And I call it ***Point*** because it is some specific imaginary point within your body.

When you have created this tool, it will be an imaginary place where you can put visualizations and other experiences that you want your unconscious to treat with a very high priority.

A True Story

Take a breather from the material I'm giving you and soak up the following true story...

Annie created beautiful artwork through both photography and computer graphics. Her problem was marketing her works that sold for an average of \$50 to \$150 apiece. She really didn't like going door to door to art galleries and frequently encountering, "Beautiful work but we already have stock. Sorry." She felt hurt when this occurred and, so, avoided direct selling as much as possible.

*When looking for a seemingly impossible objective to try out her newly learned **Cybernetic Transposition** techniques, it didn't take Annie long to home in on one dealing with selling her artworks in relatively high volume.*

The final form of her conscious objective was:

“Within 4 weeks, I will have done whatever is necessary and appropriate so that I will have sold and received payment of at least \$20,000 for my artwork to customers who clearly express their pleasure at a level of at least 9 where 10 is totally unbounded praise. I will have done this easily at a level of no more than 4 where 1 is so easy it is almost automatic, spending an average of no more than 3 hours per day in marketing and selling my works. In the process, I will feel happy and joyful at a level of at least 8 as measured and recorded at the end of each day. Please make all of this happen in ways that are for the highest good of me and of everyone involved.”

*Using the **Cybernetic Transposition Super Achievement Target Process**, Annie converted her written objective into an unconscious Target and prioritized it using her **Inner Anchor Point**. Then she checked her level of certainty that she would achieve her objective and identified two sets of strong blocker feelings.*

*So she used the **Base Reframing Process** to resolve both of the underlying unconscious habit patterns into ones that now supported achieving her objective.*

*She also felt uncertainty about how to proceed so she did a **Super Achievement Clearing Process** that established a strong unconscious team to help her achieve her objective and identified three steps that would start her on the way.*

These were: 1) Contact her most frequent customers and ask their advice in selling her works. 2) Contact a particular dealer whom she'd met some years before but had never followed up with. 3) Prepare a catalog of her works that could be printed on paper or sent as an email attachment.

When she contacted her frequent customers, one of them told her that she loved Annie's work and had been thinking about investing in publishing some of Annie's images and asked whether she would be interested. Annie, of course, said “yes.”

Annie then contacted the dealer who turned out to publish graphics of the sort that Annie produced. He asked her to send him some images and that moved Annie into the third suggestion, creating a catalog. After some feverish work, she sent it off to the dealer by email.

You can probably see where Annie's unconscious was taking her. Pretty

soon, Annie, her customer and the dealer had negotiated an exclusive marketing agreement with a guarantee to Annie of at least \$50,000 for the first year and, contingent upon a specified level of new artwork, rising to \$100,000 for the fourth year.

During the third week, Annie received the first payment of \$25,000 by an electronic deposit to her bank account.

When she looked at her records of how easily she had achieved her objective and how happy and joyful she had felt at the end of each day, she found that she'd done better than she'd specified.

How to Locate Your *Inner Anchor Point*

Are you ready?

The actual process of locating the *Inner Anchor Point* usually takes about a forty minutes and centers around thinking of and experiencing a situation that stimulates all *levels of experience*.

This is critical if you want to prioritize all levels of your Target. Otherwise, you might achieve a physical result without the emotional, mental or inner (sense of self) experiences that you want.

The ONLY situation in which our unconscious reliably activates all levels of experience in the required fashion is when your survival is threatened.

That's why you will imagine a point in imaginary time just before you are about to die. Since your unconscious doesn't differentiate between imagined and "real" situations, it will react to this imaginary experience by triggering your survival reactions.

This isn't spooky or odd. It's no more real than being in a movie or a virtual reality simulation where your unconscious thinks your survival is being threatened. (Remember those white knuckles you got at a scary movie?)

And once we have located your Inner Anchor Point, you will make sure that your unconscious knows that this was not something that it should take "for real."

This imaginary situation is particularly powerful at stimulating the inner level (which is normally "silent") by taking you to a point, in your imagination, where people naturally turn inward, the time just before they die.

The feelings, thoughts, and emotions that you'll experience at that time are always based on the loving positivity that springs from the inner level. However, negative feelings, thoughts, and emotions are often added to and overlay the positive ones.

Since it wouldn't be very productive to restimulate such negative feelings when you're prioritizing your Target, the process of *Locating your Inner Anchor Point* includes provision for purging those negative experiences.

So relax. This is a safe, easy process.

During the process of *Locating your Inner Anchor Point*, you'll have your eyes closed part of the time and you'll be writing part of the time. You will be relaxed and should be in an open body position.

What you do may be a little unfamiliar but that won't get in the way of the process if you simply follow the instructions.

This is not a difficult process because your unconscious mind already understands it and you have probably encountered the energies we'll stimulate when you attended a funeral, wedding, or the birth of a child.

You'll imagine moving closer and closer to your time of death, focusing on both the parts of you that deal with the outer world and the inner parts of you that involve emotions, thoughts, and intuitive knowing.

As you come closer to imaginary death, you'll become aware of powerful multilevel energies building up inside of you. When they are clearly *isolated*, you will merge them into a single focus. That single focus of physical, emotional, mental, and inner energies is your *Inner Anchor Point*.

I know this may seem strange to you.

That's okay. Let it seem strange.

You are going to experience one of the most remarkable events of your life—an event which will give you a window to creating all you will ever desire.

This has worked for 50,000 plus people so far.

It will work for you, too.

Audio Instructions and Forms

You have already received an email that allows you to access the audio instructions and form that will be used in *Locating the Inner Anchor Point*.

This would be a good time to take a look at the form and to print it out.

In any case, please do so BEFORE you do the process.

If you are using the audio instructions, please DO NOT listen to the instructions before you do the process. If you're curious, you can read the same instructions listed below.

The audio instructions comprise a very large file, too large for most people to conveniently download, so we will supply it to you through the technology of streaming audio.

You don't have to know *anything at all* about that technology to use it. In fact, you probably already have the RealPlayer installed on your computer. If not, it's free and easy to install. The instructions are given on the page that shows and tells you how to download the form and play the audio.

The RealPlayer has "buttons" like a tape player. Become familiar with the Pause button since you may choose to use it to give yourself more time to write. When you click the Pause button, it changes into a Play button that you press to continue with the audio.

Locating Your *Inner Anchor Point*

What follows are the step by step instructions for locating your *Inner Anchor Point*.

You can follow them in the book or you can listen to the audio instructions that I have provided to you as a bonus.

Some people find that reading the process, below, works best for them. Most prefer using the audio instructions.

In either case, now is the time to download the *Locating the Inner Anchor Point* form and print it out, if you have not already done so. This form is tied into and reinforces the instructions listed below and presented in the audio instructions.

This is a profound process so find a dim, quiet place where you won't be disturbed. If necessary, put a sign on the door "Do Not Disturb."

Have a pen or pencil handy and your *Locating the Inner Anchor Point* form in front of you.

The process works best if you close your eyes while you are creating or modifying your *imaginary experiences*.

Let's get started...

1. Become relaxed and focus inwardly toward whatever you perceive as the center of your beingness. Breathe in and out a few times while focusing on your breath.

While you do this, say to yourself, "Please make this process that I am about to do take place in ways that are for the highest good of me and of everyone else involved."

At the same time, imagine yourself surrounded with a protective ball of very bright white light that protects you from any outside interference. With this protection, you are safe to open yourself to your inner experiences.

2. Read the following excerpt from *Palm Sunday* by the well known novelist, Kurt Vonnegut. It is a eulogy to his friend Lavina (lah-VIE-nah).

In it, Vonnegut touches very deep feelings within himself as he talks about his friend whom he met while he was working for General Electric in Schenectady, N.Y.

I find that his brief talk with his friend Lavina touches deep feelings, feelings that will arise again in the rest of this process. So just listen (or read) and experience.

Vonnegut said:

One of my closest friends from General Electric is Ollie M. Lyon, who became a vice-president at Young and Rubicam advertising for a while, and then went back to his home state of Kentucky to sell sophisticated silos to farmers. The silos were so airtight that almost no silage was lost to fermentation and vermin and rot.

I loved Ollie's wife Lavina exactly as much as I loved him, and she died fast of cancer of the pancreas out there in Kentucky. One of her last requests was that I speak at her funeral. "I want him to say good-bye to me," she said. So I did.

I said this:

Lavina asked me to be up here.

This is the hardest thing Lavina ever asked me to do, but then she never asked anyone to do anything hard. Her only instructions were that I was to say good-bye to her as an old friend-as all old friends.

I say it now. If I had to say it at the end, to build up to saying it, I would go all to pieces, I think. I would bark like a dog. So I say it now: 'Good-bye, darling Lavina.'

There-that is behind me now. That is behind us, now.

It is common at funerals for survivors to regret many things that were said and done to the departed-to think, 'I wish I had said this instead of this, I wish I had done that instead of that.' This is not that sort of funeral. This is not a church filled with regrets.

Why not? We always treated Lavina with love and decency. Why did we do that? It was Lavina's particular genius to so behave that the only possible responses on our part were love and decency. That is her richest legacy to us; I think: Her lessons in how to treat others so that their only possible responses are, again, love and decency.

There is at least one person here who does not need to learn what Lavina knew. He is Lavina's spiritual equal, although he was so much in love with her that perhaps he never knew it. He is Ollie Morris Lyon.

Ollie and Lavina are country people, by the way.

I have seen them achieve success and happiness in the ugly factory city of Schenectady, New York, where I first met them. They were not much older than Mary and Philip then. Think of that. Yes, and when they lived in New York City, they had as much fun as any jazz-age babies ever did. Good for them! But they were always a farmer and his wife.

Now the farmer's wife has died. I'm glad they got back here before she died.

The wife died first.

It happens all the time-but it always seems like such a terrible violation of the natural order when the wife dies first. Is there anyone here, even a child, who did not believe that Lavina would survive us all? She was so healthy, so capable, so beautiful, so strong. She was supposed to come to our funerals-not the other way around.

Well-she may come to them yet. She will, if she can. She will talk to God about it, I'm sure. If anybody can stretch the rules of heaven a little, Lavina can.

I say she was strong. We all say she was strong! Yes and in this bicentennial springtime we can say that she was like a legendary pioneer woman in her seeming strengths. We know now that she was only pretending to be strong-which is the best any of us can do. Of course, if you can pretend to be strong all your life, which is what Lavina did, then you can be very comforting to those around you. You can allow them to be childlike now and then.

Good job, Lavina, darling. And remember, too, Lavina the times we let you be a little girl.

When she was a little girl in Palmyra, Illinois, being the youngest of a large family, she was expected to leave a note in the kitchen saying where she had gone after school. One day the note that was found said 'I have gone where I have decided.'

We loved you.

We love you.

We will always love you.

We will meet again."

3. Begin to imagine what it would be like for you if you had only 30 days left to live. Imagine that in only 30 days you will gently and easily stop existing on this planet. No longer will you be with your loved ones. They will remain to continue their lives and you will be gone.

So what does it look like with only 30 days left to live?

Where are you.

Who and what do you see around you?

What sounds do you hear?

Are there voices? Or is there stillness?

What does your body feel like with only 30 days left to live?

Feel the rhythms of your body.

- Feel your heart, the heart that you will no longer feel in 30 days.
Are you moving or still?
What are you doing with your body, if anything?
Are there any smells?
Or tastes?
What are they?
And do you have any sense of being closer to who you really are?
The true you?
The you that is above your body, emotions, and mind?
4. Now, with only 30 days, only 720 hours left to live, become aware of the 3 to 5 most important things to be done in the time left to you and record them in the first space on your *Locating the Inner Anchor Point* form, the space that has “30 Days” written above it.
5. Now put down your pen or pencil, close your eyes, and move through imaginary time to the point where you have only 7 days of 24 hours apiece, only 168 hours left to live...
- Imagine that in only 7 days you will gently and easily stop existing on this planet. No longer will you be with your loved ones. They will remain to continue their lives and you will be gone...
- What does it look like with only 7 days left to live? Where are you.
Who and what do you see around you?
What sounds do you hear?
Are there voices? Or is there stillness?
What does your body feel like with only 30 days left to live?
Feel the rhythms of your body.
Feel your heart, the heart that you will no longer feel in 30 days.
Are you moving or still?
What are you doing with your body, if anything?
Are there any smells?
Or tastes?
What are they?
And do you have any sense of being closer to who you really are?
The true you?
The you that is above your body, emotions, and mind?
6. Now, with only 7 days, only 168 hours left to live, become aware of the 3 to 5 most important things to be done in the time left to you and record them in the second space on your *Locating the Inner Anchor Point* form, the space that has “7

Days” written above it.

8. Now put down your pen or pencil, close your eyes, and move through imaginary time to the point where you have only 1 day of 24 hours, only 1440 minutes left to live... That's a very short time.

Imagine that in only 24 hours, you will gently and easily stop existing on this planet. No longer will you be with your loved ones. They will remain to continue their lives and you will be gone.

What does it look like with only 24 hours left to live? Where are you.

Who and what do you see around you?

What sounds do you hear?

Are there voices? Or is there stillness?

What does your body feel like with only 24 hours left to live?

Feel the rhythms of your body.

Feel your heart, the heart that you will no longer feel in 24 hours.

Are you moving or still?

What are you doing with your body, if anything?

Are there any smells?

Or tastes?

What are they?

And do you have any sense of being closer to who you really are?

The true you?

The you that is above your body, emotions, and mind?

9. Now, with only 24 hours, 1440 minutes left to live, become aware of the 3 to 5 most important things to be done in the time left to you and record them in the third space on your *Locating the Inner Anchor Point* form, the space that has “1 Day” written above it.

And now become aware of the physical, emotional, and mental energies you are experiencing... and of the inner energies of who you truly are and have been throughout this lifetime. How strong are those experiences? How clear? Sense all of those powerful energies coursing through you...

Now record a description of them on your paper.

And now become aware of the physical, emotional, and mental energies you are experiencing... and of the inner energies of who you truly are and have been throughout this lifetime. How strong are those experiences? How clear? Sense all of those powerful energies coursing through you...

Now record a description of *them* on your paper.

10. Now put down your pen or pencil, close your eyes, and move through imaginary time to the point where you have only 1 hour of 60 minutes left to live... There's such a short time until you will no longer exist within this body, emotions, and mind that have carried you through this life with all its joys and trials.

In only 60 minutes you will gently and easily stop existing on this planet. You can already sense that coming to pass. Your loved ones will continue here but you'll be gone. No more will you experience a sunset or dawning, the sound of your loved ones' voices or of your own. Those around you will remain here without you...

Where are you now with only 60 minutes left to live.

Who and what do you see around you?

What sounds do you hear?

Are there voices?

Or is there stillness?

What does your body feel like with only 60 minutes left to live?

Feel the rhythms of your body.

Feel your heart, the heart that you will no longer feel in 60 minutes. Are you moving or still?

What are you doing with your body, if anything?

Are there any smells?

Or tastes?

What are they?

And do you have any sense of being closer to who you really are?

The true you?

The you that is above your body, emotions, and mind?

The you that is the source of your integrity?...

Notice how strong your inner experiences are - your physical, emotional, and mental energies you are experiencing... and of the increasingly strong inner energies of who you truly are and have been throughout this lifetime.

How strong are those experiences?

How clear?

How complete?

What are those experiences like so near the end of your time on earth?...

11. Sense all of those powerful energies coursing through you and becoming focused at a single point within your body.

Experience that point. Perhaps it is a familiar and yet much stronger experience...
Let that point build in intensity...

12. Now imagine surrounding that point with a ball of white light... Imagine placing your hands around that focus of all of those powerful energies and the white light that surrounds them...
13. And now, in your imagination, place that ball of white light with all of those energies inside it... place that within the center of your chest. And experience it becoming a part of you....

As you do this, say to yourself, silently speaking into that same spot in the center of your chest... “This is what I call my *Inner Anchor Point*...” This is what I call my *Inner Anchor Point*...” This is what I call my *Inner Anchor Point*...” Now breathe all of that in and make it a part of you.

14. Again place that ball of white light within the center of your chest. As you do, imagine placing your hands around it and say to yourself, “This is what I call my *Inner Anchor Point*...” “This is what I call my *Inner Anchor Point*...” “This is what I call my *Inner Anchor Point*...” Now breathe all of that in and make it a part of you.
15. And now, focus on that point where all of those physical, emotional, mental, and inner energies are concentrated, your *Inner Anchor Point*... Imagine placing your hands around or on it...

Now, imagine surrounding your *Inner Anchor Point* with a ball of white light... And as you do this, silently say into your *Inner Anchor Point*, speaking to your unconscious say, “This is my *Inner Anchor Point*. Please place a very high and sustained unconscious priority on anything that I imagine putting into my *Inner Anchor Point*. And please do so in ways that are for the highest good of me and of everyone else involved.”... Now breathe in and make that all a part of you.

16. And now, again focus on your *Inner Anchor Point*, imagine placing your hands around it, and say, into your *Inner Anchor Point*, say to your unconscious, “This is my *Inner Anchor Point*. Please place a very high and sustained unconscious priority on anything that I place within this *Inner Anchor Point*. And please do so in ways that are for the highest good of me and of everyone else involved.”... Now breathe in and make that all a part of you.
17. Now create an Affirmation by writing an detailed description of your *Inner*

Anchor Point and your experience of it. Write this in the fifth blank on your form, the blank that says “Affirmation” above it.

Note where your *Inner Anchor Point* is located, the physical experiences, emotions, thoughts, and intuitive sense of self associated with it...

18. Recreate your experience of your *Inner Anchor Point*... Now allow a visual symbol that represents your *Inner Anchor Point* to enter your conscious mind. Take what comes up. That will work best unless you simply don't like it.

If you want to change the symbol, focus in your *Inner Anchor Point* and ask for the changes that you want to see and ask that this be done in a way that is for your highest good. Very soon you'll experience changes. See whether they are what you're looking for and, if not, ask for additional changes. This is a process that will work very easily if you allow it.

19. Now draw a simple picture of your symbol in the sixth blank on your form, the one labeled “*Inner Anchor Point* Symbol”. Don't worry if it looks crude, that's just fine...

20. Now focus on your *Inner Anchor Point*. When you have a very clear experience of it, imagine placing your symbol within it and merging the symbol and the *Inner Anchor Point* together so they become one, inseparable.

Focus on both your *Inner Anchor Point* and the symbol that you have merged into it. Imagine placing a ball of white light around the merged result. Further imagine that you have placed your hands around all of that and can feel it... And say, into your *Inner Anchor Point*, “This is my *Inner Anchor Point* and, merged with it, is my symbol that represents my *Inner Anchor Point*.”

“Whenever I think or talk to myself about my *Inner Anchor Point* and whenever I imagine or look at my drawing of my *Inner Anchor Point*, please give me a very clear and immediate conscious and unconscious experience of my *Inner Anchor Point*. Please do this in ways that are for the highest good of me and of everyone else involved...” Breathe in and make that a part of you.

21. Now imagine your symbol, recreate your experience of your *Inner Anchor Point*, and say into it, “This is my *Inner Anchor Point*. Please place a very high and sustained unconscious priority on anything that I place within this *Inner Anchor Point*. And please do so in ways that are for the highest good of me and of everyone else involved.”... Now breathe in and make that all a part of you.

22. Now focus within your *Inner Anchor Point* and observe. Are there any physical, emotional, or mental experiences anchored in it that are sad, distressing, or involve a sense of loss?... If so, imagine bringing large amounts of bright white into your *Inner Anchor Point* and flushing out all of those unwanted experiences... Do this completely until all of those unwanted experiences are washed away or completely replaced by positive ones, until only joy, loving and harmony are left.
23. Very gradually and gently, slowly, in your own timing, become aware of the room around you. Become aware of what you're sitting on. Become aware of the sounds around you. And the tastes within you and smells outside of you...

Take your time... and when you're completely ready, open your eyes and expand your inner experience to include the outer one...

Now stretch and relax before moving on.... Give yourself a few minutes before interacting with other people. Be gentle with yourself...

Where To Find Your *Inner Anchor Point*

Where is your Inner Anchor Point?

Most people find their *Inner Anchor Point* in the center of their chest, center of their throat, center of their forehead or the very top of their head.

A few people find two locations. If that happens to you, focus on the clearer one of the two and ask your unconscious to the two locations into a single point.

This change will usually occur immediately but may happen gradually over the ensuing few days.

If the location changes, modify your *Affirmation* accordingly, describing the experience of your *Inner Anchor Point* so it reflects the new location.

What If You Couldn't Find Yours?

After you complete the process, you may wonder whether you have actually found your *Inner Anchor Point*.

The answer is that if you got something that you think might be your *Inner Anchor Point*, that's almost sure to be it.

If you thought you might have found your *Inner Anchor Point* but rejected it, that's probably also it.

Every one of the 50,000 plus people whom I've trained in this process has successfully located their *Inner Anchor Point*.

You will, too.

Remember that your *Inner Anchor Point*:

- is imaginary and not necessarily what you expect.
- is seldom either spectacular or remarkably obvious.

Be aware that when you ask your unconscious to give you something, it always comes back with something. Often it's a familiar thing. The trick is being consciously sensitive to what your unconscious gives you, paying attention to what you are being given even if it is familiar.

For example, my Inner Anchor Point is in the center of my chest and was quite familiar before I ever did this process. I could have said that nothing new appeared. However, I did not. I was sensitive to the fact that the experience occurred just when I went through the process.

How to Use Your *Inner Anchor Point*

Now what?

Now that you have the location of your *Inner Anchor Point*, what do you do with it?

Typically, use of the *Inner Anchor Point* involves creating an imaginary experience, *isolating* it by surrounding it with a ball of white light that you imagine flowing from your *Inner Anchor Point*, and experiencing the ball of white light and the imaginary experience flowing into and becoming a part of your *Inner Anchor Point*.

It is very important that you always finish this process with the “highest good” instruction. (Your insurance policy statement from the Basic Process.) It is also important to tell your unconscious how to handle what you are anchoring.

At first you'll find it easiest to locate your *Inner Anchor Point* when you want to use it by looking at its symbol and reading your description of it.

At the same time, imagine placing your hands over the point in your body where it is located.

Very soon, you'll find that you easily and naturally become aware of your *Inner Anchor Point* whenever you think about your associated symbol or of the term *Inner Anchor Point*.

A Real Life Example

Following the instructions, Jim prepared to located his Inner Anchor Point by sitting next to his computer and listening to the Bonus audio instructions with his Bonus Inner Anchor Point form in front of him.

As he listened, he experienced strong emotions of loving, yearning, sadness, joy and closeness. He also homed in on and recorded the things that were most important to him when all was said and done.

As he did this, he also experienced a series of powerful physical feelings that centered around the center of his chest and he realized that these were the same feelings he'd had at his brother's wedding and the birth of his daughter.

He continued to follow the audio instructions and, in his imagination, framed these emotional and physical feelings and mental thoughts into a single point that he named his Inner Anchor Point.

He later realized that his Inner Anchor Point was present for him whenever he looked for it and that whatever he imagined placing in it received a heightened level of attention from his unconscious.

He first noticed this when doing a Basic Achievement Clearing Process. Things cleared up much more rapidly. Later, using the Inner Anchor Point when doing the Super Achievement Base Reframing process, he found that he could remember early experiences that he'd never before been able to recall. And, still later, when doing the Bonus "Zapper" processes, he was amazed by the responsiveness of his unconscious to very simple instructions.

Jim soon concluded that the effort invested in locating his Inner Anchor Point was well spent.

A Summary for Your Conscious Mind

This summary is just to let your conscious mind know what is going on. I don't expect you to do anything with what follows. Just review it.

1. Find a dim, quiet place where you won't be disturbed, become relaxed, and recite the "insurance policy" – "Please make whatever takes place be for the highest good of me and of everyone else involved."
2. Listen to (or read) Vonnegut's eulogy to Lavinia accompanied by Daniel Kobialka's music.
3. Imagine that you have *30 days* left to live. Develop this imaginary experience until it becomes quite clear. Then become aware of the three to five most important things to be done in those remaining *30 days*. Record them on your form.
4. Repeat the preceding step, except now imagine that you have *7 days* left to live. As you do, become aware of the experiences in your body and mind. Record the three to five most important things to be done in those remaining *7 days*. Record them on your form.
5. Repeat the preceding step, except now imagine that you have *only 1 day* left to live. As you do, become more aware of the experiences in your body and mind. On your form, record the three to five most important things to be done in the remaining time.
6. Imagine having *only 1 hour* left to live. As you do, become completely aware of the powerful multi-level experiences in your body and mind and imagine that these are all focused at one particular point within your body.

That point is your *Inner Anchor Point*.

Isolate your *Inner Anchor Point* by imagining putting your hands around it.

Name the *Inner Anchor Point* for your unconscious.

Then, in your imagination, merge the name *Inner Anchor Point* into the energy

focus of the same name. Do this several times.

Finally, instruct your unconscious to place a very high and sustained priority on anything you imagine placing within your *Inner Anchor Point*.

7. Identify a visual symbol to be used as a conscious trigger. Draw a simple picture of it.

Then imagine merging the symbol with your *Inner Anchor Point* and instruct your unconscious to give you an immediate conscious and unconscious experience of your *Inner Anchor Point* whenever you imagine and or see a picture of your symbol.

8. Create an *Affirmation*, a detailed written description of your experience of your *Inner Anchor Point*. This *Affirmation* should include your physical, emotional, mental, and inner experiences.
9. If your experience of the *Inner Anchor Point* seems too vague, unclear, or of a form that is uncomfortable for you, *isolate* what you want to change by focusing on it in your mind or imagination. Then anchor that *isolated* experience in your *Inner Anchor Point* and ask your unconscious to change things.

Use self-talk to verbally *isolate* the changes you want and ask that they take place in ways that are for the highest good of you and everyone else involved.

10. Purge the *Inner Anchor Point* of any residual sadness, sense of loss, or other unwanted experiences, anything other than joy, loving and harmony.

Coming Up

In the next chapter, you will learn how to create effective conscious objectives, something that almost no one does correctly without instruction.

Since creating an effective conscious objective is the first step in creating a ***Super Achievement Target***, this is an important chapter.

It's next...

Chapter Eight

How to Achieve the Impossible, or, The Amazing Secret of Robin Hood and the Ancient Zen Masters

Imagine this: I hand you a bow and arrow and ask you to shoot it.

What would you do?

Or imagine this:

Robin Hood enters the archery contest in England. He has his trusty bow and a supply of arrows.

What else does he need?

Or imagine this:

An old Zen master picks up a bow, carefully lifts an arrow, and stands as a disciple puts a blindfold over his eyes.

What does the Zen master still need?

You guessed it.

In all three cases, they need a *target*.

In this chapter you'll learn the amazing secrets of the first step in creating clear targets — what I call *objectives* — that will do only one thing: Lead you right to your heart's desires!

Want some proof?

Celia worked for a company that she didn't feel respected her. She was a quiet woman with low self-esteem. She felt abused at work. She took one of my seminars and worked on her objective. She wrote down that she wanted at least one job offer for a much better position, still in the same company, working with people

who respected her, and at a salary fifty percent higher than she was getting—and she wanted it in four weeks. What happened? Four weeks later she got two job offers! And yes, it was for exactly what she specified.

Are you beginning to sense the power of having a clear objective?

Here's another example:

Christiania didn't like her job. She was smart and well educated, but didn't feel fulfilled. She wanted to give up, quit, and escape by hiding in the Himalayas. She came to my workshop. She worked on an objective that she really wanted. She said she wanted a job at her company working to protect the environment. But she said the company didn't even have such a department. I advised her to write the objective that in 4 weeks she would have the exact job she wanted, even if right now it didn't even exist. She did. What happened? Four weeks later she was made manager of the company's newly formed environmental division!

Miracles like this can happen for you, too—once you learn how to create objectives and set out to achieve them using the Cybernetic Transposition techniques.

In general, objectives are simple formalized statements of what you want to achieve. They are short, clear declarations that define the target you are seeking. Truly effective objectives are also—

- very clearly **framed** and
- focused on what you **really** want.

You'll learn more about those aspects of objectives in this chapter. First you'll learn -

- how to identify possible objectives

And then you will learn —

- how to structure them so they work.

Are you excited? I am!

Let's begin with –

A Revealing Little Quiz

Things don't make sense to us if they are not *framed*.

Whoops! What's "framing"?

You'll know the answer after the following brief exercise. Take a moment and quickly read this passage:

**astblackdogranquicklythr
oughthecitystreetsbar
kingloudlyandjumpingu
panddownthatwasmydogan
dymynuttynewfypupwhodr
oveveryonebutmecrazywi
hisbarkingandherdinghe
eightedoveronehundredpo
undsyouseeandwasveryfrie
ndlytoofriendlyperha**

Confusing, wasn't it?

It was for me, too.

Why?

The above words and phrases—yes, there are actually words and phrases in the above gibberish—don't make sense because they aren't *framed*.

For most people, problems and frustration arise from the *lack of framing* of the characters into words and sentences.

A *framed* version of the above box looks like this:

**(The f)ast black dog ran quickly through
the city streets, barking loudly and
jumping up and down. That was my dog
Andy, my nutty Newfy pup who drove
everyone but me crazy with his barking
and herding. He weighed over one**

hundred pounds, you see, and was very
friendly - too friendly, perha(ps.)

Wasn't that a lot easier to read?

It was easier because it was *framed* into groups of letters called “words” and groups of words called “sentences.” In two cases in the above example I even had to add a few missing letters at the beginning and end to complete the groupings. Why? To help “frame” the writing so it finally made sense to you.

What is “Framing”?

All of this will make sense to you once I, well, *frame* it for you.

Here's a definition of *framing* to go with your experience.

Framing is the process of separating things into *logical elements*.

The “logical elements” of written language are words, phrases, sentences, and paragraphs. They also include our old friends - prepositions, adjectives, adverbs, participles, and all those other timeworn favorites of English teachers.

In creating effective objectives, or targets, it is critical to *frame* what you want precisely, including all of what is required to specifically target what you want and eliminate what you don't want.

All of this will be much clearer to you in a few moments.

How a “10” Can Make You Rich

Right now I want you to start thinking about a truly incredible experience you've had in your life—a real 10 on a scale of 1-10—that you love to relive in your mind.

This 10 experience will serve as a reference point for you later.

Just allow an experience to float into your awareness, something you loved and feel enthused about as you relive it in your mind. You want it to be a perfect 10 in your mind. Nothing less will do. What perfect 10 comes to mind for you?

For me, my reference point is something that happened with my younger son, Johannes, when he was about 18 months old:

We were living in the southwestern part of Sweden at the time, in a picturesque little village called Viken (The Inlet). From our living room, we looked out on the sea between Sweden and Denmark.

Each night, I put Johannes to sleep, walking with him in the darkened living room and gently talking to him. Then we'd sit down in a chair facing the ocean and look at the Danish lighthouses across the sea, many miles away.

One night, just before falling asleep, Johannes cuddled up a little closer than usual, put his little arms around my neck in a gesture that seemed so full of trust and loving that it brought tears to my eyes, and, with a smile on his face, fell asleep.

That memory for me is so precious, so beautiful to me that I wouldn't change it for “all the tea in China.”

As I recall it a big smile fills my face, tears start to flow, and my heart opens as I recall the sweet, joyful experience of that tender and loving moment.

That is truly a “10” for me.

Now It's Your Turn

Identify at least one “10” experience of your own and *frame* it in writing.

Simply write out the experience as I did above. Feel it. Enjoy it. And describe it. Your description is your “frame” of the experience.

Have fun! Enjoy the process!

Go ahead and do that now.....

.....
.....
.....

What Do To If You Can't Find Your "10"

What if you can't remember a "10" for you?

That's not likely but I'll address it just in case someone can't remember one.

Out of 50,000 plus people, no one has ever told me that they couldn't find one.

However, if they did, I'd probably tell them that the only way they could know if they did not have a 10 experience is by *having* an inner reference point of what a 10 is.

Otherwise, they would have no chance of saying something was less than a 10.

Follow?

So, if they have that inner reference point, they should create a written description that they can edit until it rings a bell as a 10 and then convert that to an imaginary experience, again making sure that it is a 10, and use that as a reference point.

Any way you look at it, a perfect "10" is within reach of everyone.

Again, do the above exercise before moving on...

How to Make All Your Wishes A Reality

So what's the point of doing that above exercise?

You want to have an experience of framing a "10" in your life.

Why?

So you can use it to frame your *objective* in the most powerful way humanly possible.

So that when you create a *Metastory*, you'll know that it is truly perfect for you.

So that when you modify an unpleasant remembered experience into a perfect one, you'll know that it is truly perfect for you.

You'll know this because you'll have a reference point.

Once you have a clearly framed objective that is perfect for you, you will then convert it into a target Robin Hood could hit with ease and Zen masters could hit even blindfolded.

Are you beginning to understand the power in this tool?

Stay with me. You're learning how to create miracles in your life. If this material seems new, it's because *it is*. But if you want to get new results in your life, you have to do new things. Right? That's what you're learning right here.

And the next new thing you'll learn involves the process for creating *Wish Lists*. A *Wish List* will help you create a very clear objective.

Creating *Wish Lists*

You create a powerful *Wish List* by —

1. Deciding on what you want,
2. Writing down the memories that occur to you concerning what you want, and
3. re-writing those memories into “10” *Metastories*.

You'll recall that I told you about *Metastories* earlier in this book. In short, when you consciously rewrite or reframe a memory into a “perfect” picture, you create a new, *imaginary experience* —a *Metastory*—that tells your unconscious what you want.

Here's a portion of a *Wish List* that I created. The subject is writing e-Books. The original memories are from writing my first book, “The Art of Success, Luck, and Harmony,” in 1984.

Note how I describe a memory, rate it, and then re-write that memory so it gets a “10” rating from me:

1. **Memory:** I am transcribing tapes from my trainings. It is very tiring.

Rating: 5.

Metastory: Because the material is clearly framed in my unconscious, I am simply reeling it off verbally to an editor who is

interviewing me over the phone. The resultant tapes are being transcribed and emailed to me in less than 24 hours. The whole process is very easy, exciting, and highly productive and I am very enthusiastic, happy and satisfied with the results.”

Rating: 10.

2. **Memory:** Editing is laborious. It seems to take 4 to 8 drafts to get things to the point where I am satisfied. Even then, when I read over the material, I keep making changes.

Rating: 4.

Metastory: My first drafts are excellent. My editor suggests areas for clarification, expansion, or cutting. I talk them out with her and then quickly and easily produce an excellent modified version on the computer. After a couple of minor touchups to get things right for me, all that's left to do is the final editing which my editor handles very well. And when I read through the result, I am very pleased with it and feel the need to make very few changes. The whole process is easy, fun, and very very satisfying.

Rating: 10.

3. **Memory:** It took about 250 hours of my time over 60 days to generate a publishable version of the book. I felt quite tired when I finished but was very pleased with the result.

Rating: 7.

Metastory: It only takes about 100 hours of my time during a 21 day period to write an e-Book about a subject in which I have expertise. I am extremely pleased with the results and the ease with which they are achieved. The whole process is enthusiastic, joyful and very very satisfying.

Rating: 10.

Do you see how the process works?

First, I stated a wish (to write an e-book).

Second, I wrote out the images that came to mind (the memories).

Third, I rated those memories.

Fourth, I rewrote those memories into Metastories—into the images I *wanted*.

Fifth and finally, I rated those Metastories and kept rewriting them until they were a perfect 10, as good as my “True 10” experience.

I’ve only given you three examples of my process in the above scenario but there are actually eight Metastories comprising my *Wish List*. Some of them were initially 10’s while other were in the 1 to 9 range.

But when I finished the *Wish List*, all of them were 10’s.

*By the way, I set this objective and converted it into a **Super Three-Step Target** before writing the ebook, **Proven Secrets For Making Large Sums Of Money In Your Own Business** that you received as a Bonus. Everything specified easily came to pass exactly as specified except that, while practicing I changed reeling it off to an editor to very easily reeled it off to my computer as I rode on airplanes and trains while visiting my daughters and my brother on the east coast. That’s what occurred in a delightful fashion. It was, far and away, the easiest job of writing a book ever for me.*

How to Create Your Own *Wish List*

Right about now you should be getting *very* excited!

You’re learning how to rewrite your life, program your mind, and aim for the biggest and boldest dreams you can imagine!

And, you’re learning how to achieve them all!

While the fire is hot, let’s move on to writing your own *Wish List*. This will greatly help you in stating an objective that will work like magic for you.

To create your own *Wish List*, simply remember specific memories that pop up from various relevant times in your life. Think of:

- Whatever made you think of working on what you chose.
- Any other time today.
- Any time yesterday.
- Any time on a weekend.
- Any time on a work day.
- Any time on a holiday.
- Any other kind of day that seems important to you.

On the other hand, if you're working on a specific subject (as I did in the above example) focus on any time in your life that is relevant to that subject. If you're covering your entire life, focus on recent times.

Let's say you are working on a money goal. Your objective (which you'll refine and reframe before this chapter is over) is to raise money fast. So you might write it like this—

“I want to raise \$50,000 in cash within 15 days.”

Okay. Now, write down whatever comes up for you regarding raising that money fast.

As you recall a memory, record it. Then give it a 1 to 10 rating.

After that, rewrite or reframe the memory into a *Metastory*—the way you *want* it to be. Do that until you have a 10 rating on it—a 10 as good as the one you wrote about earlier. A perfect 10 for you.

Are you with me here?

In short, take a clean sheet of paper and write out your descriptions in the following steps:

Memory:

Rating:

Metastory:

Rating:

Go ahead and do that right now.

.....
.....
.....

Excellent! Pat yourself on the back for taking these initial first steps to creating an objective that will make your heart *sing*!

How to Use Your *Wish List*

You're going to be surprised by what you learn when you review your *Wish List*!

If you created a *Wish List* covering all aspects of your life, take a close look at the items that you initially rated 1 to 4.

See them?

Those are your weak links.

These low-rated areas unconsciously pull down the rest of your life. This may show up as your being tired, excessively active, irritable, or otherwise missing out on a really happy and enjoyable life. You know what I mean. Those low rated areas are the “downers” that are still in your life.

You may decide to focus on just *one* of the areas of your life that were initially rated 1 to 4. In that case, I'd suggest that you make a new *Wish List* dealing only with that specific area of your life. For example, take creating enough money.

This is to ensure that you have covered all the important aspects of that part of your life (as in my book writing example, above).

So, in this case, you would rewrite those low areas of your life concerning money into *Metastories* that are perfect 10's for you.

Here's an example:

MEMORY: I recall eating lunch in a restaurant and having all of my credit cards refused because I didn't have enough money to pay my bills. (promised payments just didn't come.)

RATING: 1

METASTORY: I'm looking at my credit card statements. All were fully paid at the beginning of the month and will be at the end of this one because I have lots of money. I went on to create great wealth in my life. I am now prosperous. My bills are paid easily and before they are due. Now, when I look at a bill, I feel really good because I know I have the money to pay it.

RATING: 10

Do you see how this can transform your life?

Suddenly those low spots in your life are now high spots. Suddenly the 4's are now 10's, at least potentially so. And when you tell your unconscious to make these imaginary experiences real, you will have them.

Money will probably now starting looking *for you!*

I remember a New Yorker magazine cartoon. Two street people are sitting on a bench in Central Park. The older is wisely saying to the younger, "Focus your mind on quarters and they'll pop up everywhere."

Actually, a friend of mine did this using the Cybernetic Transposition techniques. He found 75 quarters in one month, after never finding a quarter in his entire life.

How to Create Consciously-Defined Objectives That Work

Okay! Now let's move on.

Let's use what you learned so far in this chapter to help create an incredibly powerful objective.

Most people set remarkably sloppy objectives for themselves.

Unfortunately, confusion in your objective generates confusion in the results you produce.

It would be like Robin Hood trying to hit two or three targets at once, or having no target at all.

He needs a *clear* target.

So it is very important that your objective be clear and specific. That's why the ***Cybernetic Transposition Super Achievement Three-Step*** process includes very specific criteria for an acceptable objective.

Let's take a look at that aspect right now...

The Cybernetic Transposition Super Achievement Three-Step Criteria

You are getting closer and closer to creating true miracles in your life.

Now you're going to get even greater clarity on how to create objectives that work.

First, I'll list the criteria for them.

Then, I'll explain each of them.

To work effectively using this process, your objective must:

- **be extremely desirable.**
- **be appropriately difficult.**
- **be time-based and measurably achievable rather than a moving target. Thus, it involves a very specific completion date.**
- **be both specific and comprehensive in defining what is desired.**
- **set a lower limit on success but not an upper one.**
- **concretely and measurably quantify what you want to achieve so that you can effectively monitor your success along the way and at the point where full success has been scheduled.**
- **deals with your actions and accomplishments rather than those of others.**
- **be clearly and explicitly framed in writing.**
- **be stated in positive terms.**

- **incorporate the “insurance factor” of stating that it is to be achieved in ways that are for the highest good of you and of all others involved.**

How to Achieve the Impossible

At this point you probably have an idea for an objective.

You probably want more money. Maybe you’ve even fine-tuned the statement and framed it into terms that are more specific. If so, great. Now let’s refine it even more. Keep your “rough draft” objective in mind as you keep reading this section.

In fact, write out your current rough draft objective. Have it beside you as you go through the points below. Rewrite your objective so you can reframe and refine it.

Ready?

Now let's take a more detailed look at the criteria that define an effective *Cybernetic Transposition Super Achievement Three-Step* objective.

1. Extremely Desirable

Are you excited about your objective? Do you really want the money you say you want? If you are filled with a sense of joy and enthusiasm when you reflect upon the achievement of your objective, you're asking for the experience of joy and enthusiasm when you reach your target. Therefore, the first criterion is to modify or rewrite your objective until it is a 10 on a 1-10 scale where “10” equals “extremely desirable.”

Look at your objective: Do you really want to achieve it? If not, rewrite it so you do.

2. Appropriately Difficult.

Do you feel your objective is easy to achieve? Then why use a sledgehammer to drive a nail? If you can reliably achieve an objective without using the *Cybernetic Transposition Super Achievement Three-Step* Process, why use it? The *Cybernetic Transposition Super Achievement Three-Step* is designed for accomplishing *seemingly impossible* objectives.

Think about that! You can achieve the “seemingly impossible”!

So, the second criterion is that your objective should be between 8 and 10 on a 1-10 scale of difficulty. The 1 equals “automatic” and “10” equals “seemingly impossible based on experience and logic,” but is accompanied by an inner knowing that somehow it's right for you.

Remember: An objective that is seemingly impossible but lacks that inner knowing usually won't work!

Look at your objective: Will it be a snap to achieve? If so, maybe rewrite it so it is more difficult. Go for what you *really* want!

3. Time-Based And Measurably Achievable

Sailors used to navigate by the North Star because it was so far away that it seemed to be a relatively fixed reference point. It could effectively guide them but they could never reach it, something that was quite clear to them.

Unfortunately, most people are so casual about setting objectives for themselves that they sometimes mistake unreachable guiding-stars for achievable objectives.

Setting a guiding-star objective and expecting to reach it is something like being a donkey who's trying its best to reach a carrot that its rider is dangling from a stick, in front of the donkey's nose. This is analogous to a guiding star objective.

Every step the donkey takes toward the carrot, the carrot moves a step away from him.

In contrast, the donkey can reach the carrot and enjoy the fruits of its labor if the rider simply plants the pole in the ground. This is analogous to a “time-based” objective.

Guiding star objectives simply don't work.

For example, a little child might decide that if he or she is always good, mommy and daddy will always be happy and will never fight.

That's obviously impossible, isn't it?

Not only is no one always good, the child has no control over most of the conscious and unconscious factors affecting mommy and daddy and their relationship.

This is a guiding star objective. No matter what the child does, it will fail. There is always some way that it will feel it could have done better.

If the child sets this kind of an intuitive objective, they will almost certainly grow up with an unconscious expectation of failing.

Mistaking guiding-star objectives for time-based, achievable ones is a ticket to loss of self-esteem. You promise yourself things you can't achieve and slowly erode your faith in yourself.

So, how do you get out of the mistake here? Simple: **Specify a target date!**

This is a pretty obvious. Remember the donkey example? Do you want the carrot to be a moving target or a fixed, achievable one? The latter requires that you specify your target date in writing so that all parts of you will know what you're aiming at.

The test of whether you have picked a feasible date involves imagining achieving your objective by the indicated date and then *framing* your feelings.

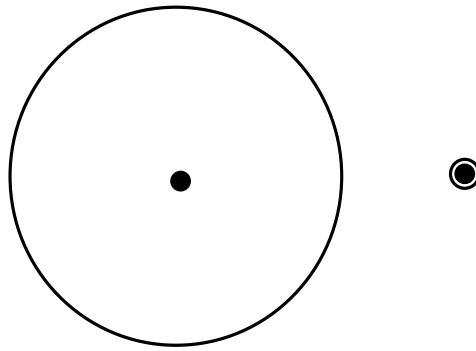
If you experience a feeling of certainty that somehow you can achieve your objective by that date, chances are the date is reasonable. If not, use the **Basic Achievement** (and later, the **Super Achievement**) **Clearing Process** to resolve those *signs of conflict* into an appropriate date.

On the other hand, the date may be too easy and that will show up in your evaluation of the difficulty of achieving your objective.

Look at your objective: Do you have a deadline on it? If not, add one now.

4. **Specific And Comprehensive**

Imagine a small dot in the center of a large circle (at left, below).



This dot represents what you really want while the large circle represents what your initial fuzzy picture allows your unconscious to give you.

If the dot is a normal #2 pencil mark and the circle is one inch in diameter, you can fit about 625 dots in the circle. So, initially, you have one chance in 625 of getting what you want. Not very good odds.

However, as you go through the process of becoming more specific so as to develop a clear and complete written definition of your objective, the large circle shrinks until it becomes more or less indistinguishable from the dot (at right, above). When that happens, you have a clearly defined objective.

So you not only have to be specific. You also have to be comprehensive. In this sense, the ***Three-Step*** Process is a two-edged sword. It will almost always give you what you ask for but ***it will often fail to give you what you assume will be there but don't ask for.***

It is very important that you understand that. For example, if it's obvious to you that you'll be happy if you get a million dollars, you could end up being the most miserable millionaire around – if your objective doesn't include being happy. I've seen that happen numerous times. So have you, I'll bet. Someone gets something that they think will make them happy and have a “let down” feeling.

Don't let that happen to you.

Incorporate in your objective all of what is necessary for you to experience what you want when you achieve it. Include conditions such as:

“This will happen in ways that leave my health, happiness, and financial condition equal to or better than when I set the objective”

Or, even more to the point, the *insurance policy* of “This will take place in ways that are for the highest good of me and of all concerned.”

Look at your objective: Add your insurance policy line: “This will take place in ways that are for the highest good of me and of all concerned.” Also add the other boundary conditions that define what you really want.

5. Set A Lower Boundary On What Is Successful, Rather Than An Upper One

As strange as it may sound, many of us are so unconsciously afraid of success that we unconsciously set our objectives to limit what we achieve.

For example, someone might set an objective focused on, “I will earn \$50 thousand per year” when they’d actually like \$100 thousand. Their unconscious bias is revealed by what they actually put on paper.

A more effective approach – and the only one that is appropriate for a *Super Achievement* objective - would be to say, “I will earn **at least** \$50 thousand per year” or “I will earn **at least** \$100 thousand per year.” *This* leaves room for improvement and with our remarkably inventive and creative unconscious minds, improvement is well within reach.

Look at your objective: Do you have it framed so you can have something *better* than what you ask for? If not, rewrite it right now.

6. Concretely And Measurably Quantify The Key Aspects Of Your Objective

If you don't quantify your objective in a concrete and measurable way, you have a good chance of getting what you **don't** want.

That's analogous to expanding the circle around what you want after you worked so hard to shrink it down. Or to creating a guiding-star when you are really interested in time-based results.

There are two key ways of appropriately quantifying your *Cybernetic Transposition Super Achievement Three-Step* objectives:

- The obvious one is to use normal forms of quantification: dollars, days, minutes, and so forth.

For example: “I will earn or otherwise bring in at least an additional \$5,000 within 30 days” as opposed to “I’ll have enough money this month.”

The first matches the quantification criterion while the second doesn't. What's enough? It's a moving target, as most people know from their own experience.

- Convert your **intuitive** evaluations into quantitative ones by numerically *framing* and recording them.

For example: "At the end of each day, I will leave work feeling enthusiastic and pleased at a level of at least 8 where a 10 is the way I felt when I got the promotion." Then frame your daily evaluations by recording them.

That works while "I'll feel great at the end of each day" doesn't.

Look at your objective: Is it written in qualifying terms? If not, rewrite it.

7. Deals With Your Actions And Accomplishments

YOU are the only person who can produce the success you desire using the **Cybernetic Transposition Super Achievement Three-Step**.

To directly specify others' actions or attitudes is outside the scope of the **Super Achievement** techniques.

However, that's not so limiting as it might seem, assuming you already know how to "press" other people's "hot buttons." Usually you do.

Whatever you've done before you can do again. If this includes making lots of money or talking your boss into giving you a raise and you want to do it again but much better, you shouldn't have much trouble when using the **Cybernetic Transposition Super Achievement Three-Step** techniques. The trick is to simply instruct your unconscious to "do it again" in a new context.

If, however, you don't have any experiences that seem relevant to what you want to accomplish, you may be able to use others as reference points to develop them. For example, you might say, "I will close sales in the same way that I see John closing sales," Under certain circumstances that will work.

Whether this will work is more subtle but can be clearly evident to you. The key is that if you already have that ability in your unconscious, whether or not you've previously expressed it, you will see your latent ability **reflected** in others.

All of us have an amazing range of positive and negative unexpressed abilities in

our unconscious. The negatives are most familiar. For example, someone who takes one drink and becomes an alcoholic or becomes immediately addicted on first try of an illegal drug. On the positive side, there are innumerable examples.

For example, my son Johannes (who is now 16) has taught himself to be a very accomplished guitarist without instruction. He just took to it "like a duck takes to water." My son Per (who is 18) sat down at one of my computers when he was 8 and taught himself the most complicated graphics programs from the help screens. Then he taught himself to play and compose music on the computer. It was just "natural" for him.

Similarly, you have lots of unexpressed abilities that will blossom when you effectively ask your unconscious to implement them.

One test of whether you have the resources in your unconscious to do something that you have never done is whether, when you imagine doing or being something, it seems real and connected to you. If so, it is probably something you have the inner resources to achieve.

For example Eugenio had always had an "impossible" ambition to write and publish popular songs. He deemed it impossible because, with the exception of singing in the school choir as a child, he had no musical experience whatsoever.

*So, when asked to choose a nearly impossible objective for his first application of the **Super Achievement** techniques, he targeted easily writing a song and obtaining a music publishing contract. The time frame was eight weeks.*

About four weeks after setting the objective, Eugenio met one of his new neighbors, Simon, who turned out to be a member of a major Symphony Orchestra. After a few evenings in Simon's basement studio, a demonstration tape emerged with Eugenio singing the words and music that he had composed by humming and Simon providing the instrumental accompaniment.

Four weeks later (which turned out to be the day previously set for achievement of the objective), Eugenio and Simon found themselves in the offices of the most important music publisher in London. Through a friend, Simon had arranged a meeting with one of EMI's more junior

executives.

Their hearts sank as the young man answered a phone and talked through their three minute demo tape but, suddenly, the door to the office opened and the head of the publishing company, Kay, walked in and instructed the junior executive to write a music publishing contract with Eugenio and Simon. Only later did Eugenio find that this apparently marked the first such contract offered by this music publisher to a new composer.

Look at your objective: Does it feel like something *you* can achieve? Either you've done it before, someone else has and that resonated with you, or you can imagine doing it in a way that resonates. If not, rewrite it now.

8. Clearly And Explicitly Recorded In Writing

When you write things down, you first mentally translate the intuitive signals created by your unconscious into words and then intuitively test to see whether the words you've selected match what those signals mean. When they seem right to, you put words on paper.

For example, watch someone else writing when they don't know you're looking.

They will often hold their pen or pencil poised in the air while they look up. What's going on inside of them is what I just described.

Then they will suddenly look down at the paper and start writing.

But they may stop, lift their pen or pencil and look up again before scratching out or erasing part of what they've written and continuing with something new.

As you write, you send visual, auditory, and tactile feedback to the various parts of your unconscious. If those unconscious parts don't agree with what you're writing, you'll get intuitive feelings that things aren't right and scratch out or erase what you've written.

This continues to the point where you get only positive intuitive signals about what you've written. At that point, the major parts of your unconscious are in at

least preliminary agreement and you're consciously satisfied with what you have written.

In similar fashion, when you have clearly and explicitly written down your objective so that it meets all of the ***Super Achievement*** criteria, all of your major conscious and unconscious parts will be sufficiently in accord to proceed to the next step in the ***Super Achievement*** process.

However if you have some *blockers* (self-defeating unconscious habit patterns are working), what you put on paper may very well not match what you intend. In that case, you may find it very difficult to write an objective that meets the ***Super Achievement*** criteria.

For example, Barney set the following objective because he wanted to improve his relationship with his mother:

"I will have a deeper relationship with my mother, such that I can talk to her about at least some of my feelings. I want to break down the wall that stops me from having physical contact with her and that stops her from having physical contact with me."

This objective violates quite a few of the criteria stated in this chapter, reflecting a lot of conflict within Barney. He had no trouble getting the idea across verbally but it took several hours before he could write down what he really wanted. In fact, he had to resolve some blockers before he could.

In case you haven't seen what doesn't work in Barney's objective, here are the primary problems:

1. It is not time based.
2. It is neither specific nor comprehensive. In fact, the phrase "break down the wall that stops me" is a metaphor that is almost certain to confuse things or could, at worst, lead to physical violence.
3. The preceding phrase also is negative.
4. Nothing is quantified.
5. It is neither clearly nor explicitly framed.
6. It fails to incorporate the *insurance factor*.

Of course, Barney failed completely to achieve what he really wanted.

In contrast, here's an objective that I used to “create” a house I wanted when I first moved to Stockholm at the end of September, 1983:

On or before November 1, 1983, I will have easily found, rented, and moved into a house that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where 10 is totally overjoyed.

This house will match the following specifications at a level of at least 9 on a scale where 10 is an intuitively perfect match: a very open living room and dining room with a high ceiling; very large windows, an open fireplace, green carpet, and a weeping willow tree visible through the front window of the living room; many other rooms that are relatively isolated from each other and that have large windows and an airy feeling; a quiet location with very little traffic situated within 15 minutes off-peak or taxi driving time from the center of Stockholm; a location that is approached through attractive farmland and open fields; a very cooperative landlord; and a rental of not more than 5,000 kr. per month. All of this will take place in ways that are for the highest good of me and of everyone else involved.”

I'm sure you can see the difference.

By the way, the house came in right on schedule, looked exactly as described, and cost slightly less than specified (about half of what our friends said the house was worth). It was located in a part of Stockholm called Djusholm, an area that I had never previously seen or heard of. The landlord was so cooperative that he put in a new washer, dryer, dishwasher, and driveway and let us move in the next day without even signing a contract or giving him any money.

Look at your objective now:

Well, if you can't look at it, then you haven't written it down yet! Do so now.

9. Is Stated in Positive Terms

If you say to your unconscious, “Don't do this,” you are also saying that it can “Do anything else.” That's neither specific nor comprehensive.

Always figure out the positive aspect of what you want and incorporate that in your objective, even if you start out wanting to avoid a negative.

For example, you might have a boss who yells at you and that disturbs you greatly. So you start thinking, “I don’t ever want my boss to yell at me again.” Obviously, that’s not an acceptable formulation.

So you might reformulate that to, “I will have a boss who either praises me appropriately or gives only constructive criticism which, at least 95 percent of the time, provides a clear and feasible model of what he desires, at a level of at least 9 where on a scale where 10 is totally clear and feasible.”

Look at your objective: Is it stated in positive terms? If not, rewrite it?

10. Incorporates The “Insurance Factor”

I have already explained why it is important to include the comprehensive boundary condition that things be *for the highest good of you and of everyone else involved*.

However, this is so important, especially with the *Super Achievement* techniques, that I want to add a few more words.

This *insurance factor* “boundary condition” instructs your unconscious mind to avoid doing self-destructive things in pursuit of your objective and to also avoid the equally self-destructive process of hurting others along the way.

Please remember to always use it!

Look at your objective: Did you add the insurance line? If not, add it now: “This will take place in ways that are for the highest good of me and of all concerned.”

Examples of Acceptably Formulated Objectives

At this point you should have a nicely framed objective.

Here are a few examples of objectives that were rapidly and completely achieved.

New Venture: <i>Within 4 weeks, I will have formulated such an effective business and financial marketing plan and will have sold it so effectively that I will have</i>
--

received over \$2 million in investment capital to start my new artificial intelligence venture as indicated by the agreement signed by all parties and the check I have in hand. By that time, I will have completed assembling my team and will be extremely pleased with each member at a level of at least 9 on a scale where 10 is totally satisfied. Working with my team, I will have refined my vision for the venture and communicated it to each member of my team so successfully that each member of the team will rate it as a 10 where 10 is intuitively and intellectually perfect. This will take place in ways that are for the highest good of me and of all concerned.

Increase Commissions: *Within 4 weeks, I will have increased my commission payment by at least 60 percent as compared with my average commission payment over the past 6 months. I will have done this easily, at a level of no more than 4 on a scale where 10 is extremely difficult, and enthusiastically, at a level of at least 9 on a scale where 10 is extremely enthusiastic. I will have received significant orders for at least \$25,000 apiece from at least 6 new customers and will have increased orders from my current customers by at least 25 percent as compared with their average orders over the past 3 months. I will be satisfied and happy with my efforts and results at a level of at least 9 on a scale where 10 is totally satisfied and happy. Please make all of this happen in ways that are for the highest good of me and of all concerned.*

New Job: *Within 4 weeks, I will be in a new job that is challenging at a level of 8 on a scale where 10 is my maximum comfortable challenge. At least 95 percent of the time, I will be happy and satisfied with what I am doing at a level of at least 9 on a scale where 10 is intuitively totally happy and satisfied. The job will give me frequent opportunities to help myself and other people grow and develop, both technically and as human beings. I will have a manager with whom I am extremely satisfied, at a level of at least 9 on a scale where 10 is intuitively totally happy and satisfied. I will be paid at least 50 percent more than I am being paid now and will receive at least equal benefits in all areas. This will happen in ways that are for the highest good of me and of all concerned.*

Managerial: *Within 4 weeks, I will have very clearly defined a project to increase the profitability of my division by at least \$700,000 during the ensuing twelve months ending December 31, 1997. This project will be so obvious, appropriate, and realistic and I will present it so effectively to my co-managers that we will all agree that it is completely achievable at an average level of at least 9.5 on a scale where 10 is absolutely certainty of achievement. This or something better will take place in ways that are for the highest good of me and of all concerned.*

Time Management: *Within 4 weeks, I will have done whatever is necessary so that 80 percent of the time I go home no later than 5 pm feeling very relaxed, very enthusiastic, and highly satisfied with the job I have done, at a level of at least 9 on a scale where 10 is totally relaxed, enthusiastic, and satisfied. I will have easily done whatever is necessary so that during at least weeks 3 and 4 my manager, Eric, will have given me explicit compliments on the quality and completeness of my work. These compliments will be so clear and sincere that I will rate them at least a 9 on a scale where 10 is unbounded, totally genuine, and effusive praise. I will easily and consistently have kept a daily log of all of these measures. This will happen in ways that are for the highest good of me and of everyone else involved.*

Examples of Objectives That Are *Not* Acceptably Formulated

The following are actual objectives developed by senior- and mid-level managers in major corporations. Read through them and determine as many of the reasons why they are **not** acceptable as you can. You can do this most easily by printing out the summary of criteria for an acceptably formulated objective, below, and comparing.

New Job: *The new job will support my creativity. My personal tasks and objectives will be clearly expressed in measurable terms. My boss and colleagues will be positive and will listen to me and involve me in their activities. At least 80 percent of my suggestions will be either partially or wholly accepted and only 2 percent will receive a definite no. The salary will be at least \$9,000 per month. At least 60 percent of the time I will leave the job at the end of the work day feeling satisfied at a level of at least 8. I will have at least 1 good laugh each day.*

Describe what is wrong with the statement of this objective, on a separate piece of paper. (Try not to look at my evaluation, below, before you make your own.)

Personal Relationship: (Note that this one was discussed previously. Please don't look at that discussion. Make your own evaluation first.)
I will have a deeper relationship with my mother, such that I can talk to her about at least some of my feelings. I want to break down the wall that stops me from having physical contact with her and that stops her from having physical contact with me.

Again, describe what is wrong with the statement of this objective, on a separate piece of paper. (Try not to look at my evaluation, below, before you make your

own.)

How Well Did You Do?

Well, what was wrong with the above objectives?

Compare your thoughts to my own:

Job Objective:

1. It assumes that the objective deals with getting a new job but does not state it. This violates the requirement of being specific and comprehensive.

*An appropriate formulation of the start of this would be something like:
“Within 4 weeks, I will be in a new job. This job will...”*

2. It deals substantially with the actions of others, this person’s boss and colleagues.

An appropriate formulation of part of this would be something like, “I will do whatever is necessary and appropriate so that at least 90 percent of the time I will feel that my boss and colleagues involve me in their activities at a level of at least 9 on a scale where 10 is completely involved.”

3. It does not incorporate the *insurance factor*.

An appropriate formulation would include, “This will happen in ways that are for the highest good of me and of all concerned.”

4. Much of it is not measurable, given the significant number of intuitive ratings, unless the objective specifies keeping track of these ratings on a daily or weekly basis. Thus it is also not specific and comprehensive.

An appropriate formulation would include something like, “I will easily and consistently keep a daily log of all of these measures.”

It should come as no surprise that this person did not achieve his objective.

Personal Relationship

As noted previously, the problems are, in summary;

1. It is not time based.
2. It is neither specific nor comprehensive. In fact, the phrase “break down the wall that stops me” is a metaphor that is almost certain to confuse things or could, at worst, lead to physical violence.
3. The preceding phrase also is negative.
4. Nothing is quantified.
5. It is neither clearly nor explicitly framed.
6. It fails to incorporate the *insurance factor*.

A more detailed analysis follows.

1. The first sentence is a goal rather than an objective. It has no completion date and the terms "deeper relationship" and "some of my feelings" are moving targets that will probably never be reached since they will unconsciously escalate with each improvement in the situation. They should be quantified.

This might be appropriately formulated as, “Within 4 weeks, I will have done whatever is necessary and appropriate so that at least 80 percent of the time that I interact with my mother I will feel accepted and free to discuss my feelings with her at a level of at least 9 where 10 is perfectly accepted and free to discuss my feelings.”

2. The second sentence is neither specific nor comprehensive because it lacks instructions to the unconscious. It is simply the statement of a feelings ("I want..").

If your objectives says, “I want,” you will probably end up at the end of the period wanting whatever it is that you specified. If you’d prefer actual tangible or intuitive results, specify **what** you want, comprehensively.

Do not EVER use the term, “I want” in your objective.

This might be appropriately formulated as something like, “I will do whatever is necessary and appropriate so that I will hug her, at a level of ease of no more than 2 on a scale where 10 is extremely difficult, and she will respond by hugging me as she did when I graduated from college.”

3. One aspect of the objective, “break down the wall...” is negative and specifies no measurable result.

This aspect of the second sentence might be appropriately formulated with something like, “I will also have done whatever is necessary so that 80 percent of the time my mother and I both feel so comfortable with each other that she spontaneously hugs me and I enjoy it at a level of at least 9 on a scale where 10 is total enjoyment.”

Now It's Your Turn

Now it's time for you to take your “rough draft” objective and make it perfect!

Let's get that target up so Robin Hood—your conscious mind—and the Zen Master—your unconscious mind can hit it dead on!

Your Bonus package includes the *Objectives Process* form. If you haven't already downloaded that form and printed it out, now is the time to do that. This form is closely integrated with the process of developing an acceptably formulated objective. The numbers in the following list refer to the numbering on the form.

1. List the points that you want to achieve. If you created a *Wish List*, most if not all of these points are already identified by your *Metastories*. You should record just enough of each point or *Metastory* on the form to reliably remind you of the specific point that you want to include. So, if you're taking your points from your *Wish List*, you will create a title for each *Metastory*, write it next to that *Metastory* on your *Wish List*, and write the same thing on your *Objectives Process* Form.
2. Rate how much you want to achieve what you have just described using the *desirability* 1 to 10 scale where a 10 is extremely desirable. If your rating is less than a 10, modify or expand your points until your rating becomes a 10.
3. List the external measures that will tell you whether your objective has been achieved. In order for your objective to be measurably achievable, one of the criteria for an acceptably formulated objective, you must be able to determine when you have achieved it by referring to external measures, some form of quantification. This can be either quantification in the usual manner (dollars, time) or quantification of your intuitive evaluations that have been converted to numerical measures and recorded in writing.

4. Ask your unconscious what would be a reasonable time frame for achievement of this objective. To do, focus on your *Inner Anchor Point* and say, imagining that you are speaking into it, “What is a reasonable time frame for achievement of the objective, the points of which I have just described on my *Objectives Process* form?”

Your unconscious mind’s response will probably be in one of several forms:

- A time frame pops into your mind.
- You have a feeling that the date is associated with some other date that is important to you, such as your birthday.
- You have an *imaginary experience* of achieving your objective but the time frame isn’t clear.
- You have a vague intuitive feeling but can’t quite grasp what it means.

If the time frame isn’t clear, again focus on your *Inner Anchor Point* and ask “What is a reasonable time frame for achievement of the objective, the elements of which I have just described on my *Objectives Process* form?” Repeat this over and over again until you get a clear answer. One will definitely come.

When the time frame (e.g., weeks from now or a specific date) is clear, record it on your form, then focus on your *Inner Anchor Point* and say, “Did I correctly interpret what you communicated?”

If the answer is “yes”, your unconscious mind’s response will probably be:

- A clear “yes” pops into your awareness.
- A feeling of certainty arises.

If the answer is “no”, your unconscious mind’s response will probably be:

- A clear “no” pops into your awareness.
- A feeling that it definitely isn’t right arises.

If the answer is “yes,” proceed to the next step. If it is “no,” return to the beginning of this step and redo the process. Repeat this step as many times as

required to get a clear “yes.”

5. If you're dissatisfied with the time frame that your unconscious gives you, focus on your *Inner Anchor Point* and ask it whether it is reasonable to achieve what you have described under items 1. and 3. on your form within a shorter time frame. Your unconscious will respond in the format described above. If the answer is “yes,” either propose a time frame and ask your unconscious whether that is reasonable or ask your unconscious to give you a shorter time frame following the procedure in the preceding step.

Check out the answer you get as in the previous step.

6. Record the calendar date for accomplishment of your objective as the *End Point Date*. Then take a calendar and divide the time between today's date and the *End Point Date* into four segments. Add this interval to today's date to come up with *Date 1* and record that on your form. Add the same interval to *Date 1* to come up with *Date 2* and record that on your form. Add the same interval to *Date 2* to come up with *Date 3* and record that on your form. (This section will become clearer after you finish the next chapter, so don't fret it right now.)
7. Rate the perceived difficulty of achieving the totality of what you have described under 1. and 3. This should be a measure of how difficult it would be to achieve using your normal skills and resources. Use a 1 to 10 scale where 1 equals “almost automatic” and 10 equals “seemingly impossible based on logic and experience.”

If your rating is less than 10, ask your unconscious to modify your objective so that it is more challenging and still a 10 in desirability. This may involve adding elements that you want to achieve.

If your rating is more than 10, ask your unconscious to modify your objective so that its *difficulty* rating is no more than 10. This may require saving some elements of what you want to achieve for a later time.

To confirm that you have followed the instructions, record your *difficulty* and *desirability* ratings on your form. If your *difficulty* rating is more than 10 or you, in some way, question whether that is so, repeat the steps just described. If your *desirability* rating is less than a 10, ask your unconscious to modify your objective to make it a 10 in desirability and no more than a 10 in difficulty.

If you make modifications, record them on your form.

8. Now combine the points you have listed under 1. (and any Metastories they refer to) and the measures listed under 3. into an objective that is appropriately formulated. Use complete sentences.

IMPORTANT: Remember that ANYTHING that you assume but leave out of your objective will probably be missing from the results you achieve. DON'T ASSUME!

9. Frame the words and phrases within your written objective that clearly indicate that your objective deals primarily with YOUR OWN ACTIONS. List them on your form. If you can't find anything that indicates that your objective deals primarily with YOUR OWN ACTIONS, revise your objective until it does deal primarily with your own actions.

If you find anything that indicates that your objectives deals primarily with the actions of others, revise your objective until it deals primarily with your own actions.

This is VERY important.

10. Now, once again, check for specificity, completeness, measurability, desirability, appropriate difficulty, whether your objective is stated in positive terms, whether it deals primarily with your own actions, whether your unconscious says that it is reasonable to achieve within the stated time frame and whether it includes the insurance factor.

Check carefully for *signs of conflict* as you review your objective. If any *signs of conflict* arise within you, that's your unconscious telling you that something isn't right with your objective. So *frame* what's wrong by reviewing your objective again and noting where the *signs of conflict* arose. Then modify your objective until those *signs of conflict* disappear.

When no *signs of conflict* arise in reviewing your objective, sign the form, creating a contract between your conscious and unconscious minds.

Again, be alert for *signs of conflict* and, if any arise, frame what triggers them and revise your objective accordingly.

What You Should Have Right Now

You should be holding in your hands a clearly written objective—which you will

learn to translate into a powerful ***Target*** in the next chapter.

You should have identified a clear objective, either one that you had previously identified before reading this chapter or one that you identified or refined by doing the *Wish List Process*.

You should then have formulated your objective so that it meets the ten criteria summarized above using the *Objectives Process* form.

You now hold in your hands one of the most powerful tools ever created.

But you're not done yet.

Coming Up

Your unconscious speaks in its own way. It may not understand what you are telling it unless you translate your request into the language it prefers.

In the next chapter you're going to translate your objective into a sharp and polished inner ***Target***.

When you have completed the rest of the ***Cybernetic Transposition Three-Step*** virtually *nothing* will be impossible for you to have, do, or be.

Nothing!

Chapter Nine

How to Communicate with Your Unconscious The Super Achievement Target Process

Can you remember walking past a bakery one morning?

How did you remember it?

It probably occurred to you as an *experience*.

Now try describing that experience—but don't use the word "bakery".

Was it easy—or hard?

The point of this exercise is that using words alone may not be enough for your unconscious mind to get its engine running. Words alone won't do the job as a ***Super Achievement Target***.

So now it's time to turn those words into vivid targets.

In this chapter, you will learn how to translate your written objectives into ***Super Achievement*** unconscious ***Targets*** and then you'll prioritize them, the first and second steps of the ***Cybernetic Transposition Super Achievement Three-Step*** process.

Are you ready?

Good. Get out your written objective....

How to Talk to Your Unconscious

Take a look at your written objective.

The objective that you just formulated is expressed in *words*. That's obvious.

From your unconscious mind's perspective, that's a problem.

Words are meaningful to your unconscious mind only when they're associated with

experiences.

That's often not the case. Your unconscious often fails to understand what you intuitively mean by your words.

The problem is that words are simply *symbols*.

Phrases, which are groups of words, are more precise symbols and are often associated with experience.

But individual words are often unclear to your unconscious.

Let's take a look at a phrase that's pretty clearly defined in most people's unconscious.

Recall *the smell of freshly brewed coffee*.

That's easy, isn't it?

Suddenly you're aware of that vivid smell. That's because the phrase is closely tied to an unconscious experience.

Now try to describe the *smell of freshly brewed coffee* using words!

To make sure that you really describe the *smell*, don't refer to coffee or coffee substitutes or to where or when you normally find coffee or to how coffee, coffee pots, coffee beans, or coffee cups look!

Go ahead and do that now.

If you actually tried to do this, chances are that you found it very difficult. In fact, of the 50,000 plus people who've tried to do this in my trainings, I have *never* found one who could produce a written description of the smell of freshly brewed coffee that at least 5 out of 10 readers will identify as coffee – at least when they followed the guidelines.

Why?

Because they were dealing with two very different languages - *words* and *experiences* - and normally you don't have a translation dictionary!

At best, words are simply symbols for experiences. We typically differ greatly in our unconscious choice of inner experiences that we use to define our words.

Let me explain what I mean.

How Do We Learn Words?

Describe the color “green” to me.

We learn the meaning of words by *observation* and *association*.

What I observed as a child is probably very different from what you did.

For example, many of us can reliably differentiate up to 1,000 shades of green.

Which one is your "green"?

Is it the green of a newly emerging leaf?

The green of a fresh pea?

The green of a Christmas tree needle?

The green of a chameleon? The green of a stoplight? The green of the carpet in a room you were in as a child? The green of a newly issued dollar bill? The green of a worn ten dollar bill? The green of a four leaf clover that I found when I was wandering in a meadow? The green of split pea soup?

Whichever shade of green you were observing when your unconscious was ready and your mother, father or sibling said, “that’s green” is probably the one that’s your current reference point.

If you and I can recognize 1,000 shades of green, there is, statistically, about a 1 in 1,000 chance that what I mean when I say “green” is what you think I mean.

And “green” is a pretty concrete word.

What does the word "love" mean?

Or "heavy?"

Do you see what I’m getting at here?

Words mean different things to different people.

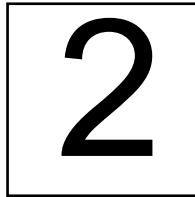
And they certainly mean amazingly varied things to your unconscious!

Are you beginning to understand why we have to learn how to talk so the unconscious understands us?

How You Label Experiences

Here's another important problem with words and another quick exercise.

What is in the box just below?



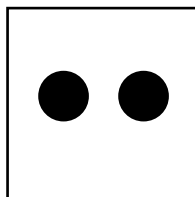
I'll bet you said "a two" - which means the sense of two things - and, if so, you just identified another problem.

The word "**is**" means that what precedes it is identical with what follows it.

But what is pictured is really a *symbol* whose *name* is "two" and a *symbol* named "two" is not identical with the experience of two things.

Look at what's in the next box and you can experience two things. You get the concrete experience of two.

Without tying together the conscious word "two" with the unconscious experience of two things, it's unlikely that the symbol "2" will be meaningful at a gut level.



And that's the problem that a lot of us have with math. It's not concrete because it isn't

built on concrete experience.

Hold on. I'm not done yet.

The Key to Talking to Your Unconscious

Again, remember the smell of freshly brewed coffee. Be aware that it would take perhaps 10 thousand words to write an adequate description of it, at least according to some linguists.

Isn't it wonderful that only 7 words will adequately label a 10 thousand word experience? You can simply say "remember the smell of freshly brewed coffee" and most of us will get the experience. This works because the label and the experience are, for most of us, intimately connected.

Now let me state something profoundly important:

By creating intimate connections between the *key elements* of your written objective — *the points that must be precisely achieved in order for you to be successful* — and *what they intuitively represent*, you can easily and very effectively translate your objective into the languages of the nonverbal parts of your brain.

You might want to re-read that statement before going on.

What it means is, perhaps, better described by this:

If I say "pretty woman," that probably triggers one of two things in you. Either the experience of Julia Roberts in the movie by the same name or another woman, one that you think is pretty.

If I want to tell my unconscious to find "someone who looks pretty like Julia Roberts in Pretty Woman," I can easily do so. I simply imagine Julia Roberts in that movie in a scene where I think she looked pretty, edit that experience until it perfectly depicts what I intuitively mean by "someone who looks pretty like Julia Roberts," anchor it in my Inner Anchor Point and tell my unconscious that this is what I mean by "someone who looks pretty like Julia Roberts in Pretty Woman."

Now your unconscious knows what I mean by the phrase, "someone who looks pretty like Julia Roberts in Pretty Woman."

How to Translate Your Objective

Now for the fun part!

Now it's time for you to talk in the language your unconscious understands.

Translating your verbal objective to an unconscious one is rather simple process.

Here's how it works:

- *Frame a key element* of your written objective, one that you want to be sure your unconscious very precisely understands, by circling or underlining the words.

For Example, I'll use one of the acceptably formulated objectives from the last chapter. This is one of mine that resulted in acquiring \$2.5 million of venture capital in a few days with one phone call. I have underlined each of the eight key elements:

New Venture: *Within 4 weeks, I will have formulated such an effective business and financial marketing plan and will have sold it so effectively that I will have received over \$2 million in investment capital to start my new artificial intelligence venture as indicated by the agreement signed by all parties and the check I have in hand. By that time, I will have completed assembling my team and will be extremely pleased with each member at a level of at least 9 on a scale where 10 is totally satisfied. Working with my team, I will have refined my vision for the venture and communicated it to each member of my team so successfully that each member of the team will rate it as a 10 where 10 is intuitively and intellectually perfect. Please make this happen in ways that are for the highest good of me and of all concerned.*

- Recall a memory that *approximates* what you mean by those words.

For example, I'll take the first key element: formulated such an effective business and financial marketing plan...

The memory that pops up is when I formulated a plan for a planned city that I wanted to build. I got three tiers of major financing using it. (I then "flipped" the deal to someone else to build.)

- Modify this memory until it is precisely what you mean by the associated words in

your objective, the *key element*.

Obviously, a planned city is not the same as an artificial intelligence high tech venture. So, in my imagination I modify the memory into an experience of a plan for the venture and its intended products, using exactly the same approach to creating a complex imaginary experience that I described Chapter Six (the example of my daughter Lisa climbing a big redwood tree).

- *Anchor* the combination of words and modified memory in your *Inner Anchor Point* and tell your unconscious what that *imaginary experience* defines by reading the exact words of the associated *key element* into your *Inner Anchor Point*.

To do so, I frame my imaginary experience by enclosing it in an imaginary ball of white light that separates it from everything else in my imagination. Next I imagine placing that imaginary ball of white light into my Inner Anchor Point. Then I read the exact words of the associated key element into my Inner Anchor Point.

- Repeat these steps for each of the other *key elements* in your written objective.
- Read your complete written objective into your *Inner Anchor Point* and ask your unconscious to merge the experiential definitions of the words that you just *anchored* (the merged *imaginary experiences* and associated *key elements*) with the written objective.

Do you see what happened here?

The result is a very clear unconscious target that precisely matches what you intuitively mean by your written objective.

And that exactly matches the first requirement of achieving *seemingly impossible objectives* using the ***Cybernetic Transposition Super Achievement Three-Step***: Creating a very clear unconscious target that matches your conscious intent.

What If You Can't Find a Memory?

What if you can't locate a memory that feels like what you want to achieve in your objective?

For example, what if you want a brand new car and for some reason you have never

owned one before?

You can take the memory of having gotten a new bike, for example, and combine it with a scene from a movie or a TV ad to come up with an imaginary experience of getting a new car.

And if you can't find any possibly relevant personal experience, you can start with a TV ad or a movie image. But this is trickier. It has to be something you really identify with, something you can see, feel, hear, touch and smell in your imagination.

As long as your resulting imaginary image contains all of these experiences AND (very important) it seems right for you — so you are really experiencing it rather than just looking at it — that will work just fine.

However, it is usually easier to find a relevant experience (like getting a new bike) and combine it with an outside image (like a car ad on TV) than it is to create a complete imaginary experience starting with an outside image. And if your imaginary experience isn't complete, what you get will probably be incomplete.

So, if you feel you can't find a relevant experience, use the ***Basic Achievement Three-Step*** to find one. It will usually produce almost instantaneous results.

Now for something *really* juicy...

Time-Tripping and You

As you may have guessed, Kurt Vonnegut is one of my favorite authors. One of his books is *Slaughterhouse Five* in which the protagonist travels through time. He calls the process *Time-Tripping*.

I've adopted that name for the process of refining your ***Super Achievement Target***, in which you travel through imaginary time to ensure that the path to accomplishment of your objective is a smooth one.

When you identify a series of right-now memories (during the *Wish List* process), you frame ***where you are now***.

And when you set an objective and translate it using the *Target Process*, you frame ***where you want to go***.

Both of these points are very clear. But the *path* from one to the other can involve going in circles, backtracking, and otherwise taking the long way because you're giving your unconscious carte blanche in inventing how to get from here to there.

It's easy to cut out a lot of that unnecessary work by anchoring the path from here to achievement of your objective at a few midpoints.

Here's how to do it:

1. Divide the time between now and your scheduled completion date into four roughly equal segments. The beginning of the first segment is now and the end of the last is when you expect to achieve your objective, your *End Point Date*.
2. Re-create the *imaginary experience* of having just successfully achieved your objective, as documented in your *Affirmation*. Tune that *imaginary experience* to a 10 and anchor it in your *Inner Anchor Point*. As you also anchor your *imaginary experience*, give your unconscious the instruction that this be achieved on or before your *End Point Date* in ways that are for the highest good of you and of all concerned.
3. Imagine a scene at the *beginning* of the fourth time segment, whatever pops up, your *Date Three*.

What pops up may very well have nothing obvious to do with your objective but it's what your unconscious mind wants you to work with. So **take what you get and work with it**. That's very important!

Your job is to simply bring it to a *true* 10 and anchor it in the your *Inner Anchor Point* together with the instruction, "This is an example of the way I'd like things to be on (insert *Date Three*). Please make this happen in ways that are for the highest good of me and of all others involved."

4. Repeat the previous step for each of the other two intermediate dates, at the beginning of the third time segment (*Date Two*) and the beginning of the second (*Date One*).
5. Then repeat the process of *tuning up* and *anchoring* your *End Point Success Image*, the one of you having just successfully achieved your objective as described in your *Affirmation*.

What You're Doing in the Time-Tripping Process

This is an easily understood process once you recognize that your current, *right now*, experience of your life involves *everything* - conscious and unconscious - that's going on in your life.

If you're on track with what's right for you, you'll have a *true* 10 experience *right now*.

In other words, is your life feeling great on all levels, inside and out, right now, this very minute?

If so, you're at a "10" and you should be smiling.

If, however, things seem fine but there are little nagging doubts or concerns, something's out of whack and you have some work to do.

The same is true when you pick an imaginary point in the future. Remember, your unconscious mind doesn't differentiate between reality and imaginary things. If things seem a *true* 10 at that imaginary point in time, you're on track to achieving your objective.

But if not, something in your life is off track, probably in a way that will take a fair amount of extra energy and may generate some rather unpleasant side-effects on the way to achieving your objective.

By changing that experience in your imagination, you are telling your unconscious to use its amazing capabilities to invent and implement a way of getting back on track with what's right for you.

In other words, you can correct the future image in your mind by imagining it exactly the way you want it to be—a perfect 10 for you.

When you do that, you are telling your unconscious to make that scene happen in whatever ways it can (for the highest good of all concerned, of course).

It seems too simple to be true but simple things are usually the ones that work.

A Detailed Step by Step Description of the *Super Achievement Target Process*

Now let's make all of the above come alive for you.

I call what I just partly described, the *Super Achievement Target Process*.

Here are the detailed steps, followed by an explanation:

1. *Frame* each *key element* of your written objective by circling or underlining it. A *key element* is one that is both important to you and is approximated by some experience that you can clearly remember.
2. Copy the first *key element* (set of circled or underlined words) onto a clean copy of the *Target Process* form. Then recall a memory that approximates what you intuitively mean by those words and record only enough about the memory so that you can easily recall that memory later.

For example, in the preceding example of the memory of my planned city, I would write:

“Germantown plan.”

That's just enough to reliably recall the memory.

3. Repeat step 2 with each of the other *key elements* of your objective. (Use the same *Target Process* form.)
4. In your imagination, modify the memory associated with the first *key element* until it becomes an *imaginary experience* that defines exactly what you intuitively mean by those words.
5. *Frame* the result with white light and *anchor* it in your *Inner Anchor Point*. Then read into your *Inner Anchor Point* the exact words that make up the *key element* that *imaginary experience* depicts and imagine merging those words with the *imaginary experience*.
6. Repeat step 5 for each of the other *key elements* and associated memories.
7. Focus on your *Inner Anchor Point* and read your entire written objective into it. Then instruct your unconscious to combine your “definitions” (*key element* words

and associated *imaginary experience*) with your objective to create an imaginary experience of **having just successfully achieved your objective**. Imagine that happening.

8. In your “mind's eye” examine this new *imaginary experience* and modify it as you require to make it to a “10” level *imaginary experience* of **you having just successfully achieved your objective**. Be sure that this includes a sense of being successful, joy, enthusiasm, and a sense of fulfillment. Also ensure that it includes all the *levels of experience* - physical, emotional, mental, and inner.

This may require adding color, sound, smells, taste, touch, movement, thoughts, and/or emotions as well as adding or subtracting elements of the *imaginary experience*.

To do so, frame what needs to be changed, focus on your *Inner Anchor Point* and ask for the desired modifications.

You may have to do this several times. You may also have to write the desired changes on a piece of paper to adequately *frame* them for your unconscious.

In any case, keep modifying things (I call that *tuning up*) until you have a *true 10 imaginary experience* of having just successfully achieved your objective.

9. Surround this *true 10 imaginary experience* of having just successfully achieved your objective with an imaginary ball of white light. Then imagine placing your imaginary ball containing your *imaginary experience* into your *Inner Anchor Point*.

While doing this, ask your unconscious to make this happen, on or before your *End Point Date*, in ways that are for the highest good of you and of everyone else involved.

Repeat this *anchoring process* several times, tuning up your *imaginary experience* of having just successfully achieved your objective, each time.

10. Write a detailed description of the imaginary experience of having just successfully achieved your objective.
11. Read this through for 10 minutes, editing until it seems exactly right. The result is called an ***Affirmation***.
12. Divide the time between now and your scheduled completion date into four

roughly equal segments. The beginning of the first segment is now and the end of the last is when you expect to achieve your objective, your *End Point Date*.

13. Re-create the *imaginary experience* of having just successfully achieved your objective, as documented in your *Affirmation*. Tune up that *imaginary experience* to a *true 10* and anchor it in your *Inner Anchor Point*. As you anchor your *imaginary experience*, also give your unconscious the instruction that this be achieved on or before your *End Point Date* in ways that are for the highest good of you and of all concerned.
14. Imagine a scene at the *beginning* of the fourth time segment, whatever pops up, on your *Date Three*.

What pops up may very well have nothing obvious to do with your objective but it's what your unconscious mind wants you to work with. So ***take what you get and work with it***. That's very important!

Your job is to simply bring it to a *true 10* and anchor it in the your *Inner Anchor Point* together with the instruction, "This is an example of the way I'd like things to be on (insert *Date Three*). Please make this happen in ways that are for the highest good of me and of all others involved."

15. Repeat the previous step for each of the other two intermediate dates, at the beginning of the third time segment (*Date Two*) and the beginning of the second (*Date One*).
16. Then repeat the process of *tuning up* and *anchoring* your *End Point Success Image*, the one of you having just successfully achieved your objective as described in your *Affirmation*.
17. Read through your *Affirmation* to determine whether it still accurately describes your current *End Point Success Image*. If not, edit your *Affirmation* until it does.
18. Further prioritize your ***Super Achievement Target*** by writing your *Affirmation* 25 times, refining it as required to deal with *signs of conflict*, just as you did in prioritizing your ***Basic Achievement*** Target.

Now look at what you have in your hand.

The result is a very clear, highly prioritized conscious and unconscious ***Super Achievement*** Target.

In this one process, you will have accomplished two steps of the *Three-Step* process, creating and prioritizing your Target.

You're on your way!

A Few Comments On The Target Process

Have you ever considered how a translator takes a body of work in a another language and translates it so you can read it?

That's pretty much how you will work with your unconscious mind.

When you *frame* a **key element** of your objective and identify an associated memory that approximates what that *key element* intuitively means to you, you repeatedly (and probably without full conscious awareness) compare various combinations of words with various candidate memories until you come up with a combination of words and memory that easily fit together.

When you modify the memory until it “exactly” matched what you intuitively mean by the associated *key element* of your objective, you are actually going through a complex process of translating among the various languages of your brain.

This translation process is analogous to what it takes to ensure an accurate translation of important documents from one language to another - say French to English.

First, the French document is translated into English by an expert translator.

Then another expert translator converts it back to French and the result is compared with the original.

If necessary, the process is repeated until what comes back adequately matches the original document.

This is what you are doing with your mind!

In translating your memory, you were translating among the four languages of the brain in similar fashion.

When you anchor something in your *Inner Anchor Point*, it receives a lot of unconscious attention. If what you've anchored is an imaginary experience that involves all of the four major languages of the conscious and unconscious mind - words, patterns,

emotions, and physical stimulus-response in harmonious agreement, the agreement and content get strongly prioritized.

When you instruct your unconscious to implement what you have anchored (by imagining speaking your words into your *Inner Anchor Point*), you have an extremely powerful combination going for you.

And when you further prioritize your Target through repetition, your unconscious is already in gear to give you what you have specified.

Talk about power?

NASA doesn't have this potential!

You do.

Another Example

How do you create a house for yourself?

Let's once again look at the objective that I used to “create” a house when I first moved to Stockholm:

House: *On or before November 1, 1983, I will have easily found, rented, and moved into a house that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where 10 is totally overjoyed. This house will match the following specifications at a level of at least 9 on a scale where 10 is an intuitively perfect match: a very open living room and dining room with a high ceiling; very large windows, an open fireplace, green carpet, and a weeping willow tree visible through the front window of the living room; many other rooms that are relatively isolated from each other and that have large windows and an airy feeling; a quiet location with very little traffic situated within 15 minutes off-peak or taxi driving time from the center of Stockholm; a location that is approached through attractive farmland and open fields; a very cooperative landlord; and a rental of not more than 5,000 kr. per month. All of this will take place in ways that are for the highest good of me and of everyone else involved.”*

The first key element was: ***“I will have easily found, rented, and moved into a house that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where***

10 is totally overjoyed.”

This was approximated by my memory of finding my 6 room apartment in San Francisco just above Union Street and overlooking the Golden Gate and Sausalito. It took 2 hours to do so, I got an infinitely renewable lease at \$500 per month and moved in the next day.

The second key element was: ***“This house will match the following specifications at a level of at least 9 on a scale where 10 is an intuitively perfect match.”***

Just a couple of years earlier I had the experience of specifying and finding my perfect woman (which was why I was looking for a home in Stockholm). I knew that modifying that memory to match finding a perfect house would be easy.

The third key element was: ***“a very open living room and dining room with a high ceiling; very large windows”*** which was again approximated by my San Francisco apartment.

The fourth key element was: ***“an open fireplace, green carpet, and a weeping willow tree visible through the front window of the living room”*** which was approximated by my boyhood home in Washington, D.C.

And so forth.

In coming up with these combinations of words and memories, I went back and forth between words and memories until I found the appropriate chunks of each to form a pair.

And then I did a quick intuitive check to ensure that the memories I'd chosen could be easily tailored to match what I intuitively meant by the words.

The whole process was quick and easy.

And it worked extremely well.

It will work for you, too.

Summary of the Target Process

1. *Frame each key element* of your written objective by circling or underlining it. A *key element* is one that is both important to you and is approximated by some experience that you can clearly remember.

2. Copy the first *key element* (set of circled or underlined words) onto the appropriate blank on your *Target Process Form*. Then recall a memory that approximates what you intuitively mean by those words and record on your form only enough about the memory so that you can easily recall that memory later.
3. Repeat the preceding step with each of the other key elements of your objective.
4. In your imagination, modify the memory associated with your first *key element* until it becomes an experience that defines exactly what you intuitively mean by those words.
5. *Frame* the result with a ball of white light and *anchor* it in your *Inner Anchor Point*. Then read into your *Inner Anchor Point* the exact words that make up the *key element* that memory depicts and, in your imagination, merge those words with the *imaginary experience*.
6. Repeat the preceding step for each of the other *key elements* and associated memories.
7. Focus on your *Inner Anchor Point* and instruct your unconscious to combine these “definitions” (*key element* words and associated *imaginary experience*) with your objective (and imagine the process taking place) to create an imaginary experience of ***having just successfully achieved your objective***.
8. In your “mind's eye” examine this new *imaginary experience* and modify it as you require to make it to a “10” level imaginary experience ***of you having just successfully achieved your objective***. Be sure that this includes a sense of being successful, joy, enthusiasm, and a sense of fulfillment. Also ensure that it includes all the *levels of experience* - physical, emotional, mental, and inner.

This may require adding color, sound, smells, taste, touch, movement, thoughts, and/or emotions as well as adding or subtracting elements of the *imaginary experience*.

To do so, *frame* what needs to be changed, focus on your *Inner Anchor Point* and ask for the desired modifications.

You may have to do this several times. You may also have to write the desired changes on a piece of paper to adequately *frame* them for your unconscious.

In any case, keep modifying things (I call that *tuning up*) until you have a *true* 10 *imaginary experience* of having just successfully achieved your objective.

9. Surround this *true 10 imaginary experience* of having just successfully achieved your objective with an imaginary ball of white light. Then imagine placing the imaginary ball containing your *imaginary experience* into your *Inner Anchor Point*.

While doing this, tell your unconscious that this is what you would like to happen on or before your chosen date and ask it to make this happen, on or before that date, in ways that are for the highest good of you and of everyone else involved.

Repeat this *anchoring process* several times, tuning up your *End Point Success Image* each time.

10. Write a detailed description of the *imaginary experience* of having just successfully achieved your objective.
11. Read through this for 10 minutes, editing until it seems exactly right for you, until there are no *signs of conflict*. The result is called an ***Affirmation***.
12. Imagine a scene at the *beginning* of the fourth time segment, whatever pops up on your *Date Three*.

What pops up may very well have nothing obvious to do with your objective but it's what your unconscious mind wants you to work with. So ***take what you get and work with it***. That's very important!

Your job is to simply bring it to a *true 10* and anchor it in the your *Inner Anchor Point* together with the instruction, "This is an example of the way I'd like things to be on (insert *Date Three*). Please make this happen in ways that are for the highest good of me and of all others involved."

13. Repeat the previous step for each of the other two intermediate dates, at the beginning of the third time segment (*Date Two*) and the beginning of the second (*Date One*).
14. Then repeat the process of *tuning up* and *anchoring* your *End Point Success Image*, the one of you having just successfully achieved your objective as described in your *Affirmation*.
15. Read through your *Affirmation* to determine whether it still accurately describes your current *End Point Success Image*. If not, edit your *Affirmation* until it does.

16. Additionally prioritize your ***Super Achievement Target*** by writing your *Affirmation* 25 times, just as you may have done in prioritizing your ***Basic Achievement*** Target.

The Bonus Package

I again want to remind you of your Bonuses.

One of them consists of the *Super Achievement Target Process* form and the audio instructions (in which I lead you through the *Super Achievement Target Process*).

Once you have read and understood this chapter, you will be ready to use the associated package to lead your through the process that the chapter describes.

First, identify the *Key Elements* of your objective and record them on *Target Process* form along with the associated memories, as described above.

Then, follow the audio instructions that will verbally lead you through the process. Thus you will have both visual (form) and verbal (audio) guidance in doing the process.

Coming Up!

In the next chapter, I will show you how to accomplish the third step of the ***Cybernetic Transposition Super Achievement Three-Step***, the process of permanently resolving self-defeating unconscious habit patterns into ones that support achieving your objective.

This process is call ***Base Reframing***.

Chapter Ten

Super Achievement Step Three: How to Resolve Self-Destructive Unconscious Habit Patterns Forever!

Remember self-sabotage?

Remember shooting yourself in the foot just before closing a big deal?

Remember feeling like nothing would ever work out for you?

Well, you can kiss those self-destructive habits goodbye—forever!

In this chapter, I will show you one of the most empowering aspects of the *Cybernetic Transposition Super Achievement Three-Step* process — How to permanently resolve unconscious habit patterns (what I call **blockers**) into ones that support you in achieving what you want.

When your blockers are resolved, you are free to attain your heart's desires!

A **blocker** is any unconscious habit pattern that tries to stop you from achieving your objective.

A blocker is anything in you that keeps you from experiencing joy right now.

Blockers are usually so familiar that we don't have the slightest idea that they're doing what they're doing.

But they're there!

Do you know what blockers you have in you right now?

Some typical blockers include:

- I'm no good at this sort of thing.
- This doesn't make sense.
- It's crazy to try to do it.
- It's impossible.

- I'm tired.
- They're trying to put something over on me.
- There's no solution.
- I forgot what I was supposed to do.
- I'll do it as soon as I have time.
- There's only so much that one person can do.
- I could do it easily if I only had the proper training.
- It's impossible, I just can't do it.

See what I mean?

By now, your *blockers* are probably so familiar that you take them seriously. They seem real to you. That increases their *blocking* power. This is a vicious circle that can be broken only by awareness.

For example:

- The list above consists of beliefs – labels that we put on intuitive feelings which, in turn, are just changes in the body, what I call your *body feelings*. Each of these changes reflects an attempt by a part of your unconscious to get your conscious attention.
- These unconscious parts want only the best for you but most of them arose early in your life and are still seeing things from a child's perspective. They need your conscious help in updating themselves. In other words, most of us still let our six-year old self drive our lives!
- These parts of you - which I call ***sub-personalities*** - can rather easily change their tactics so they're helping you in ways that are consistent with what you currently want in your life. But they don't know how.

Now for the good news:

This chapter presents two very powerful techniques for permanently changing the way your blocker sub-personalities work.

These two approaches are:

1. **Base Reframing.**

- By *framing* and prioritizing the *body feelings* associated with a *blocker*, you

make it possible to easily follow those *body feelings* back to or near the *blocker's* point of formation. This is usually a very threatening situation in your childhood.

- If you create a *true* 10 new ***imaginary experience***, a *Target*, that shows how you would now like that situation to have taken place and anchor it in your *Inner Anchor Point* with appropriate instructions, you can change things.
- Where the *blocker sub-personality* would have previously given you the *blocker* response, it will now give you the new version.

This is the essence of the *Base Reframing* process, although the actual process is a good deal more elegant and more powerful than this description would imply.

2. **Sub-Personality Negotiation.**

- By personifying the *blocker* as a *sub-personality*, you can initiate a discussion with the *sub-personality* during which you find out what it's trying to do and whether that matches your conscious desires.

If not, you can assist the *sub-personality* to rediscover it's most basic reason for what's it's doing.

- When it finds its basic purpose, the *sub-personality* will be ready and willing to take on any new job you want to give it that is consistent with that purpose.

Basic purposes usually involve some version of:

- experiencing rather than thinking
 - creating inner peace, joy, loving
 - a sense of worthiness
 - a sense of being connected with the oneness of all things
 - being true to the person you really are.
- Often a *sub-personality* will need the support of other *sub-personalities* in doing its new job. Thus, the process soon moves to an inner-team building mode that creates a support team to help you get what you're after.

This is a powerful “new” resource, dedicated to helping you manifest what you desire.

Also presented is a variation on ***Sub-Personality Negotiation*** that I call the ***Super Achievement Clearing Process***. This process quickly resolves a blocker feeling into a series of concrete action alternatives that you can implement to resolve whatever triggered the *blocker feelings*.

The above three tools are incredibly powerful.

Let's explore them in depth.

A True Story

The following true story will help illustrate what you are about to learn:

Andria was a newspaper reporter who'd been assigned to write an article on my work. When we met, she asked for a brief explanation of what I did and I briefly explained the Three-Step process, including a reference to the Base Reframing process.

That seemed to get her interested and she asked me for a demonstration. So I asked her if she had any disturbing body feelings. She said definitely yes, that she got two or three intense migraine headaches each week, the classic kind with light flashes. She said they were totally debilitating and that all she could do was to take medication and go to bed for four to six hours.

I had her frame the body feelings, the feelings associated with the migraine headaches, surround them with an imaginary ball of white light and place them in her Inner Anchor Point. I then had her instruct her unconscious to take her to an earlier time in her life when she'd gotten the same feelings.

She immediately got a memory and recorded it on paper. I had her repeat this process three times and she got three more, much earlier, memories. Finally, I had her ask her unconscious to take her back to the very earliest time when these feelings had been present that were for her highest good to recall just then.

The earliest memory was when she was about 18 months old and she was with her twin brother. In the memory, she was very worried about his safety and felt that he might very well die if she didn't take care of him, at all costs.

Since the next earliest memory and the other later memories were of her sacrificing her own well being to take care of him, the pattern was clear. For example, the next earliest memory was of her following her five year old brother into a cave filled with insects and snakes. She was petrified and her own survival instincts were shrieking at her to hold back but her need to protect her brother was greater. So she went into the cave.

Not surprisingly, in the memory she also got a migraine headache which was due to the conflict between her drive for survival and her drive to protect her brother, her twin – who her unconscious took as a part of herself.

In her imagination, Andria reframed each memory, starting with the very earliest one, into one that was a 10 in desirability from her mature perspective. For example, the very earliest memory became one in which she felt great love for her brother and decided that she could both love him and allow him the freedom to grow in his own way while she took care of herself.

In each case, she instructed her unconscious to substitute the 10 reframe for the earlier memory in ways that were for the highest good of herself and all others involved. She also did a process of merging all of the 10 reframes into one that embodied the essence of all of them and instructed her unconscious to use that as an instruction of how to create, respond, and handle similar situations in the future.

Andria called me a week later. She'd had no more headaches and felt much more positive about life.

Oh, by the way, she wrote a three-page very positive spread about my trainings.

How to Lasso a Blocker

What does your body feel like right now? Is everything perfect in your experience of your body or is something bothering you? Anything bothering you is a *blocker body feeling*.

Both the *Base Reframing* and *Sub-Personality Negotiation* processes start with *framing* the *body feelings* that are associated with the *blocker* experience.

In other words, what are your body feelings right now, this very minute?

In doing this, don't be too concerned about what you name the *blocker* feelings. Focus, instead, on the actual body changes, the *body feelings*.

For example...

Your written description might start, "My stomach feels tense." Then you might get even more precise, "In the middle two or three inches of my abdomen, I experience strong inward pressure that is accompanied by similar pressure from a smaller area of my back more or less directly behind it." When you are able to write such a precise description and when it seems intuitively correct, you have done an effective job of framing the body feelings.

Written Framing

I should point out that both processes involve a good deal of written *framing*.

Therefore, I'm just going to remind you that writing is a powerful tool for generating agreement among your conscious and unconscious parts.

True-Self

I should also take a moment to talk about your True Self.

What is your True Self?

Your True-Self is the part of you that knows what is right for you and how to fill your life with loving, joy, and harmony.

In Unadvertised Bonus Number 4, you'll learn how to *frame* your *True-Self* so that it can act as an inner mentor.

But for the time being, whenever I mention your *True-Self*, just rely on your inner sense of integrity instead.

You know what I mean.

How to Handle Procrastination

Before you start into the below instructions, read the next true story. It will help you understand the process you are about to go through. It'll also be very inspiring.

Frank was an expert in graphic design software and had received feelers from a company in that field. They had suggested he could write his own ticket if he came with his top assistant.

This seemed like a golden opportunity but Frank found himself procrastinating. Whenever he thought about talking to his assistant, he became nervous, sweaty and very uncomfortable. So he'd distract himself by doing something else.

Finally, he decided to try to deal with his procrastination by doing a Base Reframing process. First, he recorded the situation where his body feelings came up - when he thought of talking to his assistant. Then he framed the body feelings in writing. Specifically, the nervousness took the form of shaking hands and tense neck muscles, he felt sweat on his skin and the heat of a flush in his cheeks, and he noticed that he'd crossed his arms tightly over his stomach.

Having done this, in his imagination he surrounded those body feelings with a ball of white light and placed the ball and feelings in his Inner Anchor Point. Then he asked his unconscious to take him back to an earlier time when those same feelings were present. He had a little trouble but pretty quickly got a memory that he recorded on his form.

Frank repeated this process of asking his unconscious to take him back to successively earlier memories when the same feelings were present and, finally, to the very earliest time when they were present that was appropriate and for his highest good to recall just then. In each case, he got a memory and recorded it on his form.

In the very earliest memory, he was 4 or 5 years old and felt something like an outcast. He had few friends and was usually shunned by the kids his age at school. In the memory, Frank urgently wanted to play baseball with those kids and, after gathering all his courage, asked them if he could. They turned him down, jeering and calling him names.

From his mature, current 33 year old perspective, he then reframed this

memory to one in which they'd responded with enthusiasm, with both teams vying for his membership. In this reframe, Frank felt loved, accepted, a full member of the team and proud of himself for asking. He then wrapped this reframe in an imaginary ball of white light, placed it in his Inner Anchor Point and told his unconscious that this was an example of the way he would like to perceive, experience, create and handle this type of situation in the future, for the highest good of himself and of all others involved.

He similarly reframed, anchored and instructed his unconscious for each of the other memories. He then merged all of the reframes, identified the essence common to all of them, surrounded the result with a ball of white light, anchored it in his Inner Anchor Point and told his unconscious that this was the way he would always like to perceive, experience, create and handle this type of situation in the future, for the highest good of himself and of all others involved.

Then he easily approached his assistant who eagerly joined him in constructing a set of demands that the inquiring company rapidly met. These included a 50 percent increase in salary, stock options, and an operating budget that would allow them to implement many things they hadn't been able to do previously.

It was easy once Frank had done the Base Reframing. And he marveled at how nearly impossible it had seemed before that.

How Do You Feel?

Rather than giving you additional abstract description of the *Base Reframing* and *Sub-Personality Negotiation* processes, I'm going to move right into listing the steps comprising each and then give a couple of "live" examples.

But before I do, let me state something important.

Don't think you don't have any blockers.

We all do.

Here's a simple general rule for sniffing out your blockers:

Whenever you are experiencing anything other than inner joy, loving, harmony, enthusiasm, high energy and a sense of fulfillment of your potential, you are encountering a blocker!

That one reminder ought to help you as you go through this next section.

Base Reframing Process Instructions

1. Focus on your *Inner Anchor Point* and ask that this *Base Reframing* process take place in ways that are for your highest good of you and of all concerned.
2. Frame your blocker body feelings.

For example, I recently did a Base Reframing dealing with a feeling of getting nowhere on an extremely challenging objective.

The blocker feelings were a sense of being pulled downward from within my chest, like collapsing inward into the center of my chest, I felt my mouth down turned and I felt tired and weary.

So I wrote on my Base Reframing form: Pull-down in chest, feels like collapsing into the center of my chest, mouth down turned, tired and weary.

3. Surround the experience of those *blocker* feelings with an imaginary ball of white light and imagine placing it and your experience of the *blocker* feelings into your *Inner Anchor Point*. This intensifies your unconscious focus on the *blocker* feelings.
4. Focus on your *Inner Anchor Point* and imagine talking into it. Ask the *blocker* feelings to take you back to any earlier memory where the same feeling was present. Take the memory that pops up even if it's not what you expect. *Frame* the memory by recording it in writing on your *Base Reframing* form.

If the memory isn't clear or if it seems like your unconscious isn't giving you a memory, repeat what's described in the preceding paragraph. Keep repeating it until you get a memory.

At first, the memory may be tenuous. You may only get a glimpse of something. If so, *frame* that something by recording it on your *Base Reframing* form. Then repeat the instructions above. Keep recording what you get and repeating the request to your unconscious to give you the memory until it becomes clear.

The first memory was a recent one, about a year old. I remembered deciding to stop raising capital for a new venture that I was formulating when the dot com market collapsed because it seemed that the market for its service/product had also collapsed.

On my form I wrote: "Giving up on LoopSounds.com. Won't work. No one wants it. Waste of effort."

5. Repeat the preceding step while asking the *blocker* to take you back to any even earlier memory.

The next memory was about 3 years ago, another decision to terminate an effort because the market had changed.

On my form I wrote: "Giving up on the (name of company) project. Clearly things have changed. Why push water uphill?"

6. Repeat that step again while asking the *blocker* to take you back to some rather early time.

The third memory was about 5 years ago, when a very close friend of mine, who was also a client, died. I decided to stop marketing to his company. It involved lots of difficult travel and, without my friend around, it wasn't worth it.

On my form I wrote: "(Friend's name) died. No point in continuing with (company name)."

7. Repeat that step a third time while asking the *blocker* to take you back to a very early time.

The fourth memory was about 30 years ago, when I left a very difficult turnaround project that I had unwisely undertaken. While the project was successful, the people in the company really disliked me and I hadn't had time to change that. So I felt like I was quitting, even though I'd met the criteria that the owners of the company had given me and had been well paid.

On my form I wrote: "The last day at (company name). I'm a pariah. I might as well get home."

8. Repeat that step a fourth time while asking the *blocker* to take you back to the very earliest time it was present that is appropriate and for your highest good to

recall at this time.

The earliest memory was when I was about 4 years old. I grew up in an emotionally cold home, something that I found very painful. In this memory, I was lying on my bed, staring up at the ceiling at a light shining through a frosted glass fixture. I concluded that my parents just didn't love me so there was no use trying any more to get their love.

On my form I wrote: "Little. Lying on bed staring at light. Concluded my parents just didn't love me, no use trying. Might as well quit and just withdraw."

9. Create a new version of that very earliest memory, one that is filled with loving, joy, harmony and fulfillment. Modify that *imaginary experience* until it becomes a *true 10*.

Remember, you're not changing the past. You are simply creating a new instruction for your unconscious in its own languages.

Refine this *imaginary experience* until it is a *true 10* - as compared with your *true 10* reference point.

My "reframe", my new version of this earliest situation seemed like it would be very difficult to create but it wasn't. After asking my unconscious for a relevant starting point for the reframe, I fell back on the experience that I'd had during a near death experience, one that was filled with God's loving and acceptance.

On my paper I wrote: "I experience God's love and that of my guardians and angels. Then I experience my parent's and my brother's love for me that was always present beneath the surface. I feel filled with loving and joy."

10. Surround this *true 10* new version with an imaginary ball of white light and anchor it in your *Inner Anchor Point* while focusing on your *Inner Anchor Point* and saying to your unconscious, "This is an example of the way I'd always like to perceive, experience, create, and handle this type of situation. Please make that happen at all relevant times and in ways that are for the highest good of me and of all concerned." Then breathe in and out deeply until you experience what you've anchored becoming a part of you.
11. Repeat the preceding two steps for each of the later memories you documented "on your way back" to the earliest one.

The reframe of my next memory involved self-acceptance and that triggered

positive memories.

On my form I wrote: “I know that I have done something good. Thousands of employees who now have jobs and would have lost them or who had no jobs and now have them are better off. Several employees came into my office to thank me and to wish me farewell. I realize that I did as well as I knew how even though I would have done it differently if given another chance. I know that God loves me and is present. I feel tremendous joy at having completed this difficult test, at having endured.

And similarly for the other later memories.

12. Repeat these two steps again for the situation in which you initially found the *blocker* feeling and, optionally, for possible future situations where you'd intuitively expect the *blocker* to arise.

My reframe of the original situation involved an experience of revitalization.

On my form I wrote: “I am filled with appropriate enthusiasm, joy and certainty that I will achieve my objective. God is present. I am on track with what is right for me. I am surrounded by a great inner and outer team. I am truly joyful and grateful.

In this case, I didn't foresee future situations where the same blocker feelings would arise.

13. In your imagination, merge together all of these *true* 10 new versions, isolating what is common to all of them. When you have gotten to the core of the set of new responses, make any imaginary modifications necessary to bring it to a true 10.

My imaginary experience that arose from this process was one of being filled with tremendous joy, loving, self-acceptance, abundance, awareness that I am loved, and gratitude for the blessings that fill my life.

Surround this *true* 10 *imaginary experience* with an imaginary ball of white light and anchor it in your *Inner Anchor Point* while focusing on your *Inner Anchor Point* and saying to your unconscious, “This is the way I'd always like to perceive, experience, create, and handle this type of situation. Please make that happen at all relevant times and in ways that are for the highest good of me and of all concerned.” Then repeatedly breathe in and out deeply until you experience what you've anchored becoming a part of you.

14. You may now be in a very deep and tender state so be very gentle with yourself. Breathe slowly and deeply. Without opening your eyes, become aware of you body. Slowly move your arms and legs and your head. Become aware of the room you're in and then the building and the city and so forth. Being very gentle with yourself, finally open your eyes when you're completely ready.

Wait 10 or 15 minutes before interacting with other people, looking at TV or reading a book or magazine. Just relax and, if you want something to do, focus on your breathing.

The blockers feelings and pattern of experiences associated with it have never recurred. In fact, I have never even thought about doing the process until today when I went through my files to find a good example for the book.

It worked totally unconsciously.

And I was completely successful in achieving the objective that had triggered the blocker feelings.

Tips For More Easily Doing A Base Reframing

1. The more clearly *framed* the *blocker* feelings, the easier and more effective is the rest of the *Base Reframing* process.

One way of increasing the clarity of the *blocker* feelings is to do the following:

- Rate the intensity of your awareness of these physical *blocker* feelings on a 1 to 10 scale where 10 is as concrete an experience as holding a book and 1 is an intellectual abstraction with no physical experience at all.
- If your rating is less than 8, focus on what's intuitively missing or needs to be changed to make this a much more concrete experience (write that down on a piece of paper if you feel it's necessary), focus on your *Inner Anchor Point* and ask your unconscious to make those changes in ways that are for the highest good of you and of all concerned.
- Repeat this process until you have at least an 8 level of awareness of the *blocker feelings*.

2. With a clearly framed set of *blocker* feelings, you'll be able to find the first remembered point pretty easily assuming you take what you're given rather than what you may expect.

If you don't know why you've been given a particular memory and feel that it's important for you to know, focus on your *Inner Anchor Point* and ask your unconscious to take you to the place in that memory where the *blocker* was active. Repeat that instruction until you clearly understand why the memory was chosen.

3. Finding the next memory is usually rather easy if you've clearly framed the preceding one by writing a description of that memory on your form, adding detail about how things looked, sounded, felt, tasted, and smelled as well as your intuitive feelings, thoughts, emotions, and sense of self. Develop that description until you have an intuitive feeling that what you are describing is clearly framed.

4. If you have trouble coming up with a *true* 10 version of a memory, consider the following:

You are not changing the past, you're just coming up with a new example.

In doing so, you're making your own movie and you're the writer, director, casting agent, producer, and so forth.

In other words, give yourself maximum freedom to come up with a Target that really delights you.

If you're still having trouble, *frame* what's not up to snuff in your *imaginary experience*, one aspect at a time. If necessary, frame it through writing.

Frame this very tightly so that your unconscious knows exactly what you want to change. Then focus on your *Inner Anchor Point* and repeatedly ask for those changes until they pop into your consciousness. (This usually happens very quickly.) Repeat this process with each “deficient” part until you have a *true* 10.

5. Do you remember the “tree” visualization in Chapter Six?

In similar fashion, create complex, unfamiliar *imaginary experiences* by starting with very familiar pieces and modifying them.

6. **UNDER NO CIRCUMSTANCES** should you forget to use the “highest good” instruction where indicated.

Another Base Reframing Example

This is an actual example that one of my trainees gave me permission to use. The names are changed.

Art 's marriage was falling apart and he'd entered a relationship with Karen despite the fact that he was still married. Since they'd been together, Karen had gotten pregnant and had become quite critical of Art because she wanted him to get a divorce and marry her.

But Art wasn't willing to end his marriage yet. This had become such a bone of contention that he and Karen decided to separate for a few days to think things over.

Then, a few days later, they got together again to see if they could patch things up but the meeting was a disaster. Eventually, Art very angrily told Karen that he felt she'd been ignoring and lying to him. Her response was to walk out.

*Art felt that he really loved Karen and that she was the one for him. He wanted to have a loving and positive relationship with her and had just set a **Super Achievement** objective to assist in this. But he'd encountered a very powerful blocker, the same one that led to him blowing up at Karen a few days earlier.*

He framed this blocker as "very angry and very calm at the same time; very clear so the words come out very clearly" and framed the body feelings as "an open, warm feeling in my stomach and my arms feel straight and open, as if a welcoming gesture."

After prioritizing these feelings, Art instructed his unconscious to take him back to any earlier memory where the same feeling was present. This brought him to an experience 14 years earlier with another married woman whom he also loved. But he concluded it wouldn't work so, in the memory, he is telling her that he doesn't want to marry her and she is heartbroken.

Successive memories include one at 25. He's in the military and things have gone wrong in a practice maneuver. Art is telling his Captain that it's all his fault, talking responsibility and apologizing for having failed at the task.

Finally Art drops back to the earliest memory when he's 3-4 years old. He and two other boys are scratching the paint of a car with a hammer and they get

caught. The other boys point at him, saying he's one who did it. His parents believe them and he's physically punished and publicly shamed.

In his true 10 new version of this scene, little Art is sitting in his mother's lap as she gently strokes his head and explains why it's not appropriate to scratch cars. Smiling with the wisdom of his own mistakes, his father is telling him that it's okay to make mistakes, that's how we learn, and that he saw the other kids doing the same thing. Then he gives Art a joyful hug and, with his mother and father both cradling him they all dance in a circle, joyfully smiling and lovingly laughing together.

After anchoring this true 10 result with appropriate instructions to his unconscious, Art similarly reframes each of the intermediate memories, bringing each to a true 10 and anchoring it before moving on. Finally, he returns to the experience with Karen and reframes that into a scene of honesty and acceptance on both of their parts, each expressing loving, and ending up in a very loving and harmonious resolution.

After anchoring this reframe, Art merged all of the reframes and - in his imagination - discarded the peripheral issues which left him with an experience of loving, honesty, and acceptance of himself and others and by himself and others. He anchored this as his new primary instruction to his unconscious.

A couple of months later, Art realized that there hadn't been any repetitions of the fight or even the blocker feelings. He and Karen were very close and eagerly awaiting the birth of their child. Art had filed for a divorce and the feelings surrounding his relationship with Karen were wonderfully positive - consistent with his "primary instruction" of loving, honesty, and acceptance in the Base Reframing.

This is a typical result.

Now take a deep breath, sigh, and get ready for another powerful tool for releasing those blockers that used to hold you up.

Sub-Personality Negotiation

Now it's time to turn to the second *blocker* resolution process, *Sub-Personality Negotiation*.

In a sense, this is like talking to yourself.

But that's just an image to get you thinking about the process of communicating with your various "*sub-personalities*."

This process involves direct negotiations between your conscious self and unconscious *sub-personalities* that you personify as people, creatures or other creations with whom you can carry on a conversation.

Usually, a ***Sub-Personality Negotiation*** starts off with one ***Sub-Personality*** and eventually incorporates others, each of which contributes a particular skill or perspective to resolution of the underlying problem.

In the process, all of these *sub-personalities* are integrated into a team whose objective is to support you in what you consciously desire.

As you can imagine, when your team is headed in the same direction, you can get there lots faster.

How to Blow Off Steam

If you want to communicate with an upset *sub-personality* (and some of them will definitely seem upset), a reasonable first step is to let it "blow off some steam" through *free-form writing*. This is an easy process:

1. Start as you did with the *Base Reframing*, by framing the *blocker* feeling and anchoring an experience of the *body feelings* associated with it in your *Inner Anchor Point*.
2. Fully experiencing those feelings, write whatever pops into your mind. If what comes up is "I don't know what to write," just write that down. Pretty soon, words will be flowing fast and furious. Obscene or nonsensical things may pop into your mind. Write those down too. Keep going until you have a sense of calmness inside of you.
3. When the stream stops flowing, rip up the papers or burn them. DO NOT READ THEM. Reading them will probably restimulate the conflict.

At this point, the *sub-personality* is probably ready to work toward a positive resolution.

So now you can move into the second part of the process.

The Sub-Personality Negotiation Process

I am going to weave an example in with the instructions. I think that will make things much clearer.

The example is something that is present with me right now. I am rushing to complete a couple of chapters of this book before leaving early tomorrow morning for about a week of travel.

In order to meet my schedule, things have to be ready before I leave. In addition, I just received an email from my editor asking me to review some of her work and answer some questions as soon as possible. That has left me with an feeling of being somewhat overwhelmed, a feeling I don't like and one that I don't often encounter. So I will work with that *sub-personality*.

1. Ask the *sub-personality* to tell you its name or a name you can use to address it. Record this on your **Sub-Personality Negotiation** form.

I suggested the name "Overwhelm" and the sub-personality, who looks like a slim but strong man with very black hair, coffee color skin, an intelligent look and lithe grace vigorously shakes his head, "yes".

2. Ask the *sub-personality's* purpose in trying to help you. Record this on your form.

He says, "I'm trying to keep you from taking on too much. The last time you did, seven years ago, you got very sick. Remember, flying around the world every month and the Sri Lankan disease you picked up? It kept you flat on your back for 18 months. I don't want that to happen again."

If the answer isn't clear or doesn't make sense, just as you might when talking with another person, (but while focusing on your *Inner Anchor Point*) say to the *sub-personality* something like, "This isn't clear, it doesn't make sense to me. Please give this information to me in a form that I can understand." Repeat that until you achieve clarity.

3. Again, while focusing on your *Inner Anchor Point*, ask the *sub-personality* to play a "what if" game by saying something like, "What if I had consciously learned to accomplish your purpose, freeing you for more important tasks, what would those be?"

Record the *sub-personality's* answers.

He says, "That's easy. You were on track before you got in this immediate crunch. We had things set up for you to gracefully complete the chapters but the need to provide intelligent feedback is too much."

After I remind him of the question (above), he continues, "If I didn't have this to worry about, if you'd learned the lesson (sigh), I could devote myself to something more basic. My job is to ensure that you have the time and commitment to your spiritual meditation, to your spiritual growth. We both know how important that is. But when you are too busy, you wedge it in rather than giving it the attention that it deserves."

4. Repeat step the preceding step until you reach your *supersubpersonality's* basic purpose.

When I ask Overwhelm whether that's his basic purpose, he answers, "No. My basic purpose is taking you back to God." As he does, I have a strong emotional reaction of recognition. So I ask him whether he was with me during my near death experience 35 years ago. He answers, "Yes. That's where I was created."

5. Ask your True-Self (just imagine your source of integrity) to collaborate with the *sub-personality* and your conscious mind in designing a new job for the *sub-personality*. Keep modifying things until the result is a *true 10* for each of you.

My True-Self says, "I think his basic job is just the right one for him and for you. The key is letting him do it. Perhaps we should bring in other sub-personalities to carry the load of keeping you from being overwhelmed. What does Overwhelm think?"

I ask Overwhelm for his response and he says, "That's great. I don't really like using my energies to keep you from being overwhelmed. I'd rather be more directly involved in taking you back to God." As he says that, I see my True-Self shaking his head "yes".

6. Ask the *sub-personality* to name one or more other *sub-personalities* whose assistance is required to perform its new job.

I ask Overwhelm to name one or more other sub-personalities that can carry the load of keeping me from being overwhelmed. He says, "Well, Ruthlessness is great at keeping things on track and Taking Care is expert at making sure you do what you need to take care of yourself. I suspect that, together, they could do very well."

7. When a new *sub-personality* is identified, first ask it its name and *frame* that by writing it. Then ask whether the *sub-personality* (calling it by name) is in agreement with what's being developed.

I ask Ruthlessness whether he's been listening in. He's big and rotund, sort of like a black Sumo wrestler. To show me how strong he is, he's bending a very thick steel bar into a pretzel. I kid with him, asking him whether he's going to put salt on the pretzel and he frowns. He tells me that he's serious, no joking around for him.

So I ask him whether he would like to be part of a team that ensures that I don't get overwhelmed, relieving Overwhelm of that task. He says, "That would be fine. I noted that you also mentioned Taking Care. He can make sure that I'm not too tough on you."

Given that, I call in Taking Care. He looks a lot like my son Per who is eighteen, very caring and very developed in his art, music composition and creative writing as well as his spiritual focus. I mention that to Taking Care and he says, "Per is my model." I ask him whether he would be willing to undertake the task of preventing me from being overwhelmed, along with Ruthless. He says, "Sure. That sounds interesting. I think I can add the brains and grace while Ruthless adds the brains and brawn. I think we can come up with some really neat ways of preventing you from being overwhelmed."

I then ask Ruthless, Taking Care, Overwhelm and my True-Self whether any other sub-personalities are required. Laughing, Ruthless and Taking Care say, "No. No. Keep things simple. Simplicity is an antidote for potential overwhelm. We can do the job very well. Later, if you want, we can work on refinements." Overwhelm and my True-Self shake their heads "yes" in agreement. Consciously, I think this is just great so I think we have a clear agreed vision.

With those *sub-personalities* that are either unclear or resistive, repeat all of the preceding steps. In doing so, focus only on that *sub-personality* until you reach this step.

I haven't encountered any sub-personalities who are either unclear or resistive today (although I sometimes do).

Continue in this way until all of the identified *sub-personalities* encounter no others that need or want to be included.

Ruthless and Overwhelm have told me that no additional sub-personalities are required.

Usually, no more than about ten *sub-personalities* need to be involved.

8. When all of the *sub-personalities*, your *True-Self* and you conscious mind are all in agreement, integrate them all by imagining placing them in a white ball that rises up a white column of light. As the column ascends, it gets brighter and brighter, at a certain point becoming so bright that each *sub-personality* within the white globe dissolves into the light and, thereby, integrates with all the others.

Now I'm imagining creating a ball of white light that is bigger than my body, very bright and making a soft harmonic sound. The white light is radiant as if the ball's walls are an energy source. I'm imagining Overwhelm, Ruthless, Take Care and my True-Self who also looks like a ball of radiant white light entering the ball. Since the ball surrounds me, my conscious self is also within it.

Now I'm imagining the ball beginning to rise within a column of much brighter white light. As we ascend, the white light within the ball gets increasingly bright. Now it's becoming so bright that we all seem to be dissolving in it as it shines through us...

9. When this integration has occurred, frame the resulting experience of oneness with an imaginary ball of white light and imagine placing that ball and all that it contains into your *Inner Anchor Point*. While you do, breathe this integration into you, imagine it filling all areas of your physical body.

And now, there is only a ball of incredibly bright white light that incorporates the essence of all of us. I am feeling a sense of peace and completeness. In my imagination, I am placing that ball of white light into my Inner Anchor Point and, as I do, I experience this light of integration filling my entire being with peace and completeness. Now I'm breathing that into me, imagining that it is filling my entire physical body.

10. Repeat this breathing process, for your imaginative, emotional, mental, and deep unconscious bodies, one at a time.

Now I'm imagining that light filling my imaginative self. Now my emotional self. Now my mental self. And now I imagine it fill all parts of my unconscious self.

11. Now focus on your *Inner Anchor Point* and say, "Please make this integration and retasking take place in ways that are for the highest good of me and of all

concerned.” Then breathe in and imagine making that a part of you.

12. When this is complete, keep your eyes closed and relax until you have your inner experience tells you that the integration is complete.

No surprise to me, the overwhelm feeling has completely disappeared and I have almost completely finished this chapter.

Often, in similar fashion, the process of Sub-Personality Negotiation turns the signs of conflict into results, as happened for me.

I’m done—and I feel great!

It’s now a month later than when I wrote the above. I’m very happily reviewing Joe’s improvements to my writing. As I just went through the description of resolving my overwhelm, I realized that’s why I was so relaxed during the 2,500 mile drive I just took, bringing my son Per to eastern Washington state to start college. I remember that the first time I took that trip, about a year ago, I constantly felt overwhelmed by the amount of driving remaining. This time I didn’t feel overwhelm at all. I was relaxed and more or less enjoyed the drive.

That’s how it works – unconsciously. I wasn’t at all aware of why things were different until I reviewed my Sub-Personality negotiation.

The Super Achievement Clearing Process

This is a very neat technique for both resolving unconscious conflict and creating a series of effective action techniques that you can consciously put into practice.

The essence of the **Super Achievement Clearing Process** is a simple *Sub-Personality Negotiation* involving three parts of you: the **blocker**, your **conscious mind**, and your **Creative Part**.

The job of the creative part is to identify three action alternatives for resolving the **blocker** that are a 10 in *desirability* for both the **blocker** and your ordinary consciousness.

This typically requires some framing through writing and some editing based on input from all three parts. When you reach the point where your conscious mind, your *True-Self* and the **blocker** agree on the action approaches, the **blocker** feeling is replaced by inner harmony and you consciously know exactly what you need to do.

For example, some years ago I wrote Prime Minister Margaret Thatcher of the U.K. a 1 1/2 page letter offering to assist her in building the British economy – after setting an appropriate ***Cybernetic Transposition Super Achievement Three-Step*** Target.

Two weeks later I had a contract to train a representative group of entrepreneurs and industry representatives in the ***Cybernetic Transposition Super Achievement Three-Step*** processes.

This is what happened when I taught them the *Super Achievement Clearing Process*.

I asked everyone in the training to pick a currently strong intuitive feeling that was bothering them. Being entrepreneurs and aggressive managers, they had no trouble each finding at least one.

Then I led them through the Super Achievement Clearing Process. As soon as I finished and told the group to take a break, one of them jumped up and urgently rushed out the door. I followed to make sure he was all right and found him at a pay phone, vigorously talking business.

When we reconvened, I asked him what had happened. He said that during the process, he'd worked with a feeling that had been bothering him for three weeks. He learned that the feeling indicated something was wrong with his company and that he should do three simple things to resolve the problem:

- *call his purchasing manager and ask him if there was anything he needed to get off his chest.*
- *get a progress report on a specific project.*
- *suggest a new procedure for accelerating things with vendors that he'd thought of a couple of weeks ago.*

These all made sense and seemed easy so off he went to the phone.

He easily reached his 65 year old purchasing manager who was extremely effective but harbored a fear of being fired because of his age. When asked whether he had anything to get off his chest, the purchasing manager revealed that he'd been out sick for a couple weeks and that his staff had hidden the fact at his request.

When asked for a progress report, he revealed that a major - and apparently unrecoverable error - had been made while he was out. This was terrible news because it seemed likely to kill the company which was subject to extremely high penalties for being late.

But when the entrepreneur suggested his new idea for handling vendors, there was a pause on the other end of the phone and a shout of delight. "That'll do it, that solves our problem. I'll get on it right now," said the purchasing agent. And the entrepreneur said to me, "That really will do it. The problem's all but solved already."

A month later, when we held the second session of the training, I asked him how things had gone. With a little impatience he looked at me and said, "I told you it was fixed last time! We just got another contract from the same customer."

While this example is more exciting than most, the process works that way for essentially everyone. Intuitive feelings and other blockers are converted into successes.

It's an exciting process, any way you look at it.

The Step by Step Instructions for the Super Achievement Clearing Process

Here are the step by step instructions. The numbering on the following instructions refer to the numbers on the ***Super Achievement Clearing Process*** form.

If you have not already done so, download and print out the *Super Achievement Clearing Process* form.

Find a place where you won't be disturbed.

Place your *Super Achievement Clearing Process* form in front of you. Since you will be writing during part of this process, make sure that you have a pen or pencil and a place to lay your form flat so you can easily write on it.

Focus on your *Inner Anchor Point* and say, "Please make the process I am about to do take place in ways that are for the highest good of me and of all concerned."

Now focus on the *blocker feeling*.

1. Describe the situation where this *blocker feeling* arose. Provide some details of time, place, what was happening. Record all of this on your *Clearing Process* form.
2. Describe the *body feelings* associated with this *blocker*. Frame the *body feelings* by describing their location and character, just as in the first steps of the *Base Reframing* process example.

Focus on your awareness of these *body feelings*. Rate how concrete they are on a 1 to 10 scale where a 10 is completely concrete and 1 is simply an intellectual abstraction.

If you do not have a 10, intuitively grasp what makes that less than a 10, take a deep breath and hold it. As you blow out, focus on your *Inner Anchor Point* and ask that those things be changed in ways that give you a 10 intensity experience.

Continue what you just did until you achieve at least an 8 intensity.

Now surround the *blocker feeling* with an imaginary ball of white light, anchor that ball in your *Inner Anchor Point* and, as you do, say “This is the part of me upon which I would like to focus during the first segment of this process. Please make that happen in ways that are for the highest good of me and of all concerned. And please make this entire process take place in ways that are for the highest good of me and of all concerned.” Breathe in and imagine making that all a part of you.

3. Draw a symbol that represents the *blocker*. Take what pops into your awareness. It will happen almost instantly when you read this instruction. The trick is to accept what pops up and draw something that represents it.

It does not matter whether what you draw is a very crude stick figure or a piece of elegant artwork. The point is to *frame* the *blocker feeling* in an additional way.

Imagine that symbol and anchor it in your *Inner Anchor Point*... along with the *blocker feeling* that it represents. Imagine merging the symbol and the *blocker feeling* so they become one and the same, inseparable.

Now say into your *Inner Anchor Point*, “This symbol represents the *blocker feeling* I previously anchored. Whenever I imagine this symbol or talk to myself about it, please give me an immediate conscious and unconscious awareness of

the underlying *blocker feeling* that it represents. And please do this in ways that are for the highest good of all concerned.”

Breathe in and imagine making that all a part of you.

4. Imagine that the *blocker* is a person, animal or other animate things, just as I did in the *Sub-Personality Negotiation* example. Note what the personified *blocker* looks like and sounds like. Ask it to tell you its name or just imagine a name and ask it whether that is all right.

As if you were talking to another physical person, say to the *blocker*, “What are you trying to tell me.”

Record the *blocker*’s response on your form.

If you don’t hear or understand the *blocker*’s response, say, “I didn’t understand your response. Would you please give it to me in a way that I can understand.” As with another physical person, keep asking until you get a response that you understand. When you do, record it on your form.

The answer you receive may resolve the *blocker*. The *blocker* may have been trying to simply get a message across to your conscious mind. You’ll know it’s resolved if the *blocker feelings* disappears. If it does, the process is complete. If not, continue with the following steps.

5. If the *blocker feeling* still remains, continue the process by drawing a simple picture of what you consider to be your *Creative Part*, the part of you that creates wonderful things.

Take the imaginary experience that your unconscious gave you as you just read the instruction. Draw a simple sketch of it.

All of us have wonderful *Creative Parts*. They’re very important to us. So become aware of your *Creative Part* and imagine how it looks, how it sounds and how it would feel if you reached out and touched it.

Record all of this on your form.

Now imagine your *Creative Part*. Surround it with a ball of white light and imagine placing that ball into your *Inner Anchor Point*.

6. Now, into that ball of white light within your *Inner Anchor Point*, also place the

symbol of your *blocker feeling*.

Ask your *Creative Part* to interact with the *blocker feeling* to create three alternatives that will make the *blocker feeling* happy. Three things that you can do to satisfy the concerns of your *blocker feeling*.

As you become aware of the first alternative, record that under *Alternative 1* on your form. Do that as soon as you start to become aware of the first alternative.

Continue to do this with a second and third alternative, recording them under *Alternative 2* and *Alternative 3* on your form.

7. Now role-play the *blocker feeling* itself. Imagine that you are the *blocker feeling*. And from that perspective, rate how *desirable* each of the three creative alternatives is to the *blocker feeling*. Use a 1 to 10 scale where 10 is totally *desirable* and 1 is the exact opposite. Record your rating for each alternative on your form, under the heading, Blocker Rating.

Now take a deep breath and, as you blow out, let go of that *blocker feeling* that you've been wearing as a role-play. Return to your normal conscious awareness.

Focus on your True Self now, the part of you that holds your integrity. Role play your True Self. And from that perspective, once again rate each of the creative alternatives. Use the same 1 to 10 scale to do that and record your ratings for each alternative on your form under the heading, True-Self Rating.

Next take a deep breath and, as you blow out, let go of that *True-Self* that you've been wearing as a role-play. Return to your normal conscious awareness.

From the perspective of your normal consciousness, rate each of the creative alternatives. Use the same 1 to 10 scale to do that and record your ratings for each alternative on your form under the heading, Conscious-Self Rating.

8. Now, inspect the ratings that you just recorded. For each alternative, you have three ratings. If all three are 10, just put a check mark alongside that alternative on your form.

If any one of the ratings is less than 10, ask your *Creative Part* to consult with the *blocker*, your *True-Self* and your conscious self and to create a modification of that alternative that's completely *desirable* for all three of them.

Do that same process for each of the alternatives that has less than all 10 ratings

and record the completely *desirable* alternatives that your *Creative Part* develops on your form.

Now imagine bringing your *True-Self* into your *Inner Anchor Point*, into the white ball within your *Inner Anchor Point* where you have your *Creative Part* and the symbol representing your *blocker feeling*.

Rate the level of harmony and agreement among these three parts of you. If that rating is less than a 10, less than perfect, ask your *Creative Part* to modify the alternatives and to modify the situation to create a perfect level of harmony and agreement among all three of those parts of you.

Record any modifications to any of your three alternatives that your *Creative Part* gives you as required to generate a 10 level of harmony and agreement among the three parts. Continue working with your *Creative Part* until a 10 level of harmony and agreement has been achieved.

9. Now imagine surrounding that experience of perfect agreement and harmony among those three parts of yourself with a ball of white light. Imagine placing that ball into your *Inner Anchor Point*, focus on your *Inner Anchor Point* and say, "This is the level of harmony and agreement that I'd like to experience at all times among all parts of me. Please make that happen in ways that are for the highest good of me and of everyone else involved."

Breathe in and imagine making that a part of you.

10. Now thank all parts of you and imagine them returning whence they came in ways that are for the highest good of you, them and of all concerned.

Now what?

You're now in alignment.

Just as a chiropractor adjusts your spine to get your back in alignment, you just worked on your inside parts to get all of your inner energies into alignment.

Your sub-personalities and your conscious mind have collaborated to develop three alternative things that you can do to resolve the issues that triggered the blocker.

Start with whichever seems easiest and implement it. Then move to the next easiest and do the same. Finally, implement the third alternative.

The results will obviously be very desirable.

You're on the way to achieving your dreams!

The Bonus Package

I again want to remind you of the Bonuses.

One of them consists of the *Super Achievement Base Reframing Process* form and audio instructions (in which I lead you through the *Super Achievement Target Process*, just as I did in the Trainings that typically cost participants \$4,500 apiece).

Another comprises the *Super Achievement Clearing Process* which incorporates *Sub-Personality Negotiation*. This package also includes audio instructions and the *Super Achievement Clearing Process* form.

Once you have read and understood this chapter, you will be ready to use the associated package to lead your through the processes that the chapter describes.

Summary of the Base Reframing

The ***Base Reframing*** process consists of the following steps:

1. Focus on your *Inner Anchor Point* and ask that this *Base Reframing* process take place in ways that are for your highest good of you and of all concerned.
2. *Frame* your *blocker body feelings*.
3. Surround the experience of those *blocker* feelings with an imaginary ball of white light and imagine placing it and your experience of the *blocker* feelings into your *Inner Anchor Point*. This intensifies your unconscious focus on the *blocker* feelings.
4. Focus on your *Inner Anchor Point* and imagine talking into it. Ask the *blocker* feelings to take you back to any earlier memory where the same feeling was present. Take the memory that pops up even if it's not what you expect. *Frame* the memory by recording it in writing on your *Base Reframing* form.

If the memory isn't clear or if it seems like your unconscious isn't giving you a memory, repeat what's described in the preceding paragraph. Keep repeating it until you get a memory.

At first, the memory may be tenuous. You may only get a glimpse of something. If so, *frame* that something by recording it on your *Base Reframing* form. Then repeat the instructions above. Keep recording what you get and repeating the request to your unconscious to give you the memory until it becomes clear.

5. Repeat the preceding step while asking the *blocker* to take you back to any even earlier memory.
6. Repeat that step again while asking the *blocker* to take you back to some rather early time.
7. Repeat that step a third time while asking the *blocker* to take you back to a very early time.
8. Repeat that step a fourth time while asking the *blocker* to take you back to the very earliest time where it was present, the earliest time that is appropriate and for your highest good to recall at this time.
9. Create a new version of that very earliest memory, one that is filled with loving, joy, harmony and fulfillment. Modify that *imaginary experience* until it becomes a *true 10*.

Remember, you're not changing the past. You are simply creating a new instruction for your unconscious in its own languages.

Refine this *imaginary experience* until it is a *true 10* - as compared with your *true 10* reference point.

10. Surround this *true 10* new version with an imaginary ball of white light and anchor it in your *Inner Anchor Point* while focusing on your *Inner Anchor Point* and saying to your unconscious, "This is an example of the way I'd like to perceive, experience, create, and handle this type of situation. Please make that happen at all relevant times and in ways that are for the highest good of me and of all concerned." Then breathe in and out deeply until you experience what you've anchored becoming a part of you.
11. Repeat the preceding two steps for each of the later memories you documented "on your way back" to the earliest one.

12. Repeat these two steps again for the situation in which you initially found the *blocker* feeling and, optionally, for possible future situations where you'd intuitively expect the *blocker* to arise.
13. In your imagination, merge together all of these *true* 10 new versions, isolating what is common to all of them. When you have gotten to the core of the set of new responses, make any imaginary modifications necessary to bring it to a true 10.

Surround this *true* 10 *imaginary experience* with an imaginary ball of white light and anchor it in your *Inner Anchor Point* while focusing on your *Inner Anchor Point* and saying to your unconscious, "This is the way I'd always like to perceive, experience, create, and handle this type of situation. Please make this happen at all relevant times and in ways that are for the highest good of me and of all concerned." Then repeatedly breathe in and out deeply until you experience what you've anchored becoming a part of you.

15. You may now be in a very deep and tender state so be very gentle with yourself. Breathe slowly and deeply. Without opening your eyes, become aware of you body. Slowly move your arms and legs and your head. Become aware of the room you're in and then the building and the city and so forth. Being very gentle with yourself, finally open your eyes when you're completely ready.

With 10 or 15 minutes before interacting with others or allowing potentially discordant outer input.

Summary of the Super Achievement Clearing Process

The *Super Achievement Clearing Process* consists of the following steps:

1. Describe the situation where this *blocker feeling* arose. Provide some details of time, place, what was happening. Record all of this on your *Clearing Process* form.
2. Describe the *body feelings* associated with this *blocker*. *Frame* the *body feelings* by describing their location and character, just as in the first steps of the *Base Reframing* process example.

Now surround the *blocker feelings* with an imaginary ball of white light, anchor

that ball in your *Inner Anchor Point* and, as you do, say “This is the part of me upon which I would like to focus during the first segment of this process. Please make that happen in ways that are for the highest good of me and of all concerned. And please make this entire process take place in ways that are for the highest good of me and of all concerned.” Breathe in and imagine making that all a part of you...

3. Draw a symbol that represents the *blocker*. Take what pops into your awareness. It will happen almost instantly when you read this instruction. The trick is to accept what pops up and draw something that represents it.

Imagine that symbol and anchor that in your *Inner Anchor Point* along with the *blocker feeling* that it represents. Imagine merging the symbol and the *blocker feeling* so they become one and the same, inseparable.

Now say, “This symbol represents the *blocker feeling* I previously anchored. Whenever I imagine this symbol or talk to myself about it, please give me an immediate conscious and unconscious awareness of the underlying *blocker feeling* that it represents. And please do this in ways that are for the highest good of all concerned.”

Breathe in and imagine making that all a part of you.

4. Imagine that the *blocker* is a person, animal or other animate things, just as I did in the *Sub-Personality Negotiation* example. Note what the personified *blocker* looks like and sounds like. Ask it to tell you its name or just imagine a name and ask it whether that is all right.

As if you were talking to another physical person, say to the *blocker*, “What are you trying to tell me.”

Record the *blocker*’s response on your form.

The answer you receive may resolve the *blocker*. The *blocker* may have been trying to simply get a message across to your conscious mind. You’ll know it’s resolved if the *blocker feelings* disappears. If it does, the process is complete. If not, continue with the following steps.

5. If the *blocker feeling* still remains, continue the process by drawing a simple picture of what you consider to be your *Creative Part*, the part of you that creates wonderful things.

All of us have wonderful *Creative Parts*. They're very important to us. So become aware of your *Creative Part* and imagine how it looks, how it sounds and how it would feel if you reached out and touched it.

Record all of this on your form.

Now imagine your *Creative Part*. Surround it with a ball of white light and imagine placing that ball into your *Inner Anchor Point*.

6. Now, into that ball of white light within your *Inner Anchor Point*, bring the symbol of your *blocker feeling*.

Ask your *Creative Part* to interact with the *blocker feeling* to create three alternatives that will make the *blocker feeling* happy. Three things that you can do to satisfy the concerns of your *blocker feeling*.

As you become aware of the first alternative, record that under *Alternative 1* on your form. Do that as soon as you start to become aware of the first alternative.

Continue to do this with a second and third alternative, recording them under *Alternative 2* and *Alternative 3* on your form.

7. Now role-play the *blocker feeling* itself. Imagine that you are the *blocker feeling*. And from that perspective, rate how *desirable* each of the three creative alternatives is to the *blocker feeling*. Use a 1 to 10 scale where 10 is totally *desirable* and 1 is the exact opposite. Record your rating for each alternative on your form, under the heading, Blocker Rating.

Next, focus on your True Self, the part of you that holds your integrity. Role play your True Self. And from that perspective, once again rate each of the creative alternatives. Use the same 1 to 10 scale to do that and record your ratings for each alternative on your form under the heading, True-Self Rating.

Now return to your normal conscious awareness.

From that perspective, rate each of the creative alternatives. Use the same 1 to 10 scale to do that and record your ratings for each alternative on your form under the heading, Conscious-Self Rating.

8. Inspect the ratings that you just recorded. For each alternative, you have three ratings. If all three are 10, just put a check mark alongside that alternative on your form.

If any one of the ratings is less than 10, ask your *Creative Part* to consult with the *blocker*, your *True-Self* and your conscious self and to create a modification of that alternative that's completely *desirable* for all three of them.

Do that same process for each of the alternatives that is less than 10 rating and record the completely *desirable* alternatives that your *Creative Part* develops on your form.

Now imagine bringing your *True-Self* into your *Inner Anchor Point*, into the white ball within your *Inner Anchor Point* where you have your *Creative Part* and the symbol representing your *blocker feeling*.

Rate the level of harmony and agreement among these three parts of you. If that rating is less than a 10, less than perfect, ask your *Creative Part* to modify the alternatives and to modify the situation to create a perfect level of harmony and agreement among all three of those parts of you.

Record any modifications that your *Creative Part* gives you that generate a 10 level of harmony and agreement among the three parts. Continue working with your *Creative Part* until a 10 level of harmony and agreement has been achieved.

Now imagine surrounding that experience of perfect agreement and harmony among those three parts of yourself with a ball of white light. Imagine placing that ball into your *Inner Anchor Point*, focus on your *Inner Anchor Point* and say, "This is the level of harmony and agreement that I'd like to experience at all times among all parts of me. Please make that happen in ways that are for the highest good of me and of everyone else involved."

Breathe in and imagine making that a part of you.

Coming Up

What if you fail?

That's not likely.

In the next chapter, I will show you the only ways that you can fail to achieve your ***Cybernetic Transposition Super Achievement Three-Step*** objective. There are only four of them. Whenever anyone has failed to achieve their objective using this process,

it has been because they did one of those things.

Handle these four things and you will succeed.

Chapter Eleven

Trouble Shooting and Practice - How to Guarantee Your Success

Congratulations!

You are well on the way to the attainment of all your objectives.

But—

But what if it doesn't feel that way to you?

What if you still think you aren't going to achieve the results you want?

Starting in the right direction isn't the same as ending up in the right place. Or, as someone once said, "I've gotten a lot of cows going north by starting them south." That could be your unconscious talking.

This chapter will help you trouble shoot any problems or snags in your progress.

The good news is this: There are only 4 reasons why you might fail, and each reason can be repaired.

Let's get rolling!

Why fail?

There are only a few reasons why anyone fails to achieve excellent results with the *Super Achievement* techniques.

Those ways are listed below together with suggestions for handling them. Please read the following carefully.

1. **You Did Not Accurately Follow the Instructions while Formulating Your Target.**

Your Target is either substantially inappropriate for you or incomplete. Or your Target is distorted because you accepted less than *true 10 imaginary experiences* during various processes rather than going for *true 10's*.

In these cases, as you practice, you will get an intuitive feeling that something isn't right.

Any intuitive feeling that something is not right must be checked out using the *Super Achievement Clearing Process* or deeply resolved using either the *Base Reframing* process or *Sub-Personality Negotiation* process.

- Saying “this is the best I can do” rather than demanding excellence is a major *blocker* for many people.
- If you feel “unable” to make your success images a *true 10* or “realistic”, you are encountering a *blocker*.
- If you feel like it's unrealistic to achieve your objective, you are encountering a *blocker*.

If left unresolved, these *blockers* will almost certainly block you from achieving your objective.

2. **You Did Not Listen to Feedback from Your Unconscious after Setting Your Unconscious Target.**

There are many different forms of relevant unconscious feedback.

- Some of them deal with *migration* of your Target to one that is closer to what's right for you.
- Others deal with questions or corrections associated with objectives that are not stated clearly.

Both of these types of feedback usually take the form of thoughts or feelings that:

- You did something wrong (*blockers*)

- Something needs to be changed in a specific way (a specific instruction).

Other forms of unconscious feedback involves *blockers* that carry hidden messages and assumptions. These often seem realistic, reasonable, and familiar.

Frequently encountered *blockers* of this type include:

- “It's too easy. Why bother?”
- “I'm confused. I really don't understand how to do this.”
- “It won't work for me. I might as well give up.”
- “I fall asleep whenever I work with my unconscious”.
- “My objective doesn't interest me any more so why bother to continue.”
- “This doesn't make sense. Why bother checking the book to figure things out.”

It is very important to clear and resolve these *blockers* and to pay attention to all kinds of unconscious feedback.

3. You Did Not Practice According to the Instructions.

The *Cybernetic Transposition Super Achievement Three-Step* restimulates powerful unconscious success skills that you have probably told your unconscious to “turn off” at various times in your existence.

If so, you are probably in the process of changing powerful old unconscious habit patterns and that often stimulates unconscious resistance.

This resistance may manifest as *blocker* feelings or *blocker* thoughts that stand in the way of practicing such as:

- “I don't have enough time to practice.”
- “I just didn't get around to doing it but I'll catch up later.”

- “I’ll do it tomorrow.”
- “It takes too much time.”
- “It takes too much effort.”
- “I’m too tired (or depressed or confused) to practice.”

If you fail to practice after having stimulated key elements of your unconscious, you are actively reinforcing your old habits.

If that happens, you are answering your unconscious mind’s queries and concerns with a “No! I don’t really want become more successful. No! I don’t really want to change my old habits!”

And if that happens a number of times, your unconscious takes the line of least resistance and leaves things the way they were before you encountered the *Cybernetic Transposition Super Achievement Three-Step*.

4. You Consciously Cancelled Your Unconscious Target

The unconscious minds of most people have learned to accept far less than what is possible, to be satisfied with “good enough”.

This type of unconscious habit pattern may arise when you have achieved a part of your objective but not all of it.

You may get a thought or feeling that:

- This is good enough.
- I can’t really have everything I asked for.

If you consciously accept and agree with that unconscious habit pattern, you are telling your unconscious that you want to cancel the rest of your unconscious plan, that you don’t want to fully achieve your Target.

You can do this via self-talk, talking with others, in writing, or by your actions.

If you repeat this a couple of times, your unconscious will take you seriously.

If you ever find yourself saying to yourself or others or thinking something that will cancel your unconscious plan, *frame* those words or thoughts, focus on your *Inner Anchor Point* and say, “Cancel what I just said. I don’t mean it.” Repeat this several times and **do it immediately**.

If you realize later that you gave a “cancel” instruction to your unconscious, immediately *frame* what you said, thought or did in writing, rewrite it so that it now describes what you would have liked to have said, thought or done, tune it up to a 10, wrap it in an imaginary ball of white light, place it into your *Inner Anchor Point* and tell your unconscious to cancel the earlier instruction and replace it with this – and to do so in ways that are for the highest good of you and of all concerned.

IMPORTANT: DO NOT DISCUSS YOUR OBJECTIVE WITH ANYONE in any way before you have achieved it. If you do, they will probably say or otherwise indicate things that will, at best, trigger blockers in you and, at worst, cancel the objective.

So be wise.

Do not ever discuss your objective with anyone else before you have achieved it!

In Conclusion – About Ways That People Fail

Remember that *blockers* often seem like realistic, reasonable, and familiar feelings and thoughts.

I have described some of the most common ones. Others include:

- Anything that makes you less than fully enthusiastic about your objective.
- Anything that stands in the way of feeling fully confident about achieving your objective.

- Anything that stands in the way of practicing.
- Anything that makes you feel less than fully happy, enthusiastic, and successful.

Given this information, you have a good chance of becoming consciously aware of your *blockers*. You certainly have the tools to deal with them.

This gives you the choice of consciously cooperating with your unconscious to clear things up successfully or of telling your unconscious to do what it has always done.

The choice is yours.

It Gets Easier!

Learning this new way of being successful is somewhat like first learning to ride a bicycle.

It requires practice but your unconscious will soon understand what you want and the conscious effort and time involved will drop to a small fraction of the original levels.

Practice Is Critical!!!

If you want to be successful using the *Cybernetic Transposition Super Achievement Three-Step*, practice according to the following schedule.

- During the first week, practice daily.
- During the second week, practice every second day.
- During the third week, practice every third day.
- During the fourth and subsequent weeks, practice weekly.

List of Practice Steps

1. Read your *Affirmation* and *End Point Date* several times. (*Target Process* form)
2. Read your list of *Key Elements* and rate your progress in achieving each. (*Target Process* form). If your progress rating for any of them stays low, scan for *blockers*. If you find any, resolve them using the *Super Achievement Clearing Process*, the *Base Reframing* process or the *Sub-Personality Negotiation* process.
3. Perform the *Time-Tripping* process. Initially, most people find it easiest using the audio instructions but once they become accustomed to it, they find it easier and faster to do the process from memory.

Once you have reached your *Date 1*, *Date 2*, and *Date 3* you no longer have to practice with that date.

4. Update your *Affirmation* so that it always agrees with your most current *End Point Success Image* (*Target Process* form).
5. Constantly be on the alert for *blockers*. If you identify any, immediately record where and when the *blocker* arose and any associated *body feelings*. Then, when you practice, resolve the *blocker* using the *Super Achievement Clearing Process*, the *Base Reframing* process or the *Sub-Personality Negotiation* process.

Practice makes perfect is a wise statement when learning something new. If typical, it will take you about ten hours to do all of the recommended first-month practice. This is a worthwhile investment because, in the process, you will:

1. Identify any lack of clarity in your Target.
2. Simplify your path to achievement of your objective.
3. Give your unconscious feedback on how you are doing so that it can make early course corrections. This saves time and effort.
4. Increase the priority of your target.
5. Identify and resolve blockers that would normally prevent achievement of your objective.
7. Clearly frame the ***Super Achievement*** processes in a way that allows them to work much more naturally.

8. And, most importantly, substantially increase the probability of achieving your objective.

Time-Tripping: Simplifying The Path

You have already done the *Time-Tripping* process while refining your Target during the *Super Achievement Target Process*. The instructions are listed below:

1. Divide the time between now and your scheduled completion date into four roughly equal segments. The beginning of the first segment is now and the end of the last is when you expect to achieve your objective, your *End Point Date*. Name the beginning of the second time segment *Date 1*, the beginning of the third *Date 2*, and the beginning of the fourth *Date Three*.
2. Re-create the imaginary experience of having just successfully achieved your objective on or before your *End Point Date*, as documented in your Affirmation. Bring it to a *true 10* level of *desirability* and anchor it in your *Inner Anchor Point* as you also anchor your instruction that this be achieved in ways that are for the highest good of you and all concerned.
3. Imagine a scene at the *beginning* of the fourth time segment, on your *Date 3* - whatever pops up. It may have nothing obvious to do with your objective but it's what your unconscious mind wants you to work with. Your job is to simply bring it to a perfect 10 and anchor it in the your *Inner Anchor Point* together with the instruction that this is an example of the way you'd like things to be on that date and to make it happen in ways that are for the highest good of you and all others involved.
4. Repeat the preceding step for each of the other two intermediate dates, on *Date Two* at the beginning of the third time segment and on *Date One* at the beginning of the second.
5. Once again tune up the *End Point Success Image* to a *true 10* in *desirability* and anchor it in your *Inner Anchor Point* as you also anchor your instruction that this be achieved in ways that are for the highest good of you and all concerned.
6. If your *End Point Success Image* has changed, modify your *Affirmation* so that it accurately describes the current state of your *End Point Success Image*.

Giving Your Unconscious Feedback On How You're Doing

To be a good manager of people you need to give them feedback.

Similarly, to be a good manager of yourself, you have to do the same thing with your *unconscious* - the parts that actually do the doing.

So every time you practice, give feedback to your unconscious by comparing each of the *key elements* of your objective with where you are and record your conclusions.

Here's a detailed process to accomplish that:

1. Each time you practice simply compare where you are with each of *key elements* of your objective.
2. Record a 1-10 rating for each where 1 equals “nothing accomplished” and 10 equals “full accomplishment.”
3. Check your intuition: is there a feeling that one or more of your statements of *key elements* (from the *Target Process*) needs to be revised in some way? If so, go to the next step. If not, you've completed your self-management check. You can proceed to the next practice step.
4. If you realize that you weren't adequately clear or specific in the way you stated one or more of your *key elements* during the Target Process, revise them until you get an intuitive signal that your new written version is on-track.
5. Re-visualize and re-anchor each of the modified *key elements*, one at a time. Start doing that by checking whether the memories you used as a starting point for your Target Process visualizations are still appropriate. Where this is not the case, identify a more appropriate memory.
6. Repeat steps 4 through 9 of the *Target Process* with respect to the *key elements* you have modified.
7. If necessary, revise your written *Affirmation*.

Increase The Priority of Your Target.

Repetition increases unconscious priority as in memorizing lines for a play. Similarly, repeatedly visualizing and anchoring the imaginary experience of having just successfully achieved your objective increases the intensity of your unconscious focus on achieving your objective.

In addition, when you repeatedly anchor your *End Point Success Image* in your *Inner Anchor Point*, you further prioritize that imaginary tool.

How to Identify And Resolve Blockers That Would Normally Prevent Achievement Of Your Objective

Blockers are usually of two types: “concrete” barriers and hidden messages.

Some can be resolved by simply doing the *Super Achievement Clearing Process*. Once you have mastered the process, this should only take a minute or two.

However, strongly persistent *blockers* often require a *Base-Reframing* or a *Sub-Personality Negotiation* to achieve resolution.

Whichever approach you take, it is critical to resolve these *blockers* before they stop you.

The first step in doing so is to identify them. This is frequently the most challenging step because they hide in the cloak of familiarity. If you let that stop you, so will the *blockers*. Here are some examples (put a check mark by the familiar ones):

- “This is good enough. I can't really have what I'm after. I'll be okay with second best.”
- “I just can't imagine myself being truly successful!”
- “I just can't do this.”
- “I don't really want that anyway,” referring to something you really wanted when you set out to get it. This is known as the “sour grapes” effect.
- “It's too easy. Why bother?” when mid-way to achievement of something you really wanted when you set out on the journey.

- “I’m confused. I really don’t understand how to do this” and then ignoring all the instruction available to you.
- “It may work for them but it won’t for me.” This is the “I’m defective” blocker.
- “I fall asleep whenever I try.” This is another way of saying “My conscious mind gets turned off.” One good way to handle this is to stand up while you are practicing.
- “I don’t have time now but I’ll get to it later.” Want to bet?
- “I’m too tired” or “I’m too depressed” when choosing whether to go toward what you want or back away from it.

The Golden Key

The above is just a sampling of the myriad blockers that fill our lives.

So here’s a simple general rule for sniffing out your blockers:

Whenever you are experiencing anything other than inner joy, loving, harmony, enthusiasm, high energy and a sense of fulfillment of your potential, you are encountering a blocker!

The tip of the iceberg that leads you to the *blocker* is any feeling that’s other than joy, loving, harmony, enthusiasm, high energy and a sense of fulfillment of your potential.

It’s that simple!

Summary of the Recommended Practice Schedule

1. Read through your list of Target Process *key elements*. Rate how you are doing on each using a 1 to 10 scale where 1 equals “no apparent progress” and 10 equals “completed.” Modify any *key elements* that no longer seem appropriate and repeat the Target Process with them (as described above).
2. Read through your *Target Process Affirmation* several times. (This describes your imaginary experience of having just successfully completed your objective.)

Then recreate the imaginary experience that it describes, your *End Point Success*

Image, bring it to a 10 level of *desirability*, and anchor it in your *Inner Anchor Point* along with the instruction that this be manifested on or before the *End Point Date* in ways that are for the highest good of you and of all concerned.

3. Perform a *Time-Tripping* process (as you already did while creating your Target and as described above).
4. If necessary, update your written *Affirmation* to reflect any significant changes in your imaginary experience of having just achieved your objective.

Initially this will take about 20 to 30 minutes.

It is best to follow this process daily for the first week after setting your objective. The recommended frequency then drops to every 2 days during the second week, twice during the third, and weekly thereafter until you reach your target date.

What's Next?

If you have properly formulated and translated your objective, practiced according to the schedule presented in this chapter and resolved blockers as they arise, you should have very close to a 100 percent chance of achieving your *seemingly impossible* objective, right on schedule.

In other words, start expecting miracles!

Now, go have fun!

A Word from The Author

You've now ended one journey – reading this book – and are embarking on others – achieving your seemingly impossible wishes.

The more you use the *Cybernetic Transposition* techniques, the more rapidly you will rediscover your own natural forms of them.

In other words, just like riding a bike or driving a car, when you started it required a lot of conscious attention but as you created clear unconscious models things became easy and natural.

The same thing will happen with the *Cybernetic Transposition* techniques and, to assist you, I'm including the *Unadvertised Bonus #1*, a process to simplify and personalize these techniques once you have learned them.

One of the things that really pleases me is hearing about the successes achieved with what I've developed. If you have any you'd like to share, please send me an email with a description.

If you have questions, please consult the book. I've tried to make it comprehensive and I think that all the answers are there.

To make it easier for you to find things, all of the Chapter and Section headings are included in the bookmarks. Just click on the "Bookmarks" tab on the left side of the Acrobat window and then on the item you're looking for.

Or, if you remember the specific words or phrases you are seeking, use Acrobat's "Find" function by clicking on the Binocular icon in the toolbar at the top of the screen, typing in what you're seeking and clicking on the "Find" button. If you want to keep looking for the same thing, you'll see that the "Find" button has now changed to "Find Again" so just click it again... and again if you wish.

The *Bonuses* and *Unadvertised Bonuses* reflect a tremendous amount of my experience and that of the 50,000 plus other users of this system.

The forms and audio instructions have been refined over 25 years and are powerful tools to help you get what you want.

Secrets Of Making Large Sums Of Money In Your Own Business is a complete eBook that presents material derived from starting or participating in the startup of over 500

businesses, running or shadow managing about 100 of them and consulting to a very large number of other firms. Most of what it presents will be found nowhere else.

The *Zappers* are clever, simple and quick variations on the basic **Cybernetic Transposition** techniques that, once you have unconsciously learned the **Super** techniques, will make things much easier and more successful in ordinary, day to day situations.

The techniques described in *Cut The Time It Takes You To Do Things In Half – Effortlessly* have typically resulted in savings of 50% or more in the time it took very busy people to accomplish their work, usually when doing so seemed completely impossible – and this was usually accompanied by improved performance.

The *Unadvertised Bonuses* will teach you how to find “perfect” romantic and business partners, how to get a perfect job, how to invent “million dollar” ideas, how to use the **Cybernetic Transposition** techniques to achieve any of your other goals, how to discover and harness the power of what you were born to do, how to access your True-Self, how to simplify and personalize the **Cybernetic Transposition** techniques with no loss – and perhaps an increase – in effectiveness and how to become lucky.

My goal in writing this book is to help you make your life a “paradise on earth.” Lots of people have done so using these techniques.

Have a wonderful, exciting and very fulfilling journey.

Stuart Lichtman

About the Authors

Stuart Lichtman is a manager, entrepreneur, researcher, consultant, and trainer. He is the developer of the Cybernetic Transposition and Shared-Vision Leadership systems, author of *The Art of Success, Luck, and Harmony* and *The Impossible as a Matter of Course*.

He's also creator of the Arintel artificial intelligence data analysis program, President of Partners in Excellence, Inc. and President of Successful Ventures Publishing, Inc.

His formal education includes undergraduate and graduate work at MIT in engineering, psychology, and artificial intelligence, masters work in applied psychology, and doctoral work in organization development and cross cultural business. He has also conducted extensive research on the unconscious/intuitive bases of success and the individual and collective operation of the human mind.

His practical education includes running or shadow-running about 100 companies and training about 50,000 people around the world.

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Joe Vitale is the world's first Hypnotic Marketer. He is President of Hypnotic Marketing, Inc., and author of way too many books to list here, including the #1 best-selling book "Spiritual Marketing," the best-selling e-book "Hypnotic Writing," and the best-selling Nightingale-Conant audioprogram, "The Power of Outrageous Marketing." His main website is at www.mrfire.com