

CHAPTER 2. THE POWER OF YOUR MIND

"Plant the seed of desire in your mind and it forms a nucleus with power to attract to itself everything needed for its fulfillment."

– Robert Collier

Have you ever consciously followed where your mind wanders when you're just day dreaming? It's amazing – your mind is constantly working, jumping from one memory to the next. For example, I see a word on a magazine cover like, "The Economy". My mind thinks, "...Yes the economy is pretty good right now. Much better than the recession in 2008. I somehow weathered that storm. I remember getting laid off, then finding a contract job after 7 weeks. That reminds me – where can I find a boiler plate contract? I can Google it I bet. I remember when I first found out about Google back around 2002. It looked nothing like it does now. The co-founder, Larry Page, has to be loaded. What ever happened to the other search engines? I remember using AltaVista, Excite and Ask Jeeves. They must be dead now. Back in those days I'd connect to the internet with a modem over the phone line. Checking email on AOL hearing 'You've got mail!' as I signed on."

It starts with "The Economy" and somehow ends up at "surfing the web via modem". Just one random daisy chain of connected thoughts – all happening seamlessly within seconds. The fact is your mind is one of the most powerful computing machines – processing and remembering seemingly unlimited amounts of information. And it can instantly recall that information when needed or referenced. It's designed to constantly work. The problem is that when left to its own devices, the mind will simply focus on the last thing it sees or we focus on and will continue in an endless random set of thoughts and memories moving from one associated memory to the next.

But, your mind is more than that. If you think about it – everything you see, everything you experience, everything you feel – exists strictly in your mind.

Nothing exists outside your mind

Look around you. Focus on a piece of furniture or object in the room. Let's say, the chair beside you. Where does it exist? "Well, that's easy – it exists right in front of me. That's a silly question." Fair enough, that's true at the surface. But, bare with me. Let's really think it through. How do you "see" that chair? Well, light is made up of photon particles emitted from either the sun or a light in the room that hit the atoms of the chair and bounce off them and pass through your cornea and is projected by the eyes' lens to the retina which converts that

information into electric impulses that pass through your optic nerve through your nervous system to your brain which interprets that information as a “chair”. So, where does that chair actually exist? The answer is – it exists in your mind.

The chair itself is made up of quadrillions of atoms. And what is an atom? As we learned from our high school physics teacher, an atom at the microscopic quantum level is made of a core mass of proton and neutron particles called the nucleus with a set of one or more electron particles orbiting around the nucleus at the speed of about 2,200 kilometres per second or 1,367 miles per second. The relative distance of those electrons as compared to the nucleus? If the nucleus was the size of a golf ball, the electron would be orbiting around it about a football field away. It’s 99.999999999999% empty space. Were you to shrink down to the atomic level and travel to the middle of the chair you would only see a giant set of chaotic vibrating energy particles that wouldn’t make much sense at that level.

It’s not until you look at that chair from a macro view stepping back from the mass of atoms that they can be interpreted as a “chair”. In fact, you need three things to be in place in order for that chair to exist. First, you need the energy of all those quadrillions of atoms to be perfectly organized into the form of the chair. Secondly, you need a light source that emits proton light particles to bounce off the chair. And thirdly, you need your brain and conscious mind to receive the information of those protons and interpret them as a “chair”.

Unless your conscious mind exists to interpret those atoms – then the chair is just a bunch of particles of energy without any meaning. The chair exists only because your mind gives it meaning. If you or some other conscious being doesn’t exist to interpret that chair, the chair doesn’t exist.

It’s not only true for the chair and the things around you that you observe. It applies to your relationships and all your beliefs. When you say to yourself, “They make me so angry!”, the reality is they didn’t make you angry. Your mind interpreted the information received from them and you chose to be angry. The truth is no one or anything can make you do or feel anything. Only your mind decides what you do and how you feel. Your ego may lead you to believe that this person or that circumstance is the cause of making you feel a certain way – that somehow that emotion is external to you. But, the reality is that your mind takes that information and uses your built in guidance system to come up with a conclusion.

So the next big question is; where is your built in guidance system that drives your decisions? What you feel is instantly determined by what’s stored in your subconscious.

Your subconscious — the real decision maker

We tend to believe that it’s our conscious mind that’s the driver of our decisions. And that can be true when we choose to not just react to a certain circumstance. But, the reality is that

we make the majority of decisions by the first reaction that enters our mind from our subconscious.

In fact, one of the biggest reasons that we are the dominant species on this earth is that we are self aware and have free will. We're really an advanced version of a primate. Other animals that aren't self aware have something happen and they react based on what they've experienced and stored in their subconscious. There's an action and an immediate subconscious reaction. We have the advantage of adding one crucial step to that process. With humans, there's an action, then a need to react with an initial subconscious reaction, but then a added step of conscious free will is available to reflect on that reaction and choose our response.

We can of course choose to ignore that crucial step of reflection and simply react subconsciously. But you have the ability to consciously choose how you react to a circumstance. You can choose who you are and how you react to the world around you as opposed to simply subconsciously reacting. That point is crucial when you start this journey. In the beginning, you need to make the effort to consciously choose who you are and how you act and not just go with your initial subconscious reaction. It does take some effort at first. It is after all something new that you may not be used to. But don't worry – it does become effortless with time. We'll be covering how that happens next.

Your brain is truly an amazing computer made up of the conscious and subconscious mind. Your conscious mind handles what you think about in the present moment to navigate the world around you. Your subconscious mind, however, handles everything else. According to neuroscientists, the activity of your brain is made up of 5% conscious and 95% subconscious.

Think about all the things that your subconscious takes care of without you being aware. It controls your heart continually pumping blood cells through all parts of your body. When you choose to move a part of your body like your finger, it automatically takes care of all the steps needed to make that happen. Handling the electric impulses from your brain traveling through your nervous system to the muscles of your finger triggering blood to rush to that area causing the finger muscle to move. Your skin cells are constantly being created and destroyed – basically growing the equivalent of a new body every three to six months. All that happens automatically, without you being aware. The subconscious is what does the heavy lifting when you talk about brain activity.

It's also the driver when it comes to deciding your initial belief and reaction to something. So how does the subconscious get programmed to want to react a certain way and believe a certain thing to a circumstance? The answer is through one of two ways. Either through repetition or some highly charged emotional event.

The subconscious doesn't deal with what's wrong or right, what's possible or not, or what's rational. That's the job of the conscious mind. It just stores what it sees and experiences over and over on a regular basis in your memory to be retrieved later when you need to react to a

similar situation in the future. The more times it sees or experiences the same event and the more emotion behind it, the stronger that memory and belief is reinforced and conditioned in your subconscious memory.

For example, let's say someone grew up with a parent that gets extremely angry when criticized in any way. The parent yells and screams in anger until whoever criticized them backs down. This is what this person has seen since an early age, seeing it play out hundreds of times. These events were frequent and emotionally charged. And each time the person's subconscious observed and stored that reaction as the response to "how to deal with criticism". Each instance that same reaction occurred, the stronger that memory condition became. Consciously, the person actually despised how his parent reacted. They thought it was immature and a knee jerk reaction. But, despite what they felt at a conscious level, the subconscious program was set. When the person reached adult age whenever they perceived anyone as criticizing them, their initial reaction to "how to deal with criticism" was to become angry and feel the need to yell and scream at the person per their subconscious conditioning.

Your subconscious is constantly making these associations on how to respond to every aspect of life. How do you treat your spouse? Is smoking bad? What is your natural body weight? What am I worth salary wise? It has canned pre-programmed responses for every conceivable aspect of life based on what you've observed most often over time. It is the environment that you grew up with and observed on a regular basis that determined your subconscious belief system.

It's the sum total of all these subconscious conditioned beliefs that are your *real* truth. Despite what you want to consciously believe – it's the programmed subconscious thoughts that drive your initial reaction and true belief to anything. All your programmed subconscious reactions as a whole is called your *paradigm*.

Your paradigm is your truth

Your paradigm is your true belief system. It's the reason why many people consciously want to change a behaviour but that change is temporary. Like wanting to eat a healthy diet for example. They don't feel very healthy and believe that's it's due to their diet of soda and high calorie fast food. They read and study an excellent healthy book on nutrition that focuses on delicious recipes with fresh vegetables and organic meats. They follow it to a tee for a few days and start to feel the positive health affects almost immediately. But, slowly but surely over the following week they fall back into the same old eating habits.

Why does this happen? The person's paradigm has been programmed to eat what is cheap, fast and tastes good. Their subconscious observed hundreds of times over many years that when the person is hungry, they've preferred to run out and grab a meal that a) is quick

to eat which saves them time, b) is relatively inexpensive which saves them money, and c) with all the sugar, fat and salt tastes great. The same action has played itself hundreds of times with positive emotional response over many years. The program is set. Their paradigm's answer to "what will I eat" is "fast food".

Their conscious decision to change to a healthier diet had the initial positive emotional energy of wanting to feel healthy. And for several days they consciously were able to override their paradigm's initial response. But, a few days of overriding behaviour that was conditioned over hundreds of times in the subconscious wasn't repeated long enough to lock it into their subconscious.

The secret is to continue repeating the new behaviour for an extended period of time. You now know and expect that your current programmed conditioning will cause your initial reaction to be the old paradigm. The new behaviour just needs to be consciously repeated long enough until your subconscious sees this new pattern as the override to your original programming. At that point your paradigm will be the new behaviour and you won't need to consciously override your initial reaction because it will be perceived as the new reaction.

How long does that take? It really depends on how strong the original conditioning is but a general rule is 21 days. Be consciously vigilant for three weeks and you can condition any behaviour you desire into your subconscious. It doesn't turn off and on like a switch, of course, it happens gradually over those three weeks and may occur even sooner but simply target sticking with the new wanted behaviour for 21 days and that behaviour becomes your subconscious belief locked into your paradigm. As mentioned earlier, emotion has an important role as well in cementing that conditioning. Focus on the new behaviour with high positive emotion – feeling what it is like to achieve it.

This is your key to everything. This is the tip of the sword to creating your new life. You create your life based on your beliefs. Your true beliefs are what have been conditioned as your subconscious first reaction – your paradigm. Set your paradigm and you set your beliefs.

You no longer need to be defined by how you've been brought up. You have the power to reset your paradigm to believe in whatever you desire. Chapters 6 and 7 will cover how to use vision boards and daily rituals to make that happen.