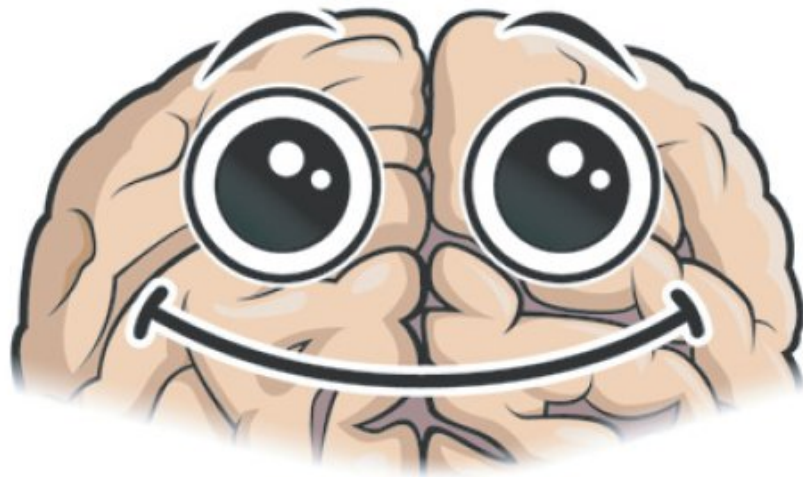


The Happy



Brain Manual

by Adam Eason

www.adam-eason.com



The Happy Brain Manual

**Collected Articles for Being in Control of Your
Own Brain**

By Adam Eason

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About Adam Eason

Need A Speaker?

Introduction

When you buy a new television you get a guide telling you how to use it. When you buy any new electrical appliance and almost any new thing what so ever, we get an instruction manual telling us how to use it. At no stage during the first half of my life did anyone point me in the direction of the manual about how to use my brain. It often did things that I did not really want it to do. I had unwanted thoughts, behaviours, habits that I knew I did not want to do and could see how silly they were, but my brain just kept on doing them. It baffled me.

I suppose my first formal introduction to learning how to use my brain to make myself happy came when I first began having hypnosis to help me overcome some issues in my life as a very young and troubled man. Since then I have been a strong advocate of hypnosis, neuro linguistic programming, emotional intelligence and many other forms of modern personal development. These modern psychological technologies have changed my life as I have studied them more and more over the years. They have also helped others to change their own lives as I have experienced throughout my seminars and individual consultations all over the world.

This book is a collection of articles that I wrote over the past twelve months and are a selection from various stages of the year. They offer a way to tune in to and utilise your brain instead of letting it do it's own thing without your conscious consent. They all promote the idea that you do not have to be a slave to previous programming in your life and I am sure that you will have a lot of fun using the various skills, strategies and techniques contained herein.

Let me tell you about the guy that I wrote about at the beginning of my first two books; I had a man referred to me once by one of London's top psychiatrists, he strolled into my consulting rooms and let out an enormous and dramatic sigh and slumped into the chair.

"I am taking seroxat, I was on Prozac. I have been diagnosed by several doctors as having clinical depression for the last twelve years and have been seeing one of London's top psychiatrists for the last 5 years. He referred me to you. I think I am going to be very difficult for you to deal with" he said.

I could not help but laugh. Right there in front of him. He frowned and looked at me and said in a less apathetic, more serious tone "Don't you think you should be taking my problems a bit more seriously Mr Eason?"

"No way." I replied, "You are taking your problems too seriously for the both of us. If I wanted to be really good at being depressed, I would take it really seriously. There are other therapists around here who will pander to you in that way and take your problems very seriously; but I won't."

We both sat for 3 very long seconds of silence.

“Look...” I said, “I run marathons, half-marathons and other long distance races regularly and I consider myself to have a lot of endurance. But that is nothing compared to the level of endurance that you must have to have gone to the same psychiatrist for 5 years! Having gone for two years and having little success, what on earth possessed you to go for another 3 years?”

I knew that he and I were making stunning progress when he came into my consulting rooms to meet me four weeks later and he made a joke at my expense, that’s right, he openly mocked me. I knew he was making progress. He was feeling better about himself, more confident and we had set him free of lots of other things that were holding him back from being himself.

Firstly, let me explain that these articles are all punctuated with my own particular brand of humour and manner. Lots of it is tongue in cheek, please bear that in mind. I like to have fun; personal development should be fun and really is fun.

Please just allow yourself to use these articles in ways that resonate smoothly with you. There may be some aspects of it that you don’t agree with or don’t like, where as other parts seem to resonate with you deeply and wonderfully. The aim of my work is always to facilitate, *not dictate* your experience and skills as you take control of your brain and learn how to use it more effectively to have more self-esteem.

I have been told a certain story several times by differing people as I have made changes in my life and it goes a bit like this:

A young man is running down the street with a violin under his arm. He frantically stops and asks an old gentleman nearby “How do I get to the Albert Hall?” The old man looks at the desperate young man and somberly replies, “Practice, practice, practice.”

Personal development and taking control of your brain can be just the same. I spend a lot of time each day studying, practicing, and keeping my brain in optimum working order to ensure I feel happy and well. Athletes train and practice their skills and we do it with most other things that we want to become not only competent at, but excellent at. When you become excellent at using your brain, then enhancing your life is an inevitability.

Allow the information to wash over you in the same way that waves of warm soothing water wash over your feet when you paddle in the sea on holiday. Allow it to access your deeper unconscious mind so that the things you are learning about become inherent in your life and so that you do not have to think about employing these skills and abilities consciously, they just become part of the way in which you naturally are and your subsequent self-esteem is just as natural.

The most success will be achieved by those that do complete these exercises. Do not allow this information to simply be read and stored within you along with all the other stuff that you learnt and do not use.

Do the exercises! Excuse the Sergeant Major approach here, but it is so very important. Notice how the exercises make you feel and how that when you actually

“do” things they become far more usable than the theory of doing them. I want to help to show you how to really do some amazing things with your brain and I can only do that if you follow the instructions in the correct order and do the exercises. I thank you in advance for doing that and I know you will thank me in the long run when you have done them.

Please ensure that you do all the exercises as they are going to be what stretches your brain to do different things and be open to further increasing your happiness. If you allow yourself to just read this book and take the entire process too easily, then your level of self-esteem enhancement will be minimal. If you take the required actions, you open yourself to unbounded levels of happiness as your brain has some physical reality and experience to combine within your neurology and your success is in the post. One of my favourite authors Napoleon Hill wrote:

“Your ship can NOT come in unless you first send it out”

How many ships have you sent out today? By completing the exercises in this book at the end of each days learning, you are sending another ship out. By the end of this book you will have sent a lot of ships out there and they will soon return brimming with a renewed sense of well-being.

The actions that you take throughout this book are going to seal your success. If you wanted to train for a marathon, you would not run ten metres a day in preparation would you? You need to push yourself and accept some responsibility for what you are doing. Do you think I have made that point strongly enough?

I wish you all the very best with this book and I just know that having come this far, you really can achieve the kind of happiness that you deserve, and make the changes and updates that you want to make or develop in the way you want to or achieve the results that you know you are capable of.

Thank yourself for taking the time to invest in yourself and if I can ever be of any further assistance to you what so ever, then get in touch with me.

Adam Eason.

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Chapter One: Anchoring Positivity

Have you ever wished you could keep a positive feeling for longer? Ever felt that you wish you could recreate feelings as and when you want to? Well now you can. Just follow these simple steps.

There was some sunshine this weekend while I was writing this! At least here on the sunny south coast of England there was. I went out walking along the sea front with my friends on Saturday morning and it was wonderful; the feeling of sunshine on my face, the smell of the air, the sites of other people out and about and happy, the local land train was shuttling people and their excited children back and forth from Bournemouth pier to Boscombe Pier and my senses were filled – a major event for human neurophysiology (mine anyway!)

The funny thing is, later on that evening when my friends were joking about my pink coloured forehead, I told them that I was really looking forward to summer and as I spoke, I felt the sun on me, imagined the fun I was going to have on the beach, remembered the smell, the amazing feeling of joy that I get from being there, just by anticipating it all.

A natural phenomenon we can replicate with NLP techniques. NLP stands for neuro-linguistic programming, which is just a methodology for helping make changes. We shorten it to NLP for easy understanding.

Without realising it, the time I had spent on the sea front earlier that day had acted as an anchor for the wonderful experience which immediately followed it. The next time I saw and heard the experience, albeit in my mind, my neurology went “I know what happens now” and started to produce the intense physical responses that it ‘knew’ were coming next.

In the field of NLP, an anchor is any representation in the human nervous system that triggers any other representation. For instance, the word ‘sex’ will immediately trigger images, sounds etc associated with that word. The word ‘chocolate’ will trigger different associations. I am not too sure which of those will create the most intense feelings though! These words are anchors. Anchors do not have to be words, they can be a wide range of things.

We identify that anchors can operate in any representational system (ie. sight, sound, feeling, smell, taste.) Let me give you some examples;

Tonal: By that, I mean for example, the special way a certain person has of saying your name, like when a friend or family member says it. My mother shouting my name from the depths of my home when I was a child often signalled the fact that she had discovered something that I had done that meant trouble for me! “Adam!” often made me feel what I was in store for.

Tactile: The effect of a certain type of handshake for example, or the sensation of a reassuring hug compared to a loving cuddle. Rekindles all kinds of wonderful feelings.

Visual: The way people respond to certain items of clothing. I recently had lunch with a group of my friends from the town where I grew up and several of them commented on the jacket I was wearing. Now, whenever they see it, it reminds them of those comments and makes them smile.

Olfactory: Like when you smell a certain kind of food being cooked can suddenly have you remembering a time when you were in the school cafeteria.

Gustatory: The taste of your favourite food or the way certain foods can make you remember how you felt when you had it before. Maybe like when you were given soup and a big helping of love and sympathy when you were young and off school because you were poorly. I know every time I eat Heinz Tomato soup it reminds me of just that.

An anchor is any representation in the human nervous system that triggers any other representation. It is conceptually similar to Pavlovian conditioning (i.e. bells and salivating dogs; some of Pavlov's findings feature in the field of NLP).

While the anchor I created for the sea front was unintentional, it is possible for you to use this technique to anchor yourself intentionally. Have a go at this and learn this technique for yourself.....

Firstly, think of an occasion when you had a highly pleasurable, positive or enjoyable experience. See what you saw then (looking out through your own eyes), hear what you heard and feel what you felt. As you feel the sensations increase in intensity, squeeze the thumb and forefinger of your left hand gently together for a few moments, and then release them. Now 'break your state' (e.g. by remembering what you had for lunch yesterday.) Squeeze your thumb and forefinger together again, gently pulsing them. The state will return.

To make the most of anchoring, it is important to really engage in the experience and make it wonderfully vivid in your mind and to then also put effort into recalling it when you first activate your anchor for a few times. Imagine how powerful this can be when you want to feel wonderful if you are home, feeling gloomy. Instead of reaching for the chocolate, you can start to activate your "feel good" anchor.

Every time you want to get motivated to exercise, just activate your enthusiasm anchor. It is a really simple technique.

This is a simple but powerful technique that can enable you to have access to the states and resources you want, when you want them. The use of thumb and forefinger is an example of a tactile anchor, but you can use any representation to anchor something for yourself or someone else.

Guidelines for setting anchors;

In order to get a 'strong' anchor for an experience, it is important to:

- a) Ensure that you have a powerful example of the experience to work with.
- b) Anchor in as many representational systems as possible (visual, auditory, kinaesthetic, etc).
- c) Set the anchor just before the experience peaks.
- d) When you activate the anchor, do it accurately. Be precise!
- e) With tactile (kinaesthetic) anchors, pulsing the anchor can help to maintain the experience

One of the people who came on one of my training courses was particularly taken with the idea of anchoring. Shortly after the training, one morning his wife offered to make him a cup of tea, and as she did so, he gently tapped the side of his cup with his ring. He repeated this the next few times she made him a cup of tea. After a while, all he had to do was tap the side of his cup subtly with his ring and she would spontaneously offer to get him a cup of tea!! Very Naughty use of this, Eh?! Just by creating a sensory representation (tapping the cup) that coincided with her making tea, he was soon able to use that representation as a trigger for what he wanted. He did eventually share his anchoring experience with his wife and you can be sure he makes a lot more tea than she does now!

Now I know that by now some of you may be thinking "But isn't that manipulative!?" One answer is "Yes, so use it for doing good stuff!" Another answer is "no." It is no more manipulative than making yourself look good and smell nice when you go out. In those situations you are trying to get people to think the best of you and have a good response to you, a response that you are attempting to anchor through your choice of clothing, grooming and smelly perfume.

Here are some of the sorts of things that I go out of my way to use to anchor whenever I see them or experience them:

- Smiles.
- Laughter.
- Excitement
- Confidence
- Good feelings
- Good performance (especially by waiters and waitresses!)
- Anything that looks good, useful or fun; Achievement and success are especially useful for stopping smoking, reducing weight or growing in confidence.

It's happening all the time anyway:

As I said at the beginning, anchoring is a naturally occurring phenomenon anyway. You are exposed to it all the time in everything you do. Everyone is doing this stuff all the time, often without really knowing it. All I am inviting you to do is to become conscious of the anchors that you and others are setting, and to start using them purposefully to get good results, rather than randomly to get whatever you get. Use this with mindfulness.

Taking this a step further;

Recently, I was working with a team of related staff members with regards to doing some consulting with them. I asked them how they would know that the two days had been a great success. One of them said it would have a 'feel good factor' and simultaneously made a gesture with both hands towards his tummy. When I repeated the words 'feel good factor' to him, he nodded in confirmation. Later on, I referred to the feel good factor, and simultaneously used his gesture. Instead of a nod of confirmation, I got a full physiological response, including skin colour changes, posture and energy changes...the full works. His words had been a good anchor, but the words plus the gesture were far more complete. When I used both, I got a full response. I continued to use the anchor throughout the consultation. At no time was he aware that I was using his anchors – he just had the experience of being really well understood.

You can use anchors to capture and re-use positive experiences for yourself and others. Now have a go at doing this exercise too...

- 1) Think of an occasion when you had a highly pleasurable, positive or enjoyable experience. See what you saw then (looking out through your own eyes), hear what you heard and feel what you felt. As you feel the sensations increase in intensity, squeeze the thumb and forefinger of your left hand gently together for a few moments, and then release them. Now 'break your state' (e.g. by remembering what shoe you put on first today.) Squeeze your thumb and forefinger together again, gently pulsing them. The state will return.
- 2) Identify something that someone you know already does, and create a subtle anchor. Set the anchor while they are doing the activity. Later, fire your NLP anchor and see what happens. If they do the thing you anchored, then it worked!
- 3) When you (or someone you are with) are experiencing something you want to have more of, anchor it.

As usual, remember that this stuff is powerful so use your skills wisely. As well, allow yourself to start becoming aware of when it is being used on you. Advertisers, politicians and stand-up comedians all know the power of anchors and use them with great cunning (and to great effect.) Awareness with this is the key – have fun.

Chapter Two: Engaging in the Moment for More Effective Living

So many people seem to be pre-occupied with the past and what is going to happen tomorrow and lose track of right now. This moment is now is so very important for several reasons noted in this article. Learn how to engage in this moment more and how it can lead to much more effective personal and business success.

I spend lots of time working with individuals, corporations and businesses to get them engaged in the present moment. The reasons I think this is important in business as well as personally are drawn upon toward the end of this article.

My centre here in Bournemouth used to sell a wide range of books and one that I used to stock was a book called "The Power of Now" by a guy called Eckhart Tolle. Lots of people that came to classes, workshops and consultations at the centre would often tell me how great it was and give me snippets of information about its content and for a number of years I would occasionally think "Yeah, I really should read that book" then kept on deciding that I would wait until later (yes, I am fully aware of the irony in this!) Nevertheless, I am already sold on the power of the present moment, for a number of reasons:

My First reason - Only this present moment exists.

I think this is by far the most compelling reason to put your attention on the present moment. Yesterday doesn't exist, except as a memory, with all the unreliability we know to be true of memories; when you experienced yesterday, it was n-o-w. Tomorrow doesn't exist either, except as an imaginary construct; when you experience tomorrow, it will be n-o-w. And as it's all that exists, it's a good idea to experience it, so, have a go at doing the following...

1) Sit with your feet flat on the floor, in a comfortable, aligned position (spine straight, hands on your thighs or at your sides, breathing comfortably.) With your eyes open or closed, allow yourself to become aware of the different sounds, sights, smells and sensations around you. This is the present moment.

That's right. This is the present moment, and there are a number of good reasons for keeping your awareness in the present as much as possible (in addition to the first reason I gave.)

My Second Reason - There's a whole lot more of it in store for you.

If you stop for a moment, you will realise that all the experiences of your life will take place in a present moment. The more comfortable you are with the present moment, the more comfortable you'll be with those future presents.

My Third Reason - The present is where you are.

If in doubt, look at your hands. Your hands only exist in the present moment. Rub your fingers together, feel how it feels to be in this moment. Because it's where your hands (and the rest of your body) are located, so...

My Fourth Reason - The present is the only time you can take action.

You can wish you took action yesterday (so many do; they rue the day that.....), but yesterday no longer exists, so it will remain a wish. You can plan to take action in the future, but when you take the action, it will be in the present moment. The only time you can take action is in this hot second.

My Fifth Reason - Wherever you're headed, you presumably want to enjoy it when you get there. Get in the habit of enjoying the present now and you'll be even better at enjoying then when you get there.

I took some amazing insight from my running experiences with my younger brother. When we ran and trained together and competed in races, he always enjoyed the race and commented on our surroundings whereas I always had my eye on the finish line. So much can and has been said about enjoying and engaging in the journey rather than always focusing on the future. Have a go at this one too....

2) Gently place the tip of your tongue against the roof of your mouth just behind your front teeth (continue to breathe easily.) Imagine you are holding a tiny droplet of oil between the tip of your tongue and the roof of your mouth.

I originally got this idea from Eric Robbie on a training he did with Michael Breen and I tinkered around with it a bit, and it's a great way of turning off your internal dialogue. Turning off your internal dialogue is an excellent way of allowing yourself to focus on the present. This is particularly important if you want to be able to pick up the clues that people give you about how they're thinking. Maybe I'll write another article about that internal dialogue.....

"The only way to live is to accept each moment as an unrepeatable miracle, which is exactly what it is - a miracle and unrepeatable."

-- Margaret Storm Jameson

So, how do you relate this knowledge and my ranting to ones business or day to day life?

Business and life today seems to operate at a faster and faster pace. People have lots of demands on their time, and need every advantage they can get to be more effective. When I do corporate and business consultancy, one of the most common 'challenges' that people want to deal with is being focused and making progress on important business objectives or life goals.

As I've investigated how people avoid being focused, I've found that, they are often not centred in the present. Instead, they are thinking about what's happening

tomorrow, or what happened yesterday, or running through a list of things that they need to do later. As a result, their attention is not in the present.

I used to work in Victoria in Central London and if you have ever been there during the rush hours it is a hectic place. What I find interesting is that you can tell who is engaged in the moment and who is thinking about their day or the next day. Those people whose awareness is within their heads, mulling over their day or dreading what's in store tomorrow are the ones bumping into people or veering off in wrong directions. Whereas those people whose awareness is outside their heads and engaged in their surroundings are those that are balanced, poised and agile, like a panther!

When you bring your attention and energy into the present moment, you can accomplish things more quickly, solve problems more effectively, and enjoy the process more than you might expect. So, thirdly, have a go at connecting with the moment more and more in your days...

3) Before starting an important task, take a moment to centre yourself and relax. Then, get clear about what you want to accomplish, then begin.

I wish you all the very best and hope to engage in the present with many more people here.

Chapter Three: Enhance Wellness By Doing Something Different

If you always do what you always did, you will always get what you always got. Sounds simple doesn't it? Read and learn how to really do things differently to get some amazingly different results in your life.

Many people would say that it is absolute madness to keep on doing the same thing, time after time, expecting to get a different result or for something different to happen. Alternatively, many people, especially those in the personal development and wellness fields of varying natures, would describe it as intelligent to have a goal and be wonderfully flexible about how you go about achieving it.

It is this intelligent idea of enhancing wellness that I want to highlight today.

If what you're doing isn't working or increasing your wellness, do something else;

I was working with a corporate client recently and had been working with one of their senior managers. He had wanted his team to carry out a piece of project work in a certain way. He said to me that he had told them again and again (12 times in total), but they still weren't doing what he wanted. I pointed out that if he wanted them to change what they were doing, he might have to change what he was doing; I suggested that he be more flexible. Together, we explored some alternative approaches and things started to change.

If you are fed up with getting the same results to certain things over and over, with whatever it is that you are looking to change, use this notion to begin to disrupt your existing pattern. If you are just following the idea through in some way, by definition you are perceiving it differently and doing yourself lots of favours. You'll be increasing your wellness.

So, firstly, identify an area where you've been doing the same thing over and over hoping to get a different result. Or an area that you want to increase your wellness. It may relate to a behaviour, habit, circumstance or situation; just choose something that you want to change the outcome of.

Then secondly, clarify your goal, that is, clarify what you want to achieve. Do this by asking yourself what you want and how you will know when you have got it.

Thirdly, construct or create a list of the different approaches and behaviours you have tried already in order to achieve this goal or increased wellness. Or note down what it is that you are doing currently.

Finally and most simply, put together a nice list of some alternative behaviours you will use to achieve the goal and increase wellness. Enlist some help if you feel it

would help. When you have compiled a good list (put stuff down on that list that may well not seem right for you, it is good to explore avenues that in the past made you feel uncomfortable from time to time). Then, of course, look at starting to do the things that are on your list; do them.

What I want to get across here is the idea of being more bendy.

Your mind and your body really are a single system, so it follows that physical flexibility can often lead to greater mental flexibility. There are certain activities which can greatly increase physical flexibility, including things like Yoga, Martial arts, Dancing, Swimming and lots of other general forms of exercise.

Practicing any of these will increase your overall behavioural and mental flexibility and level of wellness. In addition, find opportunities to break habitual patterns. For instance, most mornings when I shave, I do it in a different way. This requires me to stay aware and vary my patterns. The more flexibility you have, the more flexibility you can bring to situations involving others. Often, when people are seeing me for reducing their weight, I might suggest that they look at the doing things like swapping their knife and fork hands around for a week.

So, go ahead and identify a habitual pattern and change it to enhance your wellness. Especially if it is something you are not entirely happy about.

Here is a list of some things that you can do to interrupt your existing patterns and increase your wellness, you can be as creative as you want with these things.

- Eat a food that you never usually eat
- Go for a walk at an early hour in the morning
- Watch a TV show you would never usually watch
- Take a different journey home from work
- Take a cold shower
- Answer your phone with the opposite hand to usual
- Laugh and smile for no reason

The sooner you start doing this, the more fun you'll have with it. Then often, the higher your increase in wellness is. So many people I encounter, know all this stuff or read it and still don't do these things and wonder why they are not getting what they want. Do something different today and you'll be amazed how your wellness rockets.

Chapter Four: Establish What You Want

How can you achieve if you do not know what it is you really want? So many of us want something different from our lives but do not really know what we do want. How do you find out what it is you want in life? Read on to find out.

Recently, a lady came to see me and she had successfully stopped smoking with me and as she had enjoyed the success after 30 years of trying and failing to stop smoking, she was so happy that she felt capable of doing anything. She brought in what looked like a shopping list of things in her life that she wanted to change!

Just last week, I also got an email from someone that receives my weekly ezine, and they wanted all sorts of different things to happen in their life, and couldn't decide what to focus on. So, this month, I thought I'd give you some pointers on helping yourself to know how to know what you want. Sound bit confusing? Let me put that more simply; "How to know what you want."

In the late 1990s, and during most of the time I have ever been employed, I was doing jobs that I found to be unsatisfactory or that I simply did not enjoy. When I did my first self-hypnosis course and learned some of the main aspects of NLP, I was amazed by the resources that already existed within me and as I learned more about modern ideas of personal development, two questions became more and more insightful to me. Those two questions were (and still are..)

“What do you want?” and “How will you know you've got it?”

As the questions came up more and more, I realised I had not applied them to my self as I should have done. What did I want? The more I asked myself that question, the less I knew the answer. However, I was sure of the fact that I didn't want to keep doing what I was doing, and that the personal development fields I was discovering were to be involved with my future somehow.

So, as you stop and think with regards to your own situation in life, in whatever aspect of it, or of your life as a whole (not a hole!) have a good think and identify anything that is currently part of your life that you want to let go of in the future. Really think about that.

Almost everyone has examples of one sort or another. What about these ideas;

- A current job you don't enjoy.
- Unwanted habits that cause you problems.
- Unable to spend time doing things that make you happy.
- A dissatisfying relationship.
- A belief about yourself that doesn't serve you well.

Take a few moments and figure out what you no longer wish to have in your life. As per all my previous ranting, remember not to focus on them too heavily, just know what they are for now.

Following that first discovery of self-hypnosis and the things I learned within it, I progressed to studying hypnotherapy, NLP, Emotional Intelligence, I went on courses all over the world, read hundreds of books, listened to audio programmes on hundreds of topics, I trained in all sorts of other therapies too. Even after all that, I still was unsure about what I really wanted, but I did know what I didn't want and I also knew what sort of direction I wanted to go in, and so I handed in my notice at work!

I knew that I wanted to have lots of time to spend furthering my studies, I knew that I wanted to have financial freedom and that I wanted to be doing work that fulfilled me and helped others, that I wanted to continue having lots of fun, excitement and adventure and of course that I wanted to be happy and wonderfully peaceful in myself. You have the benefit of someone else telling you how that happened to them so you do not have to embark on the same lengthy process, instead, you can follow the same steps in a far, far shorter period of time.

So, once you have identified the things that you would love to let go of or move away from in your life, the next step to take is to identify anything that is part of your life that you definitely want to continue in the future.

We all have good things in our lives; all of us. Some of us may not think so, but we do. Identify those aspects of your life you definitely choose to continue to have. They can include things like good health, intimate friendships, your home, feelings of happiness, a loving family, excitement and discovery or your income.

Then, once you have made sure of some (or all) of the wonderful things in your life you wish to continue, you can identify anything you would like to become part of your life in the future. Think about what you want in the future.

If you have sometimes had difficulty knowing what you wanted in the past, it can be good to choose big-scale things rather than small specifics. Think about what it is that you definitely want in your life in the future, no matter what? This may include a loving relationship, a better income, fulfilling work, intimate friendships, personal development, good quality health and fitness, a sense of real happiness and other wonderful feelings.

These are examples of the big scale things, next you can begin to become more specific about them however, be careful not to over specify, by that I mean if you want to have fulfilling work, but you don't know what you want to do, get specific about what has to happen for your work to be fulfilling, for example working with people, being outdoors, making a difference, able to learn something new everyday and so on – whatever 'fulfilling' means to you. Remember to think about what fulfilling really means to you and not just think about the examples that I have given here; that may not really be what you truly find to be fulfilling.

It is not necessary to be specific about what that work would necessarily be. Just set your target as 'fulfilling work', go through how you'll know you've got it, then let your unconscious mind do it's magic.

So, you can see and begin to get a handle on what it is that you really want and once you know that, you can begin to work towards how to get that. You can go through other articles of mine to find out how to do that more easily.

Chapter Five: Feel Those Feelings and Develop Emotional Intelligence

Are you actually aware of what you are feeling right now? Would you know how to change that feeling? Would you know how to get rid of it? So many of us seem to resist and fight our feelings without really being aware of what the feeling actually is and when we stop fighting, we can actually really learn how to be in control of how we feel in any given moment. Read on to find out how.

There is an old joke about a man who is walking home along the street in the early hours of a weekend and he sees another man, who is obviously very drunk, on his hands and knees, searching for something. “What are you looking for?” he asks the drunken man. “My house keys” the man replies. “Where did you drop them?” he asks. “Two streets away” he slurs. “Why aren’t you looking there then”, he asks, puzzled. “Because the light’s much better here.”

Now, during my initial training and learning, I was quite unsure about myself in many ways! I tried lots of the things I learned with self-hypnosis and different aspects of the standard NLP approaches to overcome this uncertainty and lack of confidence in my ability to do what I wanted to do, but none of them seemed to work for me. I still got the butterflies in my tummy and lacked a real sense of confidence, in fact I felt nervous about doing what I wanted to do (what if it all went wrong and I failed!!).

I had spent some time fighting the anxious feeling, then one day I said to myself “Adam, just experience it, stop resisting it, stop fighting it; just feel it” and an amazing thing happened. I felt the nervous feeling, then it disappeared! I was shocked. All those previous months and years of fighting it, and all that I really needed to do was to feel it. I acknowledged it and stopped resisting.

Doing this is to heighten your own awareness of your own map of the world is a very beneficial process.

One of the presuppositions of NLP is ‘meet people at their map of the world’. This is a process of seeing things from their point of view or being aware of their experience and is a far deeper discussion for another time.

Now, I was fine at doing this with other people and my successful therapeutic consultancy is over the years has been solid proof to me of that, but before all that started, all those years ago, I suddenly realised that I had not been meeting myself at my map of the world. Whenever I felt feelings that I did not like, I would struggle, resist and fight them, and you know what they say: When you fight with yourself, someone always loses, and that someone is you. So I decided to stop fighting and resisting my feelings and instead to acknowledge them and start working with them.

Where am I going with all this then? If there is a feeling that you find unpleasant or that seems unhelpful or that you just plain don't like, firstly, map out the feeling. This is just a process of identifying where in your body that feeling is, really locate that feeling in your body. Now think about what size it is, how it moves; I used to have a fluttering feeling in the pit of my tummy that as I resisted it more would spread into my chest and back down again. Really be aware of the feeling physiologically, even think about what temperature it is, you can even take it a step further and think about what colour it would be if it had one etc.

While most people profess to know what they are feeling, you would be amazed at how many people have not got in the slightest bit acquainted with the physical characteristics of the emotions they are experiencing, they just let them happen passively without really getting an awareness of them. Emotions are physical (they are chemicals and all sorts of other things too), so the first step is to map out that physicality.

Next up, accept the feeling. Become OK with the fact that you are feeling it.

Of course, this can be a bit of a struggle for some people, who will no doubt say "But I don't want to feel it" or "I shouldn't be feeling it." I know some of you are thinking that.

So here is the thing: you are feeling it, and if you want to change the feelings quickly, the most expedient way to do it is to meet yourself at your map of the world and accept that presenting feeling that you are having. If you refuse to do this, then you are just resisting it or fighting it as I was doing back then. Then any attempt to change it will involve starting from where you aren't, and that rarely works out well (as our tipsy man looking for his keys on the wrong street can attest to.)

Then, you find the positive intent. What is your body or your unconscious trying to tell you? Sometimes feelings have a message of some sort for us. Other times, they're just sensations that our body has some purpose for feeling. What (if anything) is this feeling doing for you or trying to tell you?

Then; feel it. Just feel it. Be sure not to struggle or fight, just feel it. Remember to breathe too ;-)

You don't have to do this for long, but it is really good to feel something. Even if it feels bad, the fact that you can feel it means that you are alive (woo-hoo!) and it also means that you are in touch with how you feel. These are both good things to be able to acknowledge and realise within yourself. Often, just accepting and realising a feeling is putting it in a vast different perspective.

The final part of this process is to then play with the feeling.

Increase the feeling's intensity. Then reduce it. If it was one colour, make it another, if it was moving in a certain direction, move it in another, if it was a certain size, enlarge it or make it smaller, basically, have a play with it and discover just how much influence you have over this feeling. I think you will be surprised when you realise just how much influence you really do have. I used to imagine that in my mind

I had a control panel that looked like a huge mixing desk that you see in music studios and I was subsequently turning the sliders down of feelings that I had previously resisted.

One of the things you'll begin to find as you start to experience is just how much it's possible for you to get a handle on your feelings. You may well discover for yourself that feelings aren't true or false. They don't really mean anything. They are just sensations that you are experiencing in your body. If you resist them, they'll be there for some time, but if you accept them, you can start to play with them and change them.

Does this mean you'll not have a bad feeling ever again? No. Feelings will come and feelings will go, but what it does mean is that you can start to have more and more of the sorts of feelings you want to have. I know that whatever you are wanting to do in life, you'll be wanting to punctuate your life with more and more good feelings, am I right?

So, enjoy your day today and make sure that you are spreading some good feelings into your life.

Chapter Six: Flagging New Year Resolutions? Get Them Going Again!

Have your New Year resolutions fallen by the wayside? If so, then use the techniques here to get yourself driven and back on track again. Read on to find out how, using this simple methodology to get you focused, driven and achieving!

With the month of January always comes a vast wave of people who want help with their new year's resolutions, so many people use this time of year as a fresh leaf with a fresh period of time, by February, the momentum is often lost. I personally enjoy and like making changes and I like helping others make changes, so for those of you who have made resolutions, here's a quick and easy guide to making them more quickly and easily than ever before.

1) Accept the reality of the current situation. Accept yourself exactly as you are.

Every behaviour has a positive intention. By accepting the reality of the current situation, you get an accurate starting point for making a change. If you want to change yourself in some way, acceptance is a big accelerator. When you accept yourself exactly as you are, you meet yourself at your own map of the world and get rapport with your own unconscious mind. You are then in a far better position for creating some amazing change on your own terms.

2) Get a vivid, sensory rich idea on how you want it to be.

Figure out what you want, and state it in the positive. For example "I want to achieve and maintain the size shape and weight that pleases me" not "I want to lose some weight"). Your unconscious mind treats negative and positive the same when it learns, they aren't processed by your nervous system in the same way that they are when you speak them, for example; The command "Don't think of a pink elephant" is difficult to obey, in order not to do it, you have to do it! When someone says "I want to stop smoking" you have to imagine smoking to understand the sentence. Stating that you are "becoming a non-smoker" is more progressive. Also, vividly imagine what you will see, hear and feel when you're getting what you want. When you do that, turn the brightness and colours up in your imagination, make the sounds louder and turn up the wonderful feelings that go with it. Then BELIEVE in that which you want. View that which you want like you just know it is going to happen, view it with the idea that you deserve it and be playful and humorous with it, in other words not serious about it.

3) Get fired up!

If you're going to invest your valuable time and energy on doing something, you'd better have a good reason, so what are the reasons you want to achieve this goal? What will it get for you? How will it help you? What will it make possible for you? Allow yourself to really explore all the benefits you're going to get from making this

change, and how good that will make you feel. The more you drive yourself to get fired up, enthusiastic and motivated about it, the more it is a successful inevitability.

4) Let go of your goal. Detach from the outcome.

When you really, really, really, really want something, your system tenses up, and it becomes more difficult to get it. Instead, find a way to become OK with the idea of not getting it. This maintains a sense of relaxation and acceptance while you're moving towards your goal. Imagine your goal as actual "thing" and imagine letting go of it, cut the ties that bind it to you and let it happen unconsciously without you having to continuously engage in conscious thought processes about it. Get in touch with me if you need more information on "letting go."

5) Generate the behaviours that will help you get what you want.

Think about new behaviours that you will need in order to succeed. Then think about the outcome, that's right, think about having achieved the outcome. Then if that outcome is as you want, imagine stepping into that version of you in your mind; see through those eyes, hear through those ears, feel those feelings and really acquaint your conscious and unconscious minds about what it will be like when you have achieved that. Then just allow your unconscious mind to deliver it without making too many conscious moves towards the outcome. Let it happen.

6) Celebrate your successes!

For those that know me, I like to celebrate (with fun and laughter mostly). People need to celebrate more, so celebrate your successes. Not just the big goal, but every milestone along the way. If you want to slim down, celebrate every few pounds lost (with something that supports you, like new clothing, not chocolates.) If you want to be a healthy non-smoker, celebrate your first day smoke-free, then your first week, first month etc. If you want to learn yoga, celebrate going to your first class, sticking with it for a month etc. Find things to celebrate and then do it – celebration sends a strong "You're doing the right thing" message to your brain, and makes it easier and more enjoyable to do more of it.

In my experience there are several factors that can prevent people from getting what they want in their lives, in whatever areas and one of the main things I touched on earlier and I am going to write about here today and that is; Belief. So many people that I come into contact with have a lack of belief and/or limiting beliefs in their lives, often it is taken for granted or just plain unnoticed.

Be aware of this sentence;

Whatever we believe to be the truth is the truth for us. Really think about that.

So imagine someone, a regular member of Joe Public (is there such a thing?), I am not even talking about someone who berates or criticises themselves, that someone steps out of the shower, sees their reflection in the mirror and thinks and believes "I am overweight." Lo and behold, they become and perpetuate what they believe themselves to be.

Beliefs are so powerful, that we sometimes don't remember that they're not necessarily 'true'. If we believe certain things about ourselves, we limit ourselves to the limit of our beliefs. Imagine stepping outside of your map of the world and have a shot at altering your beliefs and see how they can change the way you view your life and your world. Follow these simple instructions to assist in doing this;

1) Write yourself a list of 3 beliefs which have been limiting you.

Sometimes, just the process of writing them down can allow you to begin to realise that they are not really true. As you look at these beliefs, you may become aware that, at one point in time, they were useful for helping you make sense of the world. But perhaps they've passed their use-by date now.

2) Underneath the list, write the heading 'Evidence'. Start to find evidence that these beliefs are false (get a friend to help you if you need to.) When evidence is presented, leave decision and judgement to one side. Just write the evidence on the evidence list.

This naturally creates a vacuum, so begin to think about what sort of beliefs you'd like to have instead of these.

3) Write a list of 3 useful, empowering beliefs that will help you achieve your goal (or that you'd just like to believe.) Remember to state them in the positive.

4) Write 'Evidence' under this list, and start to find evidence that these beliefs are true. When evidence is presented, leave decision and judgement to one side. Just write the evidence on the evidence list.

I sometimes do a training exercise where I get people to shake hands with the other trainees

a) While imagining that the person they are shaking hands with is going to be difficult to deal with, and then b) while imagining that the person they are shaking hands with is a great friend who will help them in many ways. The difference is always profound and it demonstrates (among other things) that what you are thinking changes the signals you give off. Someone once asked "So, are you suggesting we tell ourselves lies?" "Not quite", I said. "I'm suggesting that you change the lousy lies you are telling yourself to good ones, which support you."

Milton Erickson, an extraordinary communicator and patron saint of NLP used to say "You can pretend anything and master it." So...

5) Pretend that the new positive beliefs are true.

Pretending is a big part of how Robert Deniro gets into role, how Jimi Hendrix learned to be so good at guitar, and how you learned to walk. It's also part of how Richard Bandler and John Grinder developed NLP, but that's another story.

Pretend until the pretence starts to seem real. While modern personal development has many new approaches for structured belief change, this approach has been used throughout history, is lots of fun and, best of all, you already know how to do it!

You know, imagine creating new beliefs and then wearing them like they are a pair of spectacles through which you view the world. Try on new beliefs and view the world and your life through that belief and see, hear and feel how different the world can be when you alter beliefs.

So, to summarise;

With regard to a goal (or just in general)...

Write a list of 3 beliefs which have been limiting you. Find evidence that these beliefs are false. Write a list of 3 useful, empowering beliefs that will help you achieve your goal (or that you'd just like to believe.) Find evidence that these beliefs are true. Pretend that the new positive beliefs are true.

Chapter Seven: How Breathing Differently Can Make You Happier

The way in which we breathe can alter our lives rather dramatically and yet so many of us just seem to take it for granted that we are breathing fine. How about taking a bit more notice and noticing how when you change one of the most fundamental of autonomic behaviours; you can change your entire state of mind and physiology in many ways. Read more to learn how.

"When you breathe, you inspire. When you do not breathe, you expire."
– Quote from an 11-year-old's science exam

I recently read a book by Osho, the wonderfully non-PC mystic and guru. In the book, Osho instructed the reader to pay attention to their breathing rate when they were sad, and notice the timing of the in-breath and out-breath. He explained that next time they were happy, they could re-induce the sad state by merely repeating the breathing pattern. Fortunately, he added, it works the other way round too!

Follow some or all of these exercises;

Firstly; when you are experiencing a powerful, positive state, allow yourself to become aware of your breathing rate. Pay particular attention to the timing and rhythm of your in-breath and out-breath.

Secondly; Next time you are in a neutral or negative state, start breathing at the rate and rhythm from exercise one, and within a minute or so, the positive state should begin to return.

Many gurus advise people to do breathing exercises regularly. I know Tony Robbins does in his marvellous book "Unlimited Power" he advises that you start each day with a breathing exercise of inhaling slowly and deeply, then holding it for twice as long as the inhalation and exhaling in twice the pace. It really is invigorating and a great way to get motivated at the start of the day, especially if you are looking to do some things with your day that require motivation.

Breathing is powerful, our life force and is a major factor influencing our state of mind (if you uncertain about this, hold your breath for two minutes and re-read this sentence) This being the case, please use your common sense when doing any of these exercises (if you have a respiratory condition, please check with your health advisor first.) I do not want any asthmatics complaining that they did themselves harm following these exercises!!

So, thirdly; Start breathing comfortably but deeply, in through your nose and out through your mouth. Imagine that you are breathing from that area of your abdomen

just beneath your belly button. Make the in-breath last to a count of 5 and the out-breath to a count of 6. Continue for at least 2 minutes, and notice what happens.

This 5:6 ratio seems to be a simple yet powerful way you can induce a relaxed state at will. The art of Yogic breathing is called Pranayama. Pranayama offers many different approaches for cleansing the mind and body through breathing exercises. Here's one of them (with thanks to RA Wilson):

Fourthly (this may seem a bit odd to do, I'd recommend not doing this in front of friends or at work!) ; Lie on your back and pant like a dog, breathing rapidly in and out through your mouth 20 times. Then, breathe slowly, deeply and gently in and out 20 times through your nose. Once again, do the mouth-panting 20 times, then resume gentle nose-breathing. Notice what happens.

This technique is referred to as the breath of fire, and typically results in a state of... well, you find out!

These techniques can be very powerfully utilised when wanting to get in control of your state if you are going through a period of change such as reducing your weight, stopping smoking or developing more confidence.

Please remember that most people don't breathe nearly enough. Start to breathe more deeply and notice how much better you feel. Have lots of fun with this. Notice how good you can make your self feel when you breathe differently.

Chapter Eight: How to be Congruent and Experience Balance Every Day.

Maybe it is hard to achieve your goals sometimes? Maybe you need more balance? Even if you are in need of nothing else in your life, then you can always enjoy the benefits of having more congruence in your life and your behaviours. Read on to find out how anyone can do just that now.

“If you can tell the world who you are and what you believe without breaking stride or hesitating, you are happy with yourself.”
- Neale Donald Walsche

I attended a large networking meeting last week with lots of varying types of businesses and people and one of the speakers was talking about and explaining how online networking had helped him go from redundancy to having his own lucrative business that he really enjoyed running in a relatively short period of time. While he wasn't the greatest public speaker that I have encountered, there was something about him that made me want to give him business and that made me like him: he was congruent. He had balance.

What do I mean by Congruent? Or balance? I mean that this is a description of how you are when what you do, say, and deeply believe are all aligned. Congruence and balance is a sort of 'deep honesty' about who we are as individuals, and it is attractive and it is appealing. People are powerfully attracted to congruent individuals. People who have balance.

Congruence is not only something that is about how others perceive you. It is also important in how you perceive yourself. If you want to make a powerful change in your life and you really want a particular thing but keep on doing something else, then incongruence will exist in your own perception of yourself too. This can cause loss of balance.

So how do you go about becoming congruent? Or having more balance?

Ok, firstly, figure out your values and then honour them; values are what is important to you. Examples of your values include helping others, having security, enjoying freedom, continuous learning, experiencing love, having a family, etc. You may know some of these right away, areas where you already have balance may start to pop up, while others may take some digging. One way you can find out what you value is to identify something you really want and then ask yourself this question;

“What will that give me that I wouldn't otherwise have?”

When you have subsequently answered that question to yourself, ask it again.

Ask yourself; what do I want? An example response might be: To reduce my weight.

Then you ask: What will that give me that I wouldn't otherwise have?" The answer might be: A body I can feel comfortable showing off.

Then ask again: What will that give me that I wouldn't otherwise have? The answer may well be: Freedom.

To get the most from this exercise, you need to take the question as far as you can until you get the simplest answer and the question can be asked no more. When you go as far as you can, you end up with a core value: what it is that's really important to you. In this example it was freedom. Knowing this can begin to install balance.

Secondly here, pay attention to your body. That also needs balance.

Your body and your neurology have been developed over thousands of years to provide you with very accurate and real feedback about congruence and balance. If you are at a dinner party and you are smiling and chatting nicely and being charming but all the time you are thinking "I cannot stand these people" that uncomfortable feeling in your body and thought in your mind is an incongruent signal – a lack of balance - a sign that you're 'out of tune'. When you have a deep sense of peace and joy, genuine balance, really truly enjoying the company of those people, then that is a sign that you are aligned and are subsequently going in the right direction. One way to achieve greater congruence is just eliminate all activities that lead to incongruence. Maintain balance.

The speediest and most natural way to do this is to do and engage in things that you love to do and/or really enjoy doing. These things help to balance you.

When you do what you love, enjoying your life and then letting go of all the other stuff, you get to spend more and more time experiencing a sense of joy, fulfilment and happiness. As well as being great fun, this is also highly attractive – people really like to be around someone who is doing what they love! That includes you being around yourself. You will love yourself a lot more when you are enjoying what you are doing when looking to achieve your goals for personal development.

One of the things I love doing is running the various training courses that I do run regularly. Things like my self-hypnosis courses for example are one of the most powerful approaches that I have encountered for helping people to live congruently, with balance and creating the lives that bring them joy and happiness. When I'm running training courses or seminars; to experience other people making powerfully progressive changes to heighten their own experience of themselves for themselves, ensures that I experience that sense of deep congruence and balance that comes from being fully myself. This sense of being truly yourself is the most powerful 'life-compass' there is in my opinion.

The 'attractive' power of congruence and balance works just as well for your own goals. We can all think of examples of goals that we want to achieve where 'The Values' may include words like 'people', 'integrity' 'health' 'happiness', but where the actions and behaviours we are taking don't support those values of the goals. On the

other hand, you may have encountered people that their behaviours match their values. This person is congruent, (and has balance) and that congruence (and balance) sends an unconscious message to people and to yourself, your own mind that says “You can trust this person to do what they say they will”. So continue to check with yourself;

- Are your own personal values clear to you?
- Do my actions and attitudes fit with these values?

Have a think about creating some congruence and balance in your life.

Chapter Nine: How To Be More Creative and Enhance Your Creativity

Learn about how to overcome the barriers that hinder creativity and then learn some fundamental keys in how to be more creative as well as learning about the amazing Disney Creativity Strategy based on Walt Disney's creative abilities.

Before thinking about how to be more creative, let me begin point out some real barriers that some people seem to have when wanting to enhance creativity, have a think if any of these things are applicable to you and your life;

1. Lack of time. This is not as major as you may think. Linking thoughts and ideas only takes seconds. It can happen anytime, anywhere. Provided you are in the right state and pay attention to your own experience.

Creativity in my opinion is more about the quality of the time you have and being receptive to yourself. Though this does take some time.

2. Fear of being judged. When I worked for a national newspaper and we had brainstorming sessions, individuals were often scared of expressing ideas. Creativity results in unusual ideas and perhaps even being different in some way. They can be thought of as strange, odd or challenging. Fear of being considered weird, stupid or just different often kills creativity. If I feared people thinking any of those things about me, I would not bother getting out of bed in the mornings; I love the fact that people think I am all of those things!!

3. Lack of self-esteem. When you do something creative, you go beyond the bounds of what has been safe and familiar in the past, to yourself and maybe even others. When you are not sure about yourself, being different in any way can feel risky or make you feel vulnerable. The danger is that you give up your new insight to just blend in. Smash out of those shackles!

4. Fear of failure. This inhibits us. If you are making a new connection in your brain there can be no inherent "right" or "wrong" about it. Failure can only have two meanings really; firstly, that it didn't work in the way you wanted it to. Secondly, someone else did not like it. But so what??!! I have to tell you all that I get many comments on how I generate so many successful projects and am often asked how I do it. I always point out that these projects are actually only about 10% of what I have imagined. The other 90% didn't work or didn't get out of my brain.

Creativity is not reserved for genius only. Einstein was brilliant but he is not necessarily the best model of creativity for us. You do not need specialist expertise to be creative. The fruits of your creativity may manifest in many, many differing ways, in fact I expect so.

If at any time you doubt your ability to be creative, remind yourself that several times every night you create an entirely new dream, which you script, act in and watch, which involves all your senses and has effects that can last long after they are over. This creation is so very effortless most people don't even recognise it as such.

Ok, so how does one actually go about getting more creative. Let me give you some ideas;

1. Find the right frame of mind. Explore what states you associate with being creative. Discover properly what it is that triggers and maintains you being creative. What's your best time of day? The best environment? Do you need to be alone or with others or alone in the midst of others? Do you need sounds or silence or background sounds? Build a profile of your creativity state, then make time and space for it on a regular basis instead of waiting for some divine intervention and for it to just happen on its own.
2. Cultivate dreaming. Pay attention to your experience of life and attention to your existing creativity rather than dismissing day-dreams and dreams. Don't allow yourself to waste what you may already be discovering by ignoring it.
3. Ask yourself "What if?" and "What else?" and "How else?" Always go beyond what you first thought, find more and more different ideas.
4. When and/or if you hit a problem, pretend your usual solution is not available. This can work in many different ways. If your PC crashes today, how else might you do your work? If you usually argue face to face, what would happen if you wrote your feelings down instead? Some solutions may be no better than the ones you're used to: others may offer you brilliant new opportunities. Do something different. I wrote about that idea in an earlier article entitled *Do something Different, go check it out*.
5. See how many different results you can get with the same ingredients. I am sure many of you know that there is a cookbook called "Recipes 1-2-3" by Rozanne Gold, in which every recipe is made out of only three ingredients.

Some recipes use the same three ingredients but different processes or quantities come up with different results.

You can have some great fun by taking an every day object and imagine or think about how many other uses it can have, you can even think about how to combine them with other objects.

6. Think of different ways to do the familiar. Change the order in which you do things, use different things, use your less favoured hand; as soon as we break routine, we move from a state where we are on auto-pilot to one where we are alive and alert. You exercise unfamiliar brain connections and help build new links in your brain. A glorious feeling!
7. Look out for the difference that makes the difference. When you encounter something that strikes you as different, ask yourself what it is about it that is so different or new or unusual. Where does the key difference actually lie?

I want to mention a strategy that is well talked about in NLP circles and that I have used for many years and that is the Disney Creativity Strategy.

The Disney creativity strategy is for developing your dreams and giving them the best possible chance of becoming reality. It is named after Walt Disney, who often took on three different roles when his team was developing an idea; the dreamer, the realist and the critic. Robert Dilts, an NLP pioneer, modelled and developed this strategy as an NLP tool. Some of Robert's articles that he kindly donated can be found at my website.

The strategy separates out these three vital roles involved in the process of translating creative ideas into reality so that they can be explored separately for maximum clarity and effect.

Many companies have specialists in each of the three fields and I have done consultancy work with companies myself whereby I have asked different team members to take on one of the roles. You can also play all three roles yourself as I often do in coaching or business consultancy, with your own wants, needs and goals.

However, the usual way to use it is to allocate three roles to different people (realist, dreamer and critic) to assess plans or tasks. Ask someone to act as the dreamer and tell you all the possibilities of the idea. Ask someone else to examine exactly what would be involved in putting it into practice (realist), and someone to take a hard look at it and really evaluate its strengths and weaknesses (critic). You may want to rotate the roles. If doing it on your own, be sure to keep the roles very separate and write them down. I do this with lots of my own ideas and with changes I want to make in my life.

You can even use this in a meeting broken down into three stages; Each role as a separate stage. Get everyone brainstorming and being creative first; then get them thinking about what would actually have to happen in practical terms; then get them critically evaluating the possibilities.

I suggest that you have some fun being creative and doing things differently to generate more creativity. It feels wonderful and if you have found that your progress to success or the outcomes you desire has been blocked or gone stagnant, then think about being more creative in how and what you are doing.

Chapter Ten: Making Life Easier, with NLP Chunking!

Do you ever feel that you need to do things in more manageable sizes? Do you sometimes get overwhelmed with the things or the scale of the things that you want to do with your life? Then read on to discover how.

You know, in psychology there is a rule, especially within the NLP circles that I work in and the literature that I read, it is quite a famous rule; 7 plus or minus 2 – this is the notion that the conscious mind can only keep track of between 5 and 9 discrete pieces of information at one time. Your unconscious can literally keep track of billions and billions of things at the same time apparently (clever thing that it is!), while your conscious mind is more one step at a time and it has a fairly narrow focus. Whatever the truth of this, it is a useful way to experience your own thinking.

Here are a couple of things that you can do to test the extent of your conscious mind: Without writing them down, blurt out now, straight away without thought;

- As many brands of cars as you can.
- As many film titles as you can.
- As many pop groups as you can.

Many people run out of steam when they get to ten, usually because of the 7+/-2 rule. The bottom line is, when the conscious mind is presented with more than 9 pieces of information, it gets overloaded. So before you send me a very clever email telling me off for pointing out the limits of the conscious mind, would you like to know how you can use this to your advantage? Of course you would.

When you bear the 7+/-2 rule in mind, you can start to organise things so that you work with your conscious mind, playing to its strengths. For instance, if you have a to-do list.

Many people that I have encountered have a daily to-do list with 20 or more items on it. This is a recipe for total overwhelm (at which point they often resort to looking for the easiest or funniest thing on the list to do.) The following ideas can help you get a handle on your to-do list really fast, especially if that list has things that are important for your goals and achievements and sense of well-being.

Firstly, scan through the list, looking for items that can be grouped together into categories.

For example, here is a load of the stuff on my list for this week:

Write Adam Up.

Bank cheques.

Finish writing chapter for new book

Prepare for client therapy sessions.

Finish project on public speaking.

Finish marketing material for new courses.

Finish listening to current educational Audio set.

Read through solicitor's material regarding other business project.

Write up script for new audio title.

Send out follow-up letters for last weeks clients.

Prepare for photo shoot for new Bio.

Write up blurb for my new Audio release.

Write new web-page copy.

Review new CD covers

Meet PR people

Do proposal for new book for Publishers.

Read e-book

New course blurb

Meet with prospective business partner for new project.

Clear inbox.

Have a life. Have fun.....

The first thing on the list is 'Write Adam Up' – for me, "Adam Up" is one of my products, so I write 'Product' beside it. Next is 'Bank Cheques' – that's part of our cash flow system, so I write 'Systems' beside it. Pretty soon, every item on my list is in a category:

Write Adam Up: Products

Bank cheques: Business

Finish writing chapter for new book: Products

Prepare for client therapy sessions: Business

Finish project on public speaking: Business

Finish marketing material for new courses: Marketing

Finish listening to current educational Audio set: Products

Read through solicitor's material regarding other business project: Business

Write up script for new audio title: Products.

Send out follow-up letters for last weeks clients: Systems.

Prepare for photo shoot for new Bio: Marketing.

Write up blurb for my new Audio release: Marketing.

Write new web-page copy: Marketing.

Review new CD covers: Systems

Meet PR people: People.

Do proposal for new book for Publishers: People.

Read e-book: Personal.

New course blurb: Marketing.

Meet with prospective business partner for new project: People.

Clear inbox: Personal.

Have a life. Have fun: Personal.

This is better! I have now gone from a list of 20 or so items (instant overwhelm) to a list of 6 categories which is well within even my 7+-2 limit.

- Products

- Systems

- Training

- Marketing

- People

- Personal

This is what we refer to as chunking in my professional field, and is one of the most effective ways of dealing with any large or complex set of tasks (or set of anything else). You may say “Great, but I’ve got 200 things on my to-do list”. It doesn’t matter – the same principles apply. If you go through your to-do list or your goals lists; just get it whittled down from 200 items to 20 categories, that is better, it is getting it more manageable – go through the 20 categories and see where they group together. Group together goals for your own development; being a non-smoker, growing in confidence, creating wealth, reducing weight etc. The key is to have no more than 9 categories at each level – this way your conscious mind can keep track of it.

Secondly, start to manage your to-do list by the high-level categories: You can use this in all sorts of areas to make things more manageable, for example:

- To-do lists.
- Goals you are working toward.
- The filing system on your computer.
- Your filing cabinet.
- Any project you’re doing.

One of the things this allows you to do is notice very quickly if there’s a specific area where you have not been taking much action lately – very useful for helping focus on what needs attention.

Chapter Eleven: NLP Well Formed Outcomes

Allowing your mind to have direction and find the right way forward for you is not as easy as many people think. Here, Adam Eason talks about how to form your life's desired outcomes and how to be more and more happy as you achieve them. Read on to learn how.

One of the fundamental and basic aspects of modern personal development is the idea of having well formed outcomes in your life. It is very well documented these days, but so very few people actually do use them, and even fewer people create them properly and in a way that is useful.

Having well formed outcomes for your life can create well being in business, our personal lives, in relationships and so much more. So please be as flexible as you possibly can be while reading this; and I don't mean read it while doing the splits!

Here, goal setting becomes more than just goal setting. We go beyond that and step into the realms of "desired outcome development." By that, we are going beyond setting goals and moving into the realms of setting outcomes.

As you think about any area of your life that you would like to update or change or plan better for, or if you have an unfulfilled dream or something you are working towards, then creating a well formed outcome can begin to get your unconscious mind and its related processes driving you towards that without you even having to know how.

How do goals and outcomes differ? Goals are general and outcomes are specific. An outcome represents a goal developed with specificity that enables us to have a very clear understanding of what to do.

A well formed outcome enables us to create specific pictures, sounds, feelings and words. Then that image, that outcome activates our abilities and resources for achieving that outcome. The well formed outcome model should have the following characteristics;

1. The outcome should be stated positively in terms of what we want: The human mind does not directly process a negative.
2. The outcome is described in sensory based language: In terms of sights, sounds and sensations; what will we see, hear and feel with that outcome. See how we are forming the outcome, crafting it?
3. Ensure that the outcome is self-initiated and self-controlled: It needs to be something that is not reliant on others in any way. Changing others directly lies outside of our control – changing them indirectly by changing ourselves – we can do that!

4. Make your desired outcome appropriately contextualised: When, where, how and with who do you want this outcome? Detail the context.

Many people that I work with and encounter operate in a stimulus/response mode. Something happens, they respond. Something else happens, they respond. Instead of reacting to various stimuli involved, with outcome based thinking, you are looking at how to control your own world instead. Outcome based thinking allows you to decide what you want and shows you how to achieve it.

Outcome based thinking is the ability to visualise the precise outcome of a process before beginning that process. It is the ability to set goals and keep them in mind all through the negotiation process.

World class athletes from all over the world use outcome based thinking to achieve top performance in their field. The best golfers visualize a shot before they hit the ball, the best football players imagine scoring a goal before it happens.

Here are a set of very useful questions to ask yourself when forming your desired outcomes in life to ensure that they are really going to serve you well.

Questions to ask oneself for effective outcome based thinking. This can be applied to many situations and circumstances as someone looking to create a desirable outcome. I recommend that you take time write down the answers to these questions and then use the answers to provide you with a skeleton to then hang around the details of your well-formed outcomes for life.

Firstly; what exactly do I want out of the process? Think of the successful conclusion that you expect.

Secondly, if other people are involved in any shape or form, ask yourself; What does the other person want? If you don't know, then think about what are they likely to want?

Thirdly, what is the least I will accept out of the process? Think about the minimum of things that you want to occur in your sessions for you to be satisfied.

Next up, think about (briefly, don't loiter on this) what problems could come up in the process? Make a note, if not in writing, then in your mind of everything that could arise.

Then, ask yourself; how will I deal with each one and, if possible, use the problem to benefit the outcome? Make a list of possibilities or the things that could crop up, or differences in contract expectations.

Then put together your solutions for remedying that before it occurs. Be prepared to deliver your solutions if and when they arise.

Finally, ask yourself; How will I bring the process to a conclusion? Run this over and over in your mind. You can also ask that wonderful question; how will I know when I

have achieved this outcome? Make a note of that. Whenever I ask myself that question in relation to a well formed outcome, it sends a HUGE smile across my face.

Knowing the outcome in advance is exceptionally powerful. So go and begin to design your future, make them as sensory rich as possible. Create them and allow your unconscious mind to deliver the results.

I was listening to a recording recently by a highly acclaimed coach talking about "the horizon." He explained that the horizon does not really exist; that it's just a mental construct. He made the point that, no matter how fast or how far you travel, you do not and cannot actually reach the horizon. Wherever you are, your brain creates a new horizon ahead of you. Really interesting thought, eh? This notion can be applied to how we go about driving ourselves to create our well-formed outcomes.

So, like the horizon, our well formed outcomes are mental constructs, and not actually aspects of reality. However, and I am getting excited by telling you this, they can be an excellent marker to help us set a direction and keep motivated to creating wonderful sensory rich well formed outcomes. What our outcomes and dreams are not useful for is measuring progress. Let me explain.

People with dreams and well formed outcomes, in my experience, fall into two categories: those who are happily achieving those dreams and fulfilled by them, and those who are lacking fulfilment and dissatisfied with their life.

The main difference between these two groups is that the people who are happy and fulfilled measure their progress by comparing where they are against where they have come from. The people who are stressed and dissatisfied measure progress by comparing where they are against their dreams. Having dreams that are unfulfilled can hinder us and damage our motivation to create powerful well formed outcomes.

So before you go off and start writing your well formed outcomes about making your dreams come true; just think about that idea for a moment; The happy, fulfilled people look at how far they've come.

The unhappy, dissatisfied people look at how far they have to go to reach their dreams.

When you bear in mind that the dream, your well formed outcome is in fact just a mental construct that cannot be reached, you can understand why they may have been feeling unhappy and dissatisfied.

So here are some steps to take to avoid dissatisfaction:

Firstly; think of something that you have been working towards for a while or something that you wish to work on. It could be something to do with your health, your finances, your relationships, a habitual change, something you want to overcome, a skill you wish to acquire, or something that you want to do.

Secondly, think of your dream, your desired outcome for this particular area. If you are exploring wealth, your dream might be financial freedom or owning a flashy new

car. If you are focusing on health, your dream may be to be a certain size, to stop smoking or to run a mile in a certain time. Hey, it may even be how to stop clinging on to the safe place you might be in life.

Thirdly, have a really good think of where you started. Where were you at when you first decided you were going to do something about it? Really assess that. Get it clear in your mind/

Fourth, now compare where you currently are to your dream or your desired outcome. Now get a sense of how you feel about that.

In the vast majority of cases, people almost certainly find that there is a gap between where you are and your dream, of course, otherwise it would unlikely still be a dream. For some people, thinking about this gap is a disheartening experience. This is the habitual behaviour of unfulfilled people. So resolve to stop doing it today! Please! Just stop it.

Next up, compare where you currently are to where you started. Get a sense of how this feels. Now we are talking.

If you have made any progress at all, it will typically be more and more enjoyable to compare where you are with where you were. This is the habitual behaviour of happy, fulfilled people, of happy high achievers and those developing personally as they want to. This is really crucial in creating well formed outcomes for your life.

Many people have learned to compare themselves to the dream or the desired outcome. But once you know how this works, you can compare yourself to where you started, and feel good about the progress you have made, however minor it may be. The great thing is, that gives you energy and motivation to continue with your journey towards your well formed outcomes.

Chapter Twelve: Reframing with NLP For Enhanced Happiness

Have you ever considered that the way in which you frame your life experiences has been a way in which orchestrated how your experience was? This article is all about how to use the notion of reframing for creating more and more well-being in life and gives practical tools that anyone can use today to enhance your awareness of this phenomenon.

I used to work for the Independent National Newspaper in Canary Wharf, London. I can remember in the build up to Christmas, my department was having a large and expensive new computer system installed because the newspaper was being relaunched, it was when Andrew Marr and Rosie Boycott were becoming joint editors, I digress.... The system was being put in just before Christmas, but it was a massive task, with numerous issues and overruns. As Christmas approached, there were still a number of teething problems, which led to stretched relations between the system supplier and the newspaper staff.

At one meeting about the integration of the system, my director had been trying to get more time investment from the installation company, only to be told that their people weren't going to be available on Christmas day. My director was frustrated and furious, asking "What are you doing that's more important than sorting out our system!?" Without hesitating, the guy from the installation company said "Delivering Christmas hampers to the elderly." The impact was immediate; everyone in the room started laughing and my director joined them, realising that he'd perhaps been a bit unreasonable. Everyone knew that the story about the elderly wasn't true, but that didn't matter – the statement had changed his perception of the situation, instantly, and he started behaving more reasonably.

Changing the contextual frame:

There was an advertisement for the Guardian newspaper, which showed a set of still photographs arranged in a particular action sequence. The photographs showed a large framed man with very little hair on his head, wearing jeans and boots, running along a pathway with a real purpose.

In the first frame he is running towards an elderly lady; in the second frame, you see him knock her violently into the street; in the third frame you see him make his escape, obviously and seemingly this is another thug terrorising the elderly.

Then, when you turn the page, you are presented with some wider angle shots. In the wide-angle shots, you see the elderly lady casually walking beside a building that has building works being carried out upon it and where a cement mixer is about to topple from a scaffold. An alert pedestrian notices the situation and heroically runs towards the lady, pushing her clear of the building area. A moment later, the cement mixer

falls to the ground in the spot where the lady was standing. The initially perceived 'thug' has in fact saved her life.

By changing the frame, the creators of the advertisement had changed the context of the man's actions. Suddenly, what was perceived as typically criminal then became valiant and altruistic. His actions were transformed in a moment as they were reframed. I am sure you know of many other examples of this.

Something that fascinates and tests me, is that every behaviour is useful or valuable in some context. Upon learning and reading about this in the embryonic days of my learning, I did do my best to do the opposite! I wracked my brains for things that I just could not reframe. Of course, I could not do so for long. It's just a matter of stretching your brain and finding a context that makes it useful; I have not always found this easy. This process is referred to as context reframing.

Every behaviour is useful in the right context:

Now here is a challenge for you. For any behaviour, no matter how frustrating or apparently without use or value, see if you can find a context where it's useful. Once you find such a context, a subsequent act of presenting the behaviour in the new context is reframing it. If it was originally a behaviour that was treated very seriously or was problematic, you may then also want to think about adding humour or playfulness in the way it is re-presented;

Firstly, identify a complaint, either about yourself or someone else, a simple structured to begin with, for example; "I'm too [x]." or "She's too [y]." (e.g. "I'm too impatient", "He's too selfish.", "She's too messy.")

Next up, ask yourself "In what contexts would the characteristic being complained about have value and/or usefulness?"

Thirdly, create several answers to this question, and then craft it into a 'reframe'.

For example:

"I'm too impatient"

Example answer: "I bet you're quick-thinking in an emergency."

"She's too messy"

Example answer "She'd be good to have around if we were trying to make our home look like it had been burgled." (I don't like to be too serious!)

"He's too selfish"

Example answer: "We've had so many problems with people not taking care of themselves, it's often good to make sure you look after yourself to be in a better position to help others."

Now, I know these are a bit lame with some of my own tongue in cheek-iness added, but they don't have to be that useful at this stage; it's more important that you give yourself the freedom to be creative so your brain gets the pattern of what you're doing. What's more, when you have to do that and develop better reframes for yourself, your learning is far more comprehensive than if I were to spoon feed you responses to regurgitate.

The next step is to come up with reframes for any complaints that you (or others) have about yourself. This can be a lot of fun if you do it with someone else. (i.e. you say "I'm too [x]" then they generate reframes.)

By the way, the example of "I'm too sexy" as in the 90s Pop Band "Right Said Fred" chart topping hit is not really appropriate ;-)

When reframing something someone says, rapport is important (otherwise reframing can seem like a very focused and deliberate attempt to annoy someone.) If you present someone with a reframe, ensure that you have a good level of rapport with them, best start with friends and/or family (assuming that you have rapport with them!)

Fifth, once you get the hang of it, start looking for opportunities to use context reframing each day, starting with the less challenging ones.

In a business context for example, one of the most powerful ways to use reframing is when people have objections (whether you're selling a product, a service, an idea, or yourself.) reframing is a gentle method of working with someone as opposed to having to sell which many people are uncomfortable with. When you reframe someone's objection, you can remove or alter its power. I once read the objection "I'm worried – What if I train my staff and then they leave." The response: "Even worse, what if you don't train your people and they stay."

When you discover and create a way to change the context of someone's objection, it alters the way they perceive it. This has been known to be an extremely effective way to overcome objections entirely.

Finally, for these initial steps of reframing, write a list the objections you get most frequently in business or complaints made in your life and generate a number of context reframes for each one. Then, look forward with a sense of anticipation to the next time someone offers that objection. Please bear in mind that you are opening up options here, not covering things up, if a particular problematic issue is occurring, sometimes it may not be appropriate to just reframe.

Both my Grandparents on my fathers side were 80 a few years ago and we had celebratory family gatherings. As I walked into one of the celebrations I asked the standard question "So, what's it like waking up on your 80th birthday, Granddad?" To which he replied "Better than not waking up on your 80'th birthday".

Now, I'd like to start playing with 'content reframing.' If a footballer kicks the ball into his team's net, it's called an "own goal", but if a soldier accidentally shoots one of his fellow soldiers, it's called "friendly fire" (Sounds kind of cuddly, doesn't it? But you would not want any coming your way.) George Orwell's 1984 had plenty of

examples of content reframing (e.g. the ministries of peace and truth) that live on today in many forms (a peacekeeper missile, anyone?)

So, content reframing involves changing the meaning of something.

Right, to develop this further, follow this procedure; identify a complaint a complaint or issue with the structure “I feel [X] when [Y] happens.” (e.g. “I feel angry when he does not help” or “I feel frustrated when I make mistakes”)

Next, ask yourself “What else could this (Y) mean?”, “What else could this (X) mean?” or “What else could this situation mean?”, or ask “How can this (X) or (Y) be interpreted?”

Then, you can come up with several answers to these, and then create a ‘reframe’.

For example: “I feel upset when I see the mess these kids have made”

Example answer: “It’s good that they can be ‘in the moment’ without worrying about a few things being out of place.” Alternate example answer: “A little untidiness is a small price to pay for happy children.” Another example answer: “The fact that it’s messy means they’re expressing their creativity.”

Obviously, if you were to offer these reframes to someone who is annoyed or frustrated, I would suggest that it would be a good idea to get in rapport with them first and of course to select your words carefully.

As with my previous examples, these aren’t the most amazing reframes in the world, but they don’t have to be that useful at this stage; it’s more important that you give yourself the freedom to be creative so your brain gets the pattern of what you’re doing.

Now, you can come up with reframes for any complaints or issues that you can identify for yourself or others. This can be a lot of fun (honestly!) if you take turns doing it with someone else. (i.e. you say “I feel [X] when [Y] happens” then they generate reframes.)

Then, once you get the hang of it, start looking for opportunities to use content reframing each day. For spreading good feelings around and helping people to lessen the easy natural way that they can sometimes get “bogged down” in the trivial. Depends on what you consider trivial though, be careful and thoughtful.

Once again, in a business sense, content reframing is also very powerful for dealing with objections of all sorts. For example, a reframe I sometimes use when someone objects to the price of consulting with me (I am sooooo expensive!) is to respond with something along the lines of:

“If you are after a cheap consultant or therapist, then you are right, I am not for you. If however, you want to invest in your future then maybe I am. If your child needed a serious operation, would you look for the cheapest surgeon? Then why look for the

cheapest way to make changes in your life that are important enough to seek help with?”

Again, I do have my tongue planted in my cheek as I write that riposte, however, I am sure you see where I am coming from here.

Then finally, list the objections you get most frequently and generate a number of content reframes for each one. Then, look forward with a sense of anticipation to the next time someone offers that objection. Remember to keep rapport with people when doing this! Or in jargon-free speak, relate, empathise, connect, get on with.

Good luck with your reframing and creating more harmony.

Chapter Thirteen: Releasing Self Sabotage for Success and Happiness in Life

Do you self-sabotage your own pathway to success sometimes? Sometimes we sabotage our own success and development without even knowing how or why. Some of us do it without even knowing that we are. This article shows how you can ensure that you are aware of any self-sabotage that may exist and how to avoid it.

Today, I wanted to mention this notion of self-sabotage.

I recently studied some material of Kevin Hogan's and lots by John Grinder on this topic. John is the co-creators and developers of NLP (Neuro Linguistic Programming). John points out the differences and distinction between what he refers to as 'first-order change' and 'second-order change'. First order change is not really relevant to my writing today.

Second-order changes are where a person could encounter what many people refer to as self-sabotage. Some examples of self sabotage include:

- going partying until 4am the night before an important job interview
- setting a goal of getting fit and healthy then eating chips and chocolate every night
- deciding to leave an unhealthy, unhappy relationship, then not doing it

When a person's behaviours are not in line with what they say they want, there are three main possibilities:

Firstly, it may be that they don't really want it; maybe they are not convinced of the benefits.

The second possibility is that they may well want it, but there are hidden benefits of the current state that will be lost. (For example, someone may get some short-term good feelings from eating all that chocolate when at home bored in an evening)

Then the third possibility is that they want it, but don't believe it is possible and/or appropriate for them.

The power of WHY?

Although the why question is frowned upon by many in NLP, personal development and hypnosis professions, the place that I have found the why question useful is in establishing someone's motivation for doing something. Assuming that you have a clear idea of what you want.

When you have an idea of something that you think you want, go ahead and ask yourself “Why do I want this? What will it get me? What will it do for me?”

Identify to yourself the benefits of making the change you wish to make. How much do you want them? Is it worth the effort? My experience with this is very straightforward: I will only put effort into something that I really want. Now, you can really rocket-fuel the experience by following this simple procedure:

As I have suggested before, imagine that you are in that future situation enjoying the benefits of the change you have made. See what you’ll see, hear what you’ll hear and feel what you’ll feel once you have achieved that outcome (stopping smoking, achieved ideal weight, earned a certain amount of money, got that promotion, asked that person out on a date etc, etc.). Make the colours bright and really experience it in your mind as you think it would be.

Then, just step out of the experience, dissociate yourself from it and see it, look at it as if you are looking at a picture of yourself in the future, enjoying the benefits of that change. Also, make that picture big, bold and bright.

If at this point you are feeling motivated to make the change, great. If not, think to yourself; do you really want it, or is it just something you think you should do? If you don’t want to do it – don’t do it! (If it’s something you don’t want to do but have to, like pay taxes, there are other techniques for dealing with that.)

Assuming that you do want to make the change, check for a secondary gain. By that I mean, check to see how you will benefit if you do NOT make the change. Have a think to yourself about how there might be a secondary gain or a hidden benefit of NOT achieving the change; something that might be making it worth not achieving the goal or the change.

Once you’ve taken care of motivation and secondary gain, it is time to check for belief.

Ask yourself or get someone to ask you the following questions: Do you want this? Is this possible for you? Do you know how to do this? Do you deserve this?

Then notice your own immediate response, be honest with yourself or ask the other person to watch and to listen to you closely when you respond. Does it seem like a congruent response (i.e. like you really believe it) or are you unsure / incongruent.

If the answer to any of these questions is ‘no’, or if the ‘yes’ response is incongruent (e.g. head shaking while saying yes), then there may be an issue of belief. A simple way to start shifting beliefs is through using the good old new age technique of affirmations. (Unless you have learned self-hypnosis, in which case do that; it is far more powerful. You can of course look at my learn self-hypnosis DVDs at my website)

So, to create this affirmation, create a first person present tense sentence containing what you are affirming, then say it to yourself in a positive and encouraging tone of voice (e.g. ‘I am supremely confident’, ‘I am fit and healthy’)

You may find that you have to say your affirmation a number of times before you really begin to start noticing differences, but they do work (plus, lots of people say horrible things to themselves lots of the time anyway, so you may as well start saying nice things to yourself in good tonality.) The way I see it, if you are going to say anything to yourself in your own mind, you may as well say nice and progressive things eh?

Here is a nice idea for you to have a go at, it is one to stretch your flexibility. Practice looking in the mirror and saying 'I love you'. If, when you do this, your statement seems obviously true and positive, great! Do it twice a day forever. If (as is the case for many people) it seems unbelievably yucky, insincere and horrible, do it anyway. Pretend that you mean it. Keep on doing it for at least three weeks – you may be amazed at what starts to happen. Once it seems obviously true and positive, great! Do it twice a day forever.

Really enjoy the first half of the month of May. Do some different things and let me know what you have done differently and the difference it made, or get in touch with me if you need some inspiration.

Just last week, some pointed to me a quote that has been re-hashed several times before, but is a great one;

"Life's journey is not to arrive at the grave safely, in a well preserved body, but rather to skid in sideways, totally worn out, shouting!...Holy Cow...What a Ride!!"

Chapter Fourteen: Supreme Self-Esteem

Ever wondered how some people have lots of self-esteem and others none? Ever thought you could do with a load more self-esteem? Then read on...

Self-esteem is incredibly important. In fact, I think it is so important that I am going to say that again. Self-esteem is incredibly important. Many people have the notion that it is the same as self-confidence; however it is far more than just self-confidence. If we look further into the origins of the word esteem itself, as we look etymologically, it comes from the word *aestimate*, which literally means ‘to put a value on.’ As you might guess, this word shares the same root as the word ‘estimate.’ Therefore, we can see that self-esteem, really does just mean; the value we put on ourselves.

Now then, what are the key components of self-esteem? When someone has high self-esteem, they have a genuine, deep rooted sense of self; they actually like (and often love) themselves; they can and do recognise and be in control of their internal state; and they have a sound sense of purpose, or rather they act and behave with purpose. These are not magical gifts that we were given at birth, oh no. One of the key concepts in many of my self-improvement or change programmes or writings is: what others do, you can learn. So that is where I am going to start here, by indicating and illustrating just what it is that people with high self-esteem actually do, I am going to break it down into easily consumable chunks so that you can replicate them and apply them to your own life immediately.

These things, if applied in the correct way, can have an amazing impact on anyone’s self-esteem.

Developing Your Own Sense of Self:

Many of the individuals that I have worked with over the years tell me that they lack self-confidence. I hear it so very often. As mentioned previously, self-esteem is the value we place on ourselves whereas self-confidence relates to our actions. Again, if we look at the word ‘self-confidence’ it means to trust in ourselves, so at its root it implies some kind of challenge or task that is to be undertaken in some way. To be more specific, confidence usually relates to our ability to do something or to have some kind of competency. We are confident in our ability to do something, to behave in a particular way in a particular situation, to take on a particular challenge.

It has been my experience that it is almost impossible to have self-confidence if we do not have self-esteem.

I once worked with a lady who was naturally very gifted in her specialised field and was a legal secretary. Following her initial training and joining a legal firm, she was recognised by the senior partners as being intelligent, conscientious and diligent as well as hard working. She really was an asset to the company and got on very well

with her colleagues. At the end of her first year of working for the company, she was offered a more senior position and she was given some additional responsibility along with a slight increase in her salary.

Following three years in this role, the legal team office manager role became available and as she had been as good as running the office anyway, one of the company's senior partners recommended that she apply. The partner felt that she deserved the role and encouraged her to apply. But, the lady in question was rather taken aback by the suggestion; she did not feel qualified or competent enough to take the role on or to even consider applying. She had always managed to successfully find reasons for dismissing praise, she told herself that she simply did not deserve it and that anyone could have done what she did and that there would come a day that one of the partners would realise that she was not that good at her job and she would be shown for what she really was. Therefore she just did not apply. Remarkable. What's more, I know that you know someone just like this.

I encounter so many people like this. So many. People that have this low self-esteem and are not able to generalise from the obvious successful results that they are having, or the acknowledgement they receive. It is almost as if they don't 'hear' the praise that they are given. Because of this, the lady I mentioned earlier lacked the confidence to apply for the promotion; and many people with low self-esteem consistently and continually underachieve in their lives. Most of them spend their entire lifetimes underestimating themselves and feeling that they are not worthy.

So what we are going to do is to explore. Over the years I have investigated those people that do have self-esteem and how they actually think and behave. It is all about that probing question 'How do they do that?'

When I worked at the Independent National newspaper in central London when I was younger, the newspaper had been bought by a new owner and was moving from where the previous owners, the Mirror group were based, in Canary Wharf in Docklands, London, to new premises in a slightly different part of London. A girl called Samantha was the Managing Directors PA and rather than using a proper project manager of some sort, the MD organised the relocation himself with Samantha's help.

She liked being who she was, had done well at school, this was only her second job and she had worked up the secretarial ranks to become the MD's PA. She did not mind being asked to help with anything out of the ordinary or unusual. The day before the office relocation was due to happen, the MD was involved in a car accident and had to take some time off due to being in hospital for a night and then off for a period of recovery. Another director asked Samantha if she would oversee the relocation as she had been so involved in the process. She was very slightly apprehensive but of course agreed with no hesitation: after all, she knew most of the arrangements that had been made, and what's more the MD had a mobile that she could call if she was desperate.

Now I mention this because you can see the differences between the two people in those examples. Not only did Samantha have a more easygoing temperament than the lady mentioned in my first example, she was also far more comfortable with herself

and of course that naturally meant that she could take the leap of confidence in herself that was required for her to take on the last minute responsibility.

Both of the women were extremely capable, however, the first mentioned lady had a low sense of self-worth, whereas Samantha believed in herself. So, what about you? I would like you to answer these questions to yourself:

- Can you accept a compliment straight, without verbally or non-verbally deflecting it and without dismissing it or having to qualify it in your mind.
- Are you ever afraid that you may well be ‘found out’ one day?
- Can you list 5-10 things that you like about yourself without hesitation, just doing it straight away?
- What is your reaction (internally and externally) when you are asked to try something that you have not done before, something new?
- What do you say to yourself inside your mind when you are about to do something that challenges you or that is difficult?

Really take some time and even consider writing down your answers, it is always good to see this kind of information in writing as well as it being in your mind. Then, what do your answers suggest about you and how much you like yourself? Do you think well of yourself? Are you happy being you? Are you critical about yourself and your abilities? I recommend writing these down again because you can then compare and contrast your answers when you have finished following these techniques and strategies. So, lets move on to those strategies and techniques.

The first of the strategies that I want to mention is: Accepting Compliments.

Quite simply, the easiest way to accept a compliment is just by saying “Thank You.” Not too difficult is it? Remember a compliment that someone has paid you, however small or minor you may consider it: imagine hearing it in your head again, play it over and over or better still, say it out loud to yourself and then say “Thank You.” You may want to experiment with a variety of tones of voice or accents or mannerisms as well as different facial expressions to find some of the ways that resonate the best with you and that seems the most natural.

You need to push your boundaries out here and really do this. Practice this over and over. I would recommend that you practice this in front of a mirror too even if it does feel unusual. Then, on the next occasion that someone gives you a compliment, because there will be some, catch what you do, even if your old response tries to kick in again. Even if it does, notice what you did and just offer a “Thank You” anyway. As you keep on doing this your brain will learn the new response and will begin doing it automatically.

Worrying about being found out:

Hmmm. Ok, ask yourself this question: what exactly is it that I do not want other people to know? Really ask yourself that and answer it thoroughly and precisely. The majority of people just don't want people to think badly of them or their abilities. This kind of worry or fear almost always has to do with what you anticipate happening and not what actually does happen; it tends to be removed from reality.

So now is time for a reality check. These people that often feel unworthy about their capabilities at work or about their attractiveness are underestimating themselves. You should observe the other people at your work or in your life that seem quite contented with themselves and notice that contentment and ability are not related. They are not correlated. At the same time, you only have to take a good look at couples in any public place to notice that beauty really is in the eye of the beholder. It has often helped to ask two very powerful questions here to discover other possible reasons for your unnecessary worries:

- What stops you (feeling good about yourself)?
- What would happen if you did (feel good about yourself)?

Learning to Like You:

Ok, it is time to take out your self-esteem journal or that piece of paper to write on again. As we touched on earlier, I would like you to list anything you can think of that you like about yourself. It might be the dimples in your cheeks when you smile, or the crookedness of your teeth, or the fact that you can spell words really easily, or that you have good morals, or that you are honest. Absolutely anything applies here. Keep on collecting and adding to this list. Now check this list against your logical levels exercise that you did at the very beginning of this programme. Think about your environment, your beliefs and values, your capabilities, your behaviour and identity and think about your characteristics on each level and find more and more things on many differing levels that contribute to your own unique identity. Then keep this list somewhere important to be able to refer to and remind yourself often of its contents.

Doing Different Things:

Lots of us react with fright, fear and anxiety when confronted with new things! Oh, no, a new thing! So if you do respond that way, spell out the worst case scenarios you have in your mind. Really spell them out, write them down if it will help. Sometimes this is enough to make you realise that they are silly fears or maybe they are a bit (or a lot) unlikely. I bet they are. However, if your worst case scenario could happen, think about how it could be managed and overcome. Take it a step further and think about someone you know would overcome it – what exactly would they do? How would they go about it? So, instead of letting that fear harbour itself deep within you as if you were burying it, take it on and find and create a strategy for dealing with it. Much more often than not at least one of these approaches can and will defuse the anxiety. Now, if it doesn't, your intuition and instincts may well be right: so don't do it!

Communicating With You:

I have written a lot before about our internal dialogue, if you really have too much of it and you want to use it far better, I would recommend you read my best-selling book 'The Secrets of Self-Hypnosis: Harnessing the Power of Your Unconscious Mind' or you look through the archives of my ezine for the article that I wrote on it before. Please remember the archive is temporary, please read those articles before they are moved.

The point I want to make here is that if you persist on telling yourself not to make an idiot of yourself in front of others, or remembering how things went wrong the last time, or highlighting to yourself how useless you are, then that internal dialogue voice may well be contributing to your problem. In fact, I know it is!

So instead, begin to think: what would you say to someone else in the same situation if you wanted to encourage them? Work it out and again, write it down. How would you encourage them? Then continue to say those things to yourself. Do this. Say those things to yourself instead of all that other nonsense that you used to persist on saying. Be convincing and sincere; really mean it. Now how does that feel? To have that kind of progressive internal dialogue instead. It can be like a breath of fresh air for your brain, you are nurturing it. Because we engage in it so very much, each time you create some internal dialogue the more supportive you become and this makes a real difference to you self-esteem and your self-confidence.

Self-Esteem Telling Signals:

How can you tell if someone has self-esteem? It is so easy to tell, though not many people actually notice. One of the surest indicators is that people with self-esteem just do not need to prove themselves. By that I mean that they do not need to:

- Boast.
- Put others down.
- Show off.
- Name-drop.
- Hog the limelight.
- Tell you all about themselves and their achievements.

It is often individuals who do these seemingly confident behaviours that have quite low self-esteem.

Earlier this year, I was speaking at a large conference in Las Vegas and over 500 people were there to listen to the team of speakers of which I was one. The main speaker was someone I had heard of and is very well known across the world and so I wanted to speak to them as much as I could and glean some tips or just get to know them. I wanted to do the same with all the speakers and as we were waiting to go on stage, I took some time out to chat with all the speakers and they were all nice and at ease, no-one displaying any signs of anxiety at the prospect of speaking to this large

audience. However, I really did notice that the well known speaker asked no questions of any of the others, in fact they did not show any interest in any of the other speakers at all. Which surprised me a little. Instead, the person maintained a relaxed demeanour and outward appearance but focused all the time on them self. It was all one way and self-centred. I suspected that they were not at all comfortable being this well-known speaker at all. I confirmed this later on when that person asked me if I would spend some time with them to help coach them through some things that they wanted to deal with following a later conversation.

People with true, genuine, real, sincere self-esteem, however well known they are, usually display very different characteristics:

- They have a quiet confidence.
- They do not fish for compliments – but they do accept them well: they know what they are worth.
- They may be quite humble.
- They recognise and are often interested in other people and their achievements.
- They may not be bothered about receiving external recognition.

You can read the body language of someone with self-esteem as it usually speaks for them. They are often physically relaxed, upright, calm and measured in movement, they are decisive and without hesitation and they make good eye contact freely and comfortably.

It has been my experience that despite there being so many people out there who display apparent confidence and competence, actually doubt themselves and their own abilities. (hey, you may well be one of them) I know I spent years and years showing off due to a lack of self-esteem. These days I just show off because I am childish and silly. I joke. These people though, may well stand up for others, but fail to stand up for themselves. They may well be sensitive and sympathetic – but not about their own limitations. Bear in mind that when you meet other people, whether they are dominating and outgoing or just quietly efficient, they may both have a serious lack of self-esteem.

As with so many things, as with so many areas that I work within and as we have touched on already, modelling can really help. Stop and think about people you know who have a strong sense of self: how do they behave? How do they seem to think? What is important to them? What do they believe? What tells you that they are genuinely comfortable with themselves? Trust your intuition here and make the most of your observations. Again, note this stuff down.

Imagine that you were someone else that is watching you from the outside. As you look at yourself, how could you begin incorporate what you have learnt from your self valuation and apply them to yourself. Really have a think about that.

Chapter Fifteen: Using the Language of Self-Hypnosis

Using language in the most progressive way to ensure your internal dialogue can be as amazingly powerful to you as using self-hypnosis. The author of the best selling book "The Secrets of Self-Hypnosis: Harnessing the Power of Your Unconscious Mind" shows you how.

Words are just a part of our lives aren't they? Why do we need to think about them? When I teach people self-hypnosis, the language they use in self-hypnosis sessions is very important. What's more, the kind of language used in self-hypnosis can be used outside of formal self-hypnosis too, to enhance your communication with yourself at all times.

The words that you use in and out of self-hypnosis carry a lot of connotation and a lot of deeper meanings for you as they do for everyone. What one word means to one person can mean something completely different to another.

Think about an occasion in your life that was a wonderful occasion; maybe a happy birthday, the birth of a child, a wedding or a celebration, maybe a time when you achieved something, when you succeeded or maybe a time when you felt the full force of joy or love. Really think about that experience. Remember what you saw, remember and think about the sounds that you heard and think about how you know and how you knew you felt so good then. Whereabouts in your body were those good feelings? Now, as you really think about that memory and immerse yourself in it, think about the words that you would use to describe that experience.

These are the words that are going to elicit the most powerful response from within you when you use them in self-hypnosis sessions and when you communicate with yourself at any time.

Have a think about these questions; what words make you feel good? Which words give you good feelings? Make a list of the words that appeal to you. You can use a thesaurus to help.

Ask yourself; how would I like to feel? Here are some good words you may like to use in your self-hypnosis or just to frequent the internal workings of your mind with: Healthy, Peace, Balance, Harmony, Relaxed, Confident, Good, Happy, Powerful, Joyful, Calm, Unison, Assured, Vibrant, Loving, Progressive, Better, Beautiful.

All a bit obvious, I know you get the idea. It is really important though that you do actually use words that have a good meaning to you and make you feel good within your self-hypnosis or just your internal dialogue.

Now, I am going to add a couple of words here for you to think about. Think about the words “more and more” and “increasingly.” These words are going to be important to create growth, power and fluidity in your mind. Let me explain how.

Consider the sentence “as a result of achieving my ideal weight I am happy.” This is a nice way to remind yourself that achieving this particular goal (whatever it might be for you) you are happy. Great. However, we can make that more powerful by changing a rather static “happy” to “more and more happy.” I don’t know about you, but I would never want to think that I ever reached the pinnacle of happiness and could not go any further.

“Happy” is static. In order to supercharge your programmes and the way you utilise language in and out of self-hypnosis, you can mobilise the words and get them moving onwards and upwards for you. You can change “Happy” to “Happier and happier” or “more and more happy” or “increasingly happy” or “progressively more happy” or “more and more appropriately happy.” Use whatever feels right for you, just use other words to develop and power it up.

Words to avoid:

Some of these words may seem fine and feel fine to use for you. I am just giving you ideas and considerations when using these words in and out of self-hypnosis.

When communicating with yourself, my recommendation is that you consider avoiding the following words and types of words;

Words that elicit bad feelings. Words that are ambiguous. Words that are limiting, restrictive or disempower you. Words that you are uncomfortable with.

When communicating with yourself, ask yourself these questions: Is there another phrase or word that is better? Is there a word or phrase I find more pleasing? Is there a way in which you can put your energy and power into this suggestion in a better way?

So, firstly, I want to point out some words that can elicit bad feelings: Try, can’t, won’t, don’t, should, shouldn’t, must, mustn’t, jealousy, temper, no, lose, will, sad, difficult, but. I want to point out a couple of these words in particular.

The word “try” sends a shudder down my back. I use this word in therapy often to ensure that people won’t do what I am asking them, for example I might say “try to resist the urge to relax.”

When you are trying to do something, you are not doing it. You build in failure by using the word try. So just remove it from your internal communication.

You will have heard that expression “if at first you don’t succeed, try and try again.” Yuck. Awful stuff. It really should read “if at first you don’t succeed, try and try, and try and try and try and try and try... etc, etc.” You want to do the things you want to do, you want to achieve the things you want to achieve; you don’t want to try and do them or try and achieve them.

The word “Will” is another one to avoid if you can. Will is not actually happening, it is something you will do rather than actually are doing. It never occurs. You know, you can put almost any sentence together with the word will in and simply remove that word to make it more progressive and positive for your self-hypnosis requirements. Have go at doing that. (I realise that there is likely to be at least one wise guy who now uses the word as in “last will and testament” yes, very clever. I have not heard that one before.) Here are a couple of examples;

“As a result of stopping smoking I will be healthier.” Now becomes; “As a result of stopping smoking I am healthier.” “I will successfully achieve my goals” is transformed into “I successfully achieve my goals.” Here we have just removed it to make it more progressive. You see, it is those finer distinctions that I refer to often that can really make a difference to the way you use language, and you may as well really use it more and more powerfully while you are in the state of self-hypnosis.

Lots of people tell me that they want to “Lose” weight. I always tell them that no one loses when they come to see me. Think about what else you lose in life. Generally, it is things that you would rather have kept like your keys or your wallet. You generally lose things that you want to find again. Lose has many negative connotations. Instead of losing weight, reframe it with the words “achieving and maintaining the size, shape and weight that pleases me.” This is much more progressive.

Finally for this section, I want to mention the word “But.” This word can often be seen to be negating what has come before it; I would really like to come out tonight, but I have to wash my hair. Of course I really love you, but I need to pursue my career. I had a great time, but that guy sitting next to me was rude.

This might not always be the case for you; however, it is for you to be aware of when addressing your own unconscious mind in and out of self-hypnosis.

Secondly, I recommend that you really do avoid using words that are putdowns. They don’t really have a place in self-hypnosis or your mind at all. Avoid the following words and words like them:

Untidy, Dirty, Smelly, Ugly, Stupid, Lazy, Hopeless, Disliked, Unkempt, Smelly, Idiot, Embarrass, Ridiculous. I know you know lots more. I don’t really like even having to write these in this article. Your internal dialogue and self-hypnosis sessions are better without these words.

This next set of words is for you to keep aware of and avoid if you feel they limit you or your programme in any way. I am referring to words that are absolutes. These are words that have no flexibility, that are final. For example: Always, totally, closed, never, finish, impossible, definitely, completely, death, cancelled.

You may for example, state in a self-hypnosis session or tell yourself that you never smoke again. Which is fine and good for some people. However, you may have one too many glasses of sherry at Christmas and have a sneaky puff on your friend’s cigar. Now this does not make you a regular smoker again, however, it has negated the sentiments that you told yourself. It has made your internal communication to yourself less credible to you because you wrote that you would never smoke again

and you just did, albeit only one puff, by writing that you would never do it, you leave no flexibility and you leave no room for interpretation of particular circumstances that may arise.

That may be fine with some, just bear it in mind. I mentioned the subject earlier within the guidelines for writing programmes and that is the notion of ambiguity. With self-hypnosis and when communicating with yourself in your own mind in other ways, it is best to avoid words that are ambiguous. Words such as; Maybe, Desire, Growth, Positive, Negative, Normal, Whole.

You might well use the expression that your desire to stop smoking is increasing. Again, this sounds fine on the surface. However, do you want your desire to stop smoking to increase or your actual ability to stop smoking to increase? If you only increased your desire to stop smoking, it might become a very frustrating experience. Also, you might want to consider referring to your personal growth increasing. It could be referring to something growing on your body somewhere!

Think about the word normal. Who is to say what that is? Do you know specifically what you mean when you refer to anything as being normal? If you are going to use the word normal, I would recommend that you define what that means to you also, be specific about it or just substitute it for the word usual if you can.

Finally, on the topic of words, I would like to point out to you the use of the "Able." It is one thing being able to do something; it is another to actually do it. If you are going to increase your ability with something, then also ensure you do it.

I realise that this article has offered up many considerations so far with self-hypnosis use of language and internal dialogue. These are just that; considerations.

You can allow yourself to find the right solutions and methods for you. As you get more and more used to being in self-hypnosis or just communicating with yourself more progressively and discovering the kind of suggestions and words that have the most powerful effect for you, then you can fine tune your use of them.

Adam Eason's best selling book "The Secrets of Self-Hypnosis: Harnessing the Power of Your Unconscious Mind" can be found at Amazon or any good online book store.

Chapter Sixteen: Valentines Day Rapport

Valentines Day poses lots of commercial and personal interest these days. This article demonstrates how to get a real deep level of rapport with your valentine, or anyone else at any other time for that matter.

How to develop and heighten rapport on Valentines Day beyond your wildest dreams!

With Valentines Day on the doorstep for another year here is way of enhancing those romantic occasions. In thinking about something pertinent to Valentines, I thought I would write about a topic that fascinates me; developing rapport.

Fundamental techniques in various fields show people how to do physical things like match and mirror body language, which I think is fairly well documented these days. I had a local newspaper advertising salesman come along to my centre recently to talk about advertising and I was amazed at how blatantly and obviously he mirrored every movement I made. It verged on being uncomfortable! If you are going to match and mirror, you can match body language with more subtlety.

You do not have to copy every crossing of the arms with a crossing of the arms yourself. You can intimate a crossing movement with your fingers much more gently. You can also then look at matching the speed and rhythm of speech, match the rate of breathing and general tempo of that person.

You can then progress onto to doing things to do with matching the form of their representational systems within their language? "What?" I hear many of you ask. Well, that is something you can ask me about separately. This article is about something else.

What is more interesting for valentines is a deeper connection in the person you are with.

The idea that you can create the kind of 'instant connection' that leads to deeper intimacy with another person fascinated me, and that sense of fascination is still with me. While many of the 'techniques' for building rapport (matching, mirroring, sensory words etc) have been well-documented, it occurred to me that, when that sort of 'instant connection' happens spontaneously, often its in the absence of any techniques whatsoever.

My partner, Sara, and I recently discussed that lots of people often comment on how comfortable they feel when they are with me! What many people are astonished with is the degree of rapport I can and do often get with other people. I very often do not do anything in the way of matching body language, sensory words or breathing rate when I am out of the therapeutic environment, yet I do get into extremely deep rapport with the people I come into contact with, leading to comments like "You

know me better than my best friend” or “I feel like I’ve known you all my life”.
HmMMMM..... I thought.....

How do you do that?

Well, whenever I see someone doing something really cool, the question that I ask is “How do you do that?” One of the presuppositions of my work is that if one person can do something, then we can learn how to do it and teach it to other people. We all have human neurology, and the amazing skills that individuals demonstrate are based in their neurology, so anything one person can do, can be done by anyone else with human neurology. (As an aside, I was once at a Richard Bandler training where he said “Anything is possible”. Someone challenged his assertion, and he replied “Look, if something’s impossible, you’re going to find out soon enough anyway, so you may as well assume its possible until proven otherwise” which I thought was just the coolest answer.)

The kind of thing I examined about myself was that whenever I meet someone, I accept them exactly as they are, with all their foibles, peculiarities and peccadilloes. Of course, in order to accept them as they are, I need to accept myself as I am. That is the reason my website and day to day manner is sometimes brutally honest, verging on arrogant, laced with my own brand of humour; because that is who and how I am and I accept that. It seems as though the other person somehow senses this acceptance, and deep rapport develops instantly.

Here are some ideas to tinker around with;

1) Sit for a few moments, and experiment with accepting yourself exactly as you are. Say to yourself “I accept myself exactly as I am”.

If you are experienced in meditation or self-hypnosis, this may be very easy, right from the outset. If you are less experienced, it may be a bit trickier at first, until you realise that, whatever your internal response to the statement is, you can just accept that.

Example:

Me 1) I accept myself exactly as I am

Me 2) Oh, what about that tension in my shoulder, I don’t like that.

Me 1) I accept that tension in my shoulder.

Me 2) But I don’t like it.

Me 1) I accept the sense of not liking it.

Me 2) That’s not fair!

Me 1) I accept that sense of ‘not-fairness’

etc.

I use the abbreviation of 'Me 1' and 'Me 2' because human consciousness is self-reflexive, and it seems that, no matter how many 'me's I identify, there's always at least one more 'me' observing the other 'me's. Go figure!

If you have never done this exercise before, you may find it to be an extraordinary experience. Whether you do or whether you don't, just accept yourself as having the right experience for you.

2) In a low-risk situation with another person, decide to experiment with accepting them exactly as they are. Say to yourself "I accept this person exactly as they are". Notice how quickly deep rapport develops.

When I first started showing others to do this, all kinds of objections would kick off within people. They would notice things they didn't like, or want to offer them advice, or react to what they were saying. Whenever you notice these responses in yourself, just do exercise 1, and accept yourself exactly as you are. This makes it 10 times easier to accept them exactly as they are.

Using this approach, I have managed to get a very deep level of rapport, and to be influential in situations where you'd never imagine being able to. Believe me!

How does this work?

The idea of rapport is that you meet someone at their map of the world. Matching and mirroring do this at the level of behaviour, but acceptance of the other person seems to match them at the level of identity. Many people get told from an early age that it's not OK to be them. Often, the behaviours they develop to deal with this not-OK-ness get them stacks more messages that they're not OK. This approach of total acceptance seems to send them a number of messages along the lines of "I accept you as you are", "You are OK", "You are a valuable human being", "You are worth listening to" etc. For many people, this is the first time they've received those messages, and it is powerful indeed.

So, as you gaze, all sappy-eyed over the candle-lit dinner table this Valentines day, you can heighten your sense of connection with that person by just accepting. See how your romance blooms and rapport develops beyond your wildest dreams.

Have fun!

Chapter Seventeen: What is Hypnosis?

Ever wondered just exactly what hypnosis is? Hypnosis as a therapeutic intervention is becoming more and more prevalent and commonplace. This article is explaining what the actual phenomena is and dispelling a few myths along the way.

Before anyone experiences hypnosis and starts using it to make wonderful, beneficial changes in their life, this article is designed to perhaps to answer a few questions you may have and also to dispel a few myths and misconceptions about hypnosis.

You know, I still meet people that believe that experiencing hypnosis is like being unconscious. I always reply, “What would be the point of that? Spending money and time to be unconscious in someone else’s company?? If I wanted you to be unconscious we would simply bash you over the head!” So it is important that you also know that hypnosis is not about being unconscious and that you have the correct expectations about the hypnotic experience that you are going to have, should you choose to invest in one of our products or experience hypnosis for yourself with a hypnotist.

In order to understand hypnosis, it is important to understand and differentiate between our minds. By that I am referring to our conscious mind, where we are now and just below that level of awareness is our unconscious mind (also known as the subconscious mind, for the purpose of easy understanding they are the same thing).

The conscious mind is where we usually spend most of our waking time, you know that internal dialogue we have that thinks “hmmm, what shoes shall I wear today” that is your conscious mind. Your conscious mind basically does four things;

Firstly, your conscious mind analyses. What is that? Well that is the part of us that looks at problems, analyses them and tries to create solutions to those problems. It is that part of us that makes decisions all day every day “shall I open the door?”, “Shall I have something to eat”, even though they are automatic behaviours, we make a conscious decision about whether or not to do these things.

The second part of our conscious mind is our rationale, the part of us that, especially in western cultures, always has to know “Why” things happen and “Why” we behave in particular ways. This can cause us so many problems as we give any problems more and more credence and power. More conventional and traditional methods of counselling or psychotherapy are often very much concerned with looking at causes of our problems and it is my opinion that all this does is teaches us “why” they happen as opposed to giving us the skills required to changing unwanted habits and behaviours. The more we think about “why” we do things the more we seem to embed the unwanted behaviour into our psyches!

The third part of our conscious mind is will power, that teeth-gritted determination that so many of us are proud to demonstrate. How many times have we used our will

power alone to make changes and found that our will power weakens and that change is temporary or non-existent.

The final part of our conscious mind is your short-term memory. By that I am referring to the things that you need to remember to function on a day-to-day basis, so that when your phone rings you know to answer it rather than stare at it wondering it is, or ensuring that you cross the road without being run over.

That is the conscious part of your mind, it is logical, rational and analytical, a bit like Mr Spock from the Star Trek series and as much as it pains me to say it, our conscious mind is frequently wrong about things.

Your conscious mind is wherever you happen to be pointing it at any given time. I am sure you have been in a busy, noisy environment, such as a restaurant or a bar and have been engaged in a conversation with another individual, and all the sounds going on around you just seem to blend into the background. Then someone else ten metres away can punctuate their sentence with your name and you pick it out as if it was being spoken to you. This illustrates that unconsciously, you are aware of many, many pieces of information every second of your life, sounds, colours, thoughts etc, yet your conscious mind allows you to focus upon what is pertinent or relevant to you at that moment.

If you take that conscious awareness and point it inside of yourself instead of outside into the world, you begin to become aware of your inner self, your unconscious self, which is the part of you that we work with in hypnosis.

Your unconscious mind is tremendously powerful and automates as much behaviour as it possibly can so that we do not have to think about it. For example, there was a time in your life when you had to be shown how to tie your shoelaces, and you concentrated on doing this. I suspect that by this stage in your life you know how tie your shoelaces very well and you don't even think about doing it, you just do it. I have a lonely Auntie who as a boy, my mother would ask me to phone on a weekly basis as she thought this would make her happy and I vividly remember hearing her lighting up a cigarette and heavily exhaling the smoke while on the phone, she didn't even think about what she was doing, she just associated smoking with being on the phone.

We are amazing learning machines and we learn behaviours and habits and then our unconscious mind automates them and does them on auto pilot so that we do not have to think about doing them.

Your unconscious mind has within it all your long-term memory. Just about every blade of grass that you have seen in your entire lifetime is stored away in your long-term memory that serves as an amazing storage centre. These memories affect us in varying ways, some more than others. Sometimes our ability to remember them is not as fluid as we need, as it is often not necessary to have all our memory in the forefront of our minds. For example, right now you are unlikely to be thinking about everything that happened to you on your last birthday, however, me just mentioning it, you can dig into your unconscious, long-term memory and remember.

Another example is if you have ever seen a live stand up comedy show. You watch the comedian and laugh (or not as the case may be!) heartily as you listen to lots and lots of jokes. Then when you leave the venue, you can remember none of them, or one or two at best! Then, a week later, a friend that you were with can say to you “do you remember such and such a joke from last weeks comedian” and you think “oh yeeeaah!” as you bring that information out from your long-term memory. You know that you know the joke, it was just not at the forefront of your conscious mind, it was tucked away in the deeper unconscious.

Your unconscious mind knows more about you than you consciously that you know. Sound confusing? Well, just think, you are currently breathing, your heart is beating (I do hope!) you are digesting, your body is regulating its body temperature, it is doing a range of wonderful things without you having to consciously think about it. You are not sat around thinking “I really must remember to breathe”. We are not machines, there is an intelligence within us that knows how to do these things, and it is that intelligence that we tap into with hypnosis.

Your unconscious mind is where you get your gut feelings, your instincts and intuition that communicates with you sporadically from time to time. Like when sometimes, someone can be saying all the right words to you, but you get a different feeling about them.

Your unconscious mind is a bit like a computer. Throughout your entire lifetime it has been programmed with all your experiences, relationships, interpretations of the world, influences and all this has culminated in your computer functioning with that programming. Hypnosis is simply a way of accessing that computer and updating that programming so that it becomes instinctive and intuitive for you to make the changes that please you.

Your unconscious mind is the seat of your emotions and where your behaviours exist and it is the part of you that we work with in hypnosis. Hypnosis is a way of us stepping over your conscious mind and accessing the unconscious mind to make powerful and profound changes.

Now, I am sure that you have experienced natural trance states many times before, in fact I know it. For example, when you have been driving in a car and thought to yourself “ooh, how did I get here?” or when you have been reading a book and you’ve turned the page and thought “I have no idea what I have just read, I am going to have to read it all again”. I can remember being at school watching my history teacher teach me, yet my mind was a million miles away wishing I was doing something else. All common experiences, daydream like states that we all experience, many times a day. The only difference between these naturally occurring states and those that we use in therapeutic hypnosis, is that with the hypnosis, you intend to enter the state, you are in control of it and it is just like a slightly amplified, deeper version of the state. That is it. Sometimes it is simply like sitting in a chair with your eyes closed, not the magical mystical or unusual experience that some people are led to believe it is.

It is important here to know that you cannot be made to do anything that you don’t want to do. Very important. I had a guy that a doctor referred to me, came to see me

and said to me “my doctor told me come and see you as I have emphysema and am going to die of it unless I stop smoking”. I said to him, well I presume you want to stop, he said “oh, no, I love smoking, it is one of few remaining pleasures.” I had to send him away as I cannot make him do something that he does not want to. Can you imagine if I could do that!! Wow. I could go and see my bank manager and make him give me million pounds without returning it! You never read about “Baddy hypnotists” making people rob banks or anything else absurd, because it cannot be done.

People usually then say to me “ok Adam, I hear and understand what you are saying and it all makes sense”. However, I have seen stage hypnosis and seen people dancing like chickens, are you telling me that they want to do that?” I am saying that these people are not being made to do things that they don’t want to do.

When someone buys tickets to a stage hypnosis show, they are being permissive to the notion that they are going to see hypnosis for entertainment; they expect certain things to happen. Secondly, when the stage hypnotist asks the audience “who wants to come on stage” the people that agree to do so or put their hands up are saying “yes, I want to be hypnotised”, they are not being made to do anything they don’t want to do. The stage hypnotist ensures that the individuals on the show are receptive and follow a large number of compliance exercises and it begins to create the illusion that these people are doing things that they don’t want to do, when they are not. The hypnosis can step over the inhibitions of the conscious mind, so that the individuals behave with more openness, they just cannot be made to do things they don’t want to do.

Anyone can be hypnotised. I work with insomniacs, heroin addicts, schizophrenics, people experiencing chemotherapy, these are all people that are often convinced that they cannot relax or cannot be hypnotised, and as long as they want to, they all can and they all do.

All that is required is that you have an open mind, that you expect it to work and have progressive, motivated thoughts about the processes, follow the sessions and allow them to help you help yourself to make the changes you want and deserve.

Finally, at the beginning of the recorded hypnosis sessions and/or individual NLP or hypnosis sessions with me (I cannot speak for other therapists, we all do things differently) individually, you may be asked to do a number of different things with your mind and you can be forgiven for thinking, “well, he asked me to do this, and now something else, and now another thing, what exactly am I supposed to be listening to?” The simple answer is that you listen and follow as much or as little as you want to, remember that is your conscious mind thinking those thoughts and that is not the part of you that we are working with and making the change with. I am sure that there will also be times when you’ll be thinking “hmmm... am I in hypnosis, what am I supposed to be thinking or feeling.” Again that is your conscious mind thinking that thought and does not matter what it is thinking. It can be attempting to follow everything that I am saying or just wandering off and thinking about whatever you like, just trust that your unconscious mind is absorbing all that you want it to.

There will be times in the sessions when you may be asked to imagine things. Imagining things does not have to mean visualising. If I ask you to think of a

favourite place, you can imagine what it would be like, you don't have to be seeing a picture perfect cinema version of it in your mind. You can imagine, sense, think, or just know it without seeing it or picturing it in every detail. If I asked you to imagine the sound your feet make when you walk across gravel, you know the sound I am talking about and you can imagine it, but you are not necessarily hearing it in your ears, you can imagine it. That is all you'll need.

So, hypnosis is not like being unconscious, it is almost like having heightened awareness, it requires you to want the change, have an open, positive mind, as best as you can, and allow whatever happens to happen, without trying to grasp at what you think should happen, just letting it happen.

I wish you all the very best with whichever hypnosis product, or with any consultative sessions you are considering having with any qualified therapist or any training you plan to attend and I just know that having come this far, you really can do it, and make the changes that you want to make with hypnosis.

Chapter Eighteen: Guaranteed Goal Achievement! Easy New Year Resolutions.

Have you ever wanted to know how to ensure you achieve your New Year resolutions and guarantee they occur? Then read on about the most optimum, innovative and insightful method to achieve the goals that you set yourself.

One of the amazing gifts that we have as people is the desire to have dreams of a better life, and the ability to establish goals to live out those dreams. What is even more amazing is that we have also been given the ability to not only dream but to pursue those dreams and not only to pursue them, but the ability to actually set goals and make plans to achieve those dreams.

I did so much of my Christmas shopping this year online. Some may think me lazy, but I love to shop that way. It has dawned on me that setting and achieving goals really is as simple a process as placing an order. Therefore, when you now complete each of the following steps in this ordering process, it becomes a bit like ordering your goals!

Suppose I have set myself a goal to reduce my weight by 3 kilograms during the month of January. I compare the online DVD store to Life's Amazing Virtual Goal Delivery System and am delighted to say that if you follow these steps, your New Year resolutions are in the bag!

The first Step: Decide what you want.

Take some quality time out for yourself to be quiet. This is something that hardly any of us do enough of in our busy lives. We tend to manically rush, and we are constantly paying attention to the noise that is going on around us. Your heart and mind really do enjoy times of quiet, to peer deep within. It is when we take the time to do this that our hearts are set free to soar and take flight on the wings of our own dreams and goals!

Think about what really thrills you. When you are quiet, think about those things that really get your blood moving. What would you LOVE to do, either for fun or for enhancing the quality of your life? What would you love to accomplish? What would you try if you were guaranteed to succeed? What big thoughts move your heart into a state of excitement and joy? When you answer these questions you will feel Great and start becoming aware of what your goals are and of course what they should be.

Life is too short to not pursue your dreams. Someday your life will near its end and all you will be able to do is look backwards. You can reflect with joy or regret. Those who dream, who set goals and act on them to live out their dreams are those who live lives of joy and have a sense of peace when they near the end of their lives. They have finished well, for themselves and for their families.

So, back to the online goal ordering system; I cannot and do not expect the online DVD company to send me a film or comedy show before I have actually sent them my request, neither should you expect life to supply the resources to stop smoking, reduce weight, lower stress levels or be filled with self-esteem for example. So, choose the outcome that you require so that it can be ordered.

In order to do this ensure that you do get a vivid, sensory rich idea on how you want it to be; decide upon what it is that you really want and then make sure that you do really state it in the positive. For example "I want to achieve and maintain the size shape and weight that pleases me" and NOT "I want to lose some weight". We are not "losers" here!

Your unconscious mind treats negative and positive the same when it learns, they are not processed by your neurology in the same way that they are when you say them, for example; If I were to now say to you: "Don't think of a pink elephant" it is a command that is very difficult to actually do. In order not to do it, you have to do it! When someone says "I want to stop lacking confidence" you have to imagine lacking confidence to understand the sentence! You are dominating your mind with the thoughts of the things you do not want.

The Second Step: Get Your Goal In Writing; Make It Real and Tangible.

Before I can place an order for any DVDs, I had to find the right order page for the DVD I wanted. However, before I could find the right order page, I had to type the right key terms into the search bar. I wouldn't have found the right order page if I hadn't used the right terms. Wouldn't it have been madness for me to have typed "NOT The First Star Wars Film and NOT The second Star Wars Film..." or to have typed in "I do not really want anything with Jack Nicholson in it..." in my search for the DVDs I did want? Write what you do want, and be as specific and particular as you can.

As I have already mentioned, it is a common thing for people to think about what they want out of life in negative terms. They talk about "getting out of debt" when they really mean that they want to experience "financial security and freedom".

Your unconscious mind is going to deliver precisely what you order. Vague orders bring vague results and we never see the connection between our requests and what shows up. Too often we place careless orders unknowingly, and then wonder why things do not turn out the way we wanted them to. Focusing on "debt" brings a constant supply of it into your life, even if you are trying to get rid of it. After all, it's like putting "NOT debt" into the search tool. You're not looking for the "debt" order page, so stop using that expression today!

Commit to the thing you want by putting it in writing. It is like entering it in an imaginary search box. It is also the fastest way to get to the right order page. One more thing: write it in present tense as though it has already happened. Make it happen in the now!

So, maybe your goal statement in writing will be something like, "January 30th, 2006: I have now reduced my weight by 3kgs." Getting it in writing automatically takes you to Life's "order page" but you are not done yet. The DVD is not on it's way until you have completed the order all the way to the end of the process.

Third Step: Loading Up Your Shopping Cart.

Now, if you are going to invest your own endeavour on doing something, you need to have a good reason, so let yourself know exactly what the reasons are that you want to achieve this goal. What is it going to get for you? How does it benefit you? What then becomes possible for you? Allow yourself to really explore all the benefits that you are going to get from achieving your goal. The more you do this, the easier it is to be enthusiastic and motivated about it, and then of course the more your success is simply inevitable.

In my DVD purchasing experience, after I typed in "Star Wars Episode Three: Revenge of The Sith" into the websites search engine, it presented me with a list of "Star Wars" DVDs. Some were the earlier films. After carefully selecting my specific choice, I clicked "Add to Shopping Cart." This is a logical step; after all, I cannot really expect the online DVD people to despatch the DVD until I have advised them which one in particular I am after.

This step is comparable to the step of adding detail and sensory information to your goal statement. You need to spend time creating a more detailed description of the thing you desire. Instead of "January 30th, 2006: I have now reduced my weight by 3 kgs" you write, "January 30th, 2006: I am delighted and proud now that I have made really powerful steps to achieving and maintaining the size, shape and weight that pleases me, by successfully reducing my weight by 3kgs. I am truly happy at how easily this was achieved and am grateful to myself for having successfully completed this. I am now developing a more progressive relationship with myself and expect to reduce more weight with more ease this following month too."

Following this step means that you have just added your desired goal and successful outcome to the "Special Life Cart".

The Fourth Step: Where are you? Give your shipping address.

Now that the DVD is in my shopping cart, I have to tell the DVD company where to send it. This step is the part that ensures that my ordered DVD is distributed to my location. This now brings together two key pieces of information into one virtual place. Without this step, the DVD people cannot send me the book... because they have no address for the package.

Goal setting is no different. Just as the DVD and my address had to merge into one database, the goal you want needs to be merged with your personal information also. Notice that during this step, it is not the actual DVD that came together with my actual home; it is simply a representation of the DVD that came together with a representation of my home.

The same needs to happen with a representation of the thing you want, and a representation of you. How? You must imagine yourself achieving that goal; being that ideal weight for example. It might take a few minutes to really generate the images in a vivid way. Nevertheless, with the power of disciplined thoughts, you merge the thing you want, with the person you are. Your mind is the virtual database where it all must come together before Life can fill that order.

As you think about your goal now, having it in the positive form, vividly imagine just what you are going to see, hear and feel when you get what you want. As you are doing that, turn the brightness and colours up in your imagination, make the sounds louder, even add some of your favourite music or other wonderful sounds and turn up the wonderful feelings that go with it, think about where in your body those feelings are going to be when you achieve that goal and really make them more intense.

Then BELIEVE in that which you want. As you imagine that goal, view it and perceive it like you just know it is going to happen, in the same way that you know if you drop your cup of tea, it will fall to the floor. You just know it will happen. So every time you think of your goal and the sensory rich outcome, think of it like you just know it is going to happen.

Then think about how you will know when you have achieved that goal. How will you know?

I once had a client whose main goal was to be wealthy. I asked her exactly how she would know when she was officially wealthy and she said that she would have more money. So I asked her if she thought that if I gave her a fifty pence piece, would that make her officially wealthy. "Of course not" was her reply. 'More money' did not turn out to be specific enough evidence for her having achieved her goal, so we went into the detail of what she would see, hear and feel when she was officially wealthy. So get your own brain sure that it knows exactly what to work towards.

The Fifth Step: Receive Confirmation of your order.

After I filled in my shipping address, it asked for my credit card info. This is where I pay for what I want.

In setting a health goal, to "pay" traditionally refers to "dieting," "pounding the treadmill," and so on.

But that can be wrong.

So what is the price you pay? Well, it is not an easy price to pay. But it is easier than "paying" with unreasonable diets and fitness regimes. To take the final step in the order process, to do the last thing required before you receive the order confirmation, is to allow yourself to experience the feelings you feel when the goal is achieved. It is easier said than done, but you need to take your imagination exercise just one step further; let me give you an example:

You are out at a social summer event with friends, wearing that new dress or that favourite pair of trousers, huge grin on your face, you can smell the air and it smells

sweet, you feel a sense of freedom in your tummy as you move your body and you can see your friends expressions on their faces looking at you excitedly. As you meet some friends that you have not see for a while, they tell you how amazing you look to have reduced your weight. You look over at your proud partner and you whisper to them "I did it! It has been tough at times, but I did it! Let's really enjoy ourselves today!" And your partner says "You really did do it, I am so proud of you and what you have done."

This is your price. Ensure that you get into your imagination and associate with your results. Do NOT watch yourself doing it, BE you doing it.

Now, if you really do spend some time generating those kinds of images and thoughts in your mind, and feel the excitement and enjoy gratitude for the success then you are there! You have paid for your goal. Then as those feelings develop and enhance inside of you; that is your confirmation. Trust yourself and your unconscious mind to keep its promise, and go about your life in peace. No need for desperate dieting; you have already paid the price. Go about your life with a calm assurance that it is already done. Then go about your goal sensibly. The results are on their way and will connect with you in a natural way as you go about your day to day activities. Simply follow the thought. Think about new behaviours that you will need in order to succeed and begin to generate them.

The Sixth Step: Expect Success to Arrive, and be ready to let it in.

After my bill was paid, and I received my order confirmation, the DVD was on its way. I needed only to expect it, wait for it, look out for it, refrain from cancelling it, and answer the door when it arrived.

One very powerful thing to do here is to now let go of your goal. Detach from the outcome.

When you really, really want a specific outcome or really, really want a particular dream, your system sometimes tenses up, and it becomes increasingly hard to achieve it. Instead, find a way to become relaxed with the notion of not getting it. This maintains a sense of relaxation and acceptance while you are moving towards your goal. Imagine your goal as actual "thing" and imagine letting go of it, cut the ties that bind it to you and let it happen unconsciously without you having to continuously engage in conscious thought processes about it.

As for your goal to reduce your weight by 3 kgs by the end of January, if you have gone through the entire order process, and you have received confirmation, all you must do is expect it, look out for it, refrain from cancelling it with disbelief, and when opportunity knocks (because it will), simply answer the door.

So finally: The Seventh Step: Celebrate your successes!

People need to celebrate more, so celebrate your successes. Not just the big goal, but every milestone along the way. If you want to slim down, celebrate every few pounds lost (with something that supports you, like new clothing, not chocolates.) If you want to be a healthy non-smoker, celebrate your first day smoke-free, then your first week,

first month etc. If you want to – celebration sends a strong sense that you are doing the right thing to your neurology and makes it easier and more enjoyable to continue replicating your success.

Chapter Nineteen: Why Did Kermit Fall for Miss Piggy?

If you were a real pig, how would you go about getting handsome, celebrity frogs to fall in love with you? Read on to find out how certain qualities can make you irresistible.

Take a look at Miss Piggy from the Muppets. She was always very outgoing and confident, but more importantly she had amazing self-esteem. She thought and firmly believed that she was stunningly beautiful and she displayed it in a very dramatic way. Everyone fell for it, everyone found her to be glamorous. What's more, Kermit the frog even went and fell in love with her! But let's look at the truth of the matter - she was a pig!

Now she was no curvaceous Jessica Rabbit from the film "Who framed Roger Rabbit" who was a text book stunner! Miss Piggy certainly did not have the qualities of your typical super-model, I would even put my neck on the line and say that she was a bit chunky.

Developing self-esteem and oozing confidence can and does distinctly increase your ability to be irresistibly attractive. It can and very often does create an illusion or aura of value, worth and desirability.

Why do we find a person with high self-esteem to be attractive? What is it about them that draws our attention and admiration? Is it the mystique? Is it an aura? That certain "je ne sais quoi?"

Look at what is happening here; a person who exhibits strong self-esteem is telling the world they value themselves. After all, the meaning of "self-esteem" is the esteem (value) of the self. It is the estimation of worth that you are giving to yourself. So when a person recognises their own self-worth and exhibits that to the rest of us, we start to think that they know something that we don't! In other words, they think they are special and have value.

Likewise when someone shows the world that they have low self-esteem, we tend to believe and think that if they do not think very highly of themselves, then why should we be impressed or respectful of them? We certainly don't usually allow ourselves to be dazzled by them.

In both cases, we simply go along with the estimation that what the person has signalled to us is valid. We tend to just believe the verdict that the person has put upon themselves.

So why is that attractive? We, as humans, are naturally attracted to that which has been deemed valuable. We also tend to want to be a part of a larger group. We often

follow the lead, join groups, and go along with the majority opinion - just to be part of the group.

High self-esteem can also create an illusion of attractiveness, or competence, even when it is not necessarily there. It is possible for us to be fooled. After all, attractiveness is a subjective attribute.

Self-esteem is the way that you feel about yourself, self-confidence is the way you feel about your abilities. Both can enhance your ability to attract partners, pay-rises, friends, sales, success, achievement and lots more. I think it would be valuable to learn how to increase your own self-esteem today. Hey, if it gets Miss Piggy pulling at someone's (some-frogs) heart strings, it can do the same for you.

Chapter Twenty: Changing Beliefs of TV's Celebrity Big Brother Contestants

Do you know whether or not you have flawed beliefs that are holding you back from achieving goals? Would you like to find out how to discover if you do or not? Here is the information that the contestants of TV's celebrity Big Brother needed to know.

Ok, ok, so I admit it, I have watched one or two episodes of celebrity big brother on the TV here in the UK in past couple of weeks. I am not a reality game show fanatic, however, I find it fascinating.

One thing that I have found fascinating is how different people react to others just because of what they believed before they entered the house rather than treating individuals on the basis of how they have experienced them first hand.

There is a young musician from a fabulous band in the Big Brother house called Preston and he voted for a lady called Faria to be evicted from the house simply because of the fact that she is famous for a kiss and tell story with England football coach Sven Goran Erickson. The first evictee, Jodie Marsh, was also cold and unpleasant to Faria on the first night for the very same reasons and expressed that to Dennis Rodman in the house. Neither of them judged Faria on how they found her or on their own personal experience of her.

Jodie and Preston both openly stated beliefs that they thought she was not a “proper celebrity” (whatever that is) because of how she was famous and Jodie Marsh actually said, when she was evicted from the house last week, that she thought Faria was lovely!! Amazing stuff. When she got to know her beyond what she originally believed, she discovered something that was liberating and kind instead of to the contrary.

Your beliefs are pretty much the rules of your life, well at least they are the rules that you will no doubt be living by. These rules may be what sets you free to achieve things in your life and live the way that you think is important. These beliefs may well also be restricting you and holding you back; they may even be creating the belief that you are incapable of achieving your goals. Or as in the case of contestants from Celebrity Big Brother, stop you from being agreeable to someone!

I wonder how many of you are already losing sight of your New Year goals or resolutions. Your beliefs may well be affecting your degree of success.

I believe in gravity and am guessing that you all believe in it too. Gravity is not influenced or altered in any way, shape or form by my belief in it. However, our relationships, abilities and possibilities are all influenced by our beliefs about them.

We tend to form our beliefs as the result of our experiences and then we act as if they are true. In one sense they are self-fulfilling prophecies. If you believe you are a likeable person, you will act that way, approach people openly and enjoy being with them. They will warm to you and so confirm your belief. We think that beliefs are formed by experiences, but equally experiences are the results of beliefs.

So this then means that you can choose your beliefs!

Understand that the belief that beliefs are changeable is in itself a challenging belief to many people because they tend to think of beliefs as possessions. People talk about 'holding' and 'having' beliefs, 'losing' or 'gaining' them. No one wants to 'lose' something. It would be better talking about them 'leaving' or 'outgrowing' beliefs rather than 'losing' them.

What's more, we all have a personal investment in our own beliefs. When the world confirms them, then they make a lot of sense to us, they are then predictable and give us a sense of security and certainty. We even may take a perverse pleasure in disaster, providing we have predicted it; how many of you have used the term 'I told you so' and found it to be a satisfying phrase? Not because you necessarily wanted anything to go wrong, but because your beliefs were proved correct.

Limiting beliefs are the major offender stopping us from achieving our goals and living our dreams. They act as rules that stop us from getting what exists within us as potential and we all have so much potential that we do not tap into nearly enough. Limiting beliefs hold us back from achieving what we are actually capable of and what we deserve.

So have a good think about this question; "What is stopping you from achieving your goal?" and know that the answers are very often your limiting beliefs.

Early limiting beliefs may come from childhood influences such as parents or teachers or people whose beliefs we deemed worthy of believing ourselves. These early beliefs often stay hidden and we do not consciously evaluate them as adults. We also pick up limiting beliefs from the media. The numerous soap operas that take up so many hours of TV time set up situations where the characters have to act out ridiculous limitations; otherwise there simply is no drama to compulsively view!

Here are some typical limiting beliefs that are amazingly common;

"No pain - no gain."

"I need to have lots of money to be happy."

"I can't trust anybody."

"You can't get over a bad start in life."

"I am too old to learn to use a computer."

"I never get what I am after."

"Other people are better than me."

"I do not deserve to be successful."

"I have reached my limits."

"I need to work very hard to have enough money to live."

"Success takes a very long time."

These and similar beliefs are only true if you act as if they are. Suppose they are mistaken? What difference would that make?

In the process of achieving your goals, sometimes just being able to articulate any existing limiting beliefs and in turn noticing their effect is enough to alter or dissolve your old unwanted belief and therefore change and update your own reality.

It has certainly been my experience that the majority of people are not usually aware of their limiting beliefs. So the first step is to put them into language or to write them down. Then they are exposed and can be examined and ideally let go of. There are two simple ways to do this:

The first way is to simply ask yourself what the reasons are that you are not currently achieving your goal. What do you think is holding you back? Ask yourself that question and answer as truthfully and thoroughly as you can. The answers will reveal what it is that you perceive to be limitations. More often than not, these limits will be more about you than about the world. When they are about you, they are something that can be changed or updated.

Now, I have found that when people do ask themselves these questions in their own mind, they are rarely honest with themselves, so here is another approach that I use a lot with my one to one clients to discover what, if any, limiting beliefs you have;

Step one: Take a piece of paper and write down an important goal. Have a good look at that goal and really think about it.

Step two: As you think about that goal, assess and score each of the following statements;

Score each of these statements by giving it a score out of 10. Where 1 means you do not believe this statement and 10 means that you believe it without a doubt at all.

I deserve to achieve my goal.

I have the skills and abilities necessary to achieve this goal.

It is possible to achieve my goal.

My goal is clear and defined.

My goal is desirable to me.

My goal is worthwhile.

Look at the lowest scores for any of your answers and begin to explore them. This can be wonderfully enlightening. Low scores highlight and indicate a limiting belief or that you have not thought about the goal sufficiently. If you have discovered some doubts in some areas of your goals, now begin to ask your self about the reasons you are doubtful or what could be making you doubt this?

When you begin to question and examine your beliefs you can unearth what might be limiting beliefs and then you can begin to heighten your awareness of whether or not your beliefs are preventing you from achieving your goals.

Chapter Twenty One: The TV Series Lost; Is Changing Beliefs That Easy?

How is it possible to actually change beliefs? Learn how today with this simple process that makes learning how to change your own beliefs as easy as changing your opinions of television programmes.

I have to admit it; I have become addicted to watching the wonderful TV series "Lost." For me, it is simply the best thing on television this year. It has reminded about how I was when Twin Peaks was going strong all those years ago!

Now, as a man with a wild and vivid imagination, I have entered all manner of debates with friends and family and colleagues about what is going on, about what they think and what we believe about it all.

I have even had tales from people telling me that they have friends who know someone who knows the director of Lost and have told me what their theory was and so on and so forth. Each time someone has given me a good reason or a great thought, my brain has gone in to overdrive and my beliefs about my theory has changed.

So how can we go about changing beliefs as easily as if you were changing your beliefs about a TV show?

The first step in our belief changing process is to identify the limiting belief that you want to shift.

Having identified a belief that you think is limiting or restrictive or causing you problems, make sure that you write it down concisely and precisely. When you get a belief down on paper and look at it in that way it then begins to dissipate already; it is exposed and vulnerable.

Step Two is that as you look at that written limiting belief, think about it and ask your self what it is doing for you; how do you benefit from having that belief? What purpose is that belief serving; this must be something positive, keep asking your self what the positive intention is of that belief, believe me when I say that there is one; otherwise you would not do it would you?

Regardless of the fact that it may be limiting you in a variety of ways, there is a positive intention behind it, there is a way in which you benefit from having that belief and now is the time to find that out.

Step Three is to now ask your self what you would prefer to believe instead. Write down your desired belief and remember;

Firstly, it has to be stated positively; remember that you want to move towards goals not move away from fears with your beliefs, ask for what you want, not what you don't want.

Secondly, you must ensure that you are comfortable and happy with the desired belief, make sure that it does not harm, conflict with or upset anyone to have this belief; that includes your self!

Thirdly, it needs to satisfy the same positive intention as you discovered that the old belief had.

So, go ahead and write down this new belief. Also, make sure that it is worded in the present tense, by that I mean phrase it as if it is occurring now. For example if your goal were to achieve your ideal weight, a suitable new belief would be: "I am believing increasingly more in my ability to achieve my ideal weight."

By doing that now, you have made the desired belief relevant and pertinent and you have gone and given it direction and energy.

Step three is a wonderful process that is to recall a time when you doubted a belief.

Can you remember an occasion when you doubted something that you really used to hold as a firm belief? You may wish to reflect on your life, think about the kind of beliefs that you had at certain times in your life, I know that mine have changed and altered a great deal over the years. I remember having solid beliefs about certain things when I was at college and can remember doubting those beliefs as I learned more about life and throughout my studies.

When you think about that period of doubt, how did you know that you doubted your belief? Did you have certain sensations in your body? What were you thinking about? How did you think about it? What were you experiencing? Really see if you can get back into that state of doubt, psychologically and physiologically. While in that state, bring to the forefront of your mind the old unwanted limiting belief that you identified earlier and have a think about your old limiting belief that you want to shed; do this while in that doubting state.

Great isn't it? Who would have thought that there are advantages to doubting things?

So, as you do this, begin picking away at the old withering belief by asking your self:

"What are the disadvantages of this old belief?"

"Does it really fit in with what is truly important in my life?"

"In the past, when was having this old belief getting in the way of my success?"

"What would it be like to not have this old belief?"

Before moving on to the next step, take a breather. When you sit down to run through this process, take a couple of minutes out now, think of something completely different; what shoe did you put on first when you went to work this morning? What do you really think is going on in "Lost?"

Step Four requires a similar process to step three, however, as you think back through your life, just have a think about times when you have been impressionable, willing to learn, open to change and especially open to new beliefs. Remember everything about that wonderful state of receptivity; How did it feel? Where in your body were the feelings? What did you see? What internal dialogue did you have? Really run through as much as you possibly can to achieve that state again for your self right now?

As you recall a time when you were open to a new belief, now really focus on and think about your new desired belief while in this open, receptive state. Now ask your self;

"How would it feel to have your desired belief?"

"How is it a better belief than the old one?"

"What difference would it make to your life to have this new belief?"

"What things would you do that you have not been doing?"

"What would you be able to achieve and overcome now?"

To round off this step nicely, take some time out now to evaluate the new belief. How good does it feel? Is there any tweaking to do? Can you make it even better and even more empowering?

Step five is about relaxing....

Get your self nice and relaxed and breathing deeply and comfortably and then go ahead and imagine that deep inside of you exists a large furnace and if you really want to be free of the old belief forever, then imagine tossing it into the furnace and watch it burn away into nothing.

Finally, step six is about taking some action. Make a choice to take some action. What can you and what will you do differently this very day as a result of having this wonderful new belief? How about you set your self a task, to achieve today, a task that is based on this new belief being true for you and your life now. Start doing things differently straight away and get that new belief firmly embedded into your unconscious behaviour patterns. When you start to do things differently, you then have physiological support and experience of the new belief and it becomes verified and enhanced with each new day.

Changing your beliefs can actually be as simple as changing beliefs about a television programme that you follow, but to change them powerfully and mindfully requires some continued concentration and requires a good investment of time and energy. However, when you do change and upgrade your beliefs, this can and does subsequently open the way for a major change in your experience of life and a rapid progression towards successfully achieving your goals and enriching your experience of life.

Enjoy this process, have some fun with it and get to the heart of your own development with updating any outmoded beliefs.

Chapter Twenty Two: Changing The Direction Of Your Love.

Where do you focus all your love each year? How about changing the way you love for Valentines day and making it easier to attract love for your self this year? Read on to find out how...

Another Valentines day is upon us and as we spread the love this month, how about starting right at home with your self? I want to talk about loving your self.

I am sure that you have encountered loads of people who both professionally and personally tend to put the needs of others before themselves. For many people it is an integral aspect of their work whereas some people learn that way of being during their younger years.

The variety of carers in our society learn how to minimise taking notice of their own feelings in order to take care of their clients and patients. People that tend to drive themselves into fatigue, depression or even illness include individuals such as hospital doctors working ridiculously long hours, high ranking city executives responding to their bosses, mothers to their young children, teachers within schools and colleges, managers of large companies with lots of employees.

With these kinds of people, because of their beliefs about what their role entails, they have a habit of putting the needs of the company or the client first. There can then come a point where these kinds of people do not even notice their own feelings.

Where is the love? It is being expended everywhere else. I would go as far as to say that this is potentially dangerous.

This kind of attitude to oneself produces conscious and unconscious attempts to take care of the self in short term ways or ways that are detrimental to our own well-being, including smoking or drinking alcohol or eating too much or the wrong things. These things then replace the good, direct and long-term ways of taking care of ourselves. People often try to give themselves quick treats, but in a way that can erode your self-esteem or your ability to attract love as you find that you cannot go without it, and also these things do not create natural good feelings most of the time.

So then what happens is that the teacher leaves the profession, the executive gets burnt out early, the nurse goes sick with constant illness, the doctor chooses to work in a private clinic with regular hours and pleasant surroundings. All of these may well be valid, but if they are not the individual's choice and they are forced decisions, it really does nothing for your sense of self. Without a good sense of self, it is hard to attract love.

So we want to spread some love.

Putting oneself first actually means that we are then of course in a far better position to look after others. If we are fit and well and happy, we have plenty spare for others. We can give generously without minding. Putting time and energy into loving your self is one of the most wonderful investments that you can make. So, we want to start getting you to notice you.

What do you like about you? What is there to love about you?

Is there someone in your life that you truly admire or think a lot of? How about someone that you really love? What is it about them that you like or love so much? Stop and have a think about them for a moment. Really think about the reason you like them so much.

I am sure that some of you may have responded with that old chestnut “I just do.” Now whether you are consciously aware of it or not, there are more reasons than that. I am positive that you could come up with lists and lists of amazing qualities that you find likeable in others. Liking someone involves identifying and enjoying certain qualities that you appreciate and think highly of.

This is why we end up liking people that we are unlikely to actually meet but are in the public eye. You can of course respect someone without liking them; liking them is to enjoy them.

This is very similar to the process of liking and loving oneself. Liking and loving comes from having a true sense of self-acceptance; we do not have to be perfect model citizens. Your liking for yourself will increase once you know more about how you function and learning to accept yourself as you are, even if you do have issues or foibles every now and then.

Now have a think about popular public figures. Very often one of the things that continue to draw people to them is not their accomplishments but the fact that they have frailties and foibles. This is what so many of the popular glossy magazines focus on, showing the regular lives and problems of the famous and one of the reasons that people seem to be so drawn to reality television programmes such as “Big Brother.” It is as if the message is “look, they are just like us.” We see how human other people really are.

Therefore, it is as if this process of being drawn to what makes us human and real shows us to be fallible at times. If this works between us and other people, surely it can also work inside of us. Actually, it can be a relief to allow ourselves to accept any limitations that we may think we have and even become fond of them, even proud, as long as they are not interfering too much with our lives.

Enjoying being your self this Valentines day:

That’s right, as of this very Valentines day, you are starting to enjoy being your self, this is where the love is. What are the things that you do enjoy about the way you are? At the end of the day, when taking stock of your day, you can also take some time to ask your self what you most loved most about you today.

Do include everything, even if it was a small, supposedly non-important thing. Perhaps you wore a certain handkerchief (you must have been bought one that is in a drawer somewhere that your great auntie bought you several Christmas's ago!) because it matched a new shirt. Perhaps it was something that you did, an enjoyable or beneficial interaction you had, or perhaps it was even something that you chose not to do or something that you thought. There are so many things to love about the way you have been today.

To really get your love for your self flowing this Valentines day, go ahead and make an official list on a piece of paper that has the heading 'I love myself because...' Then make another list that begins 'I love ... about myself.' Of course, you then have to add to those lists. Make a long loving list of things that can show you all the wonderful things you love about your self.

So think of the people you like and love the most, and the people who like and love you the most. If they like you or love you, dare to trust that you are actually well worth liking and well worth loving and of course you are worth giving some love to, and then dare to like and love your self as they do. Go on, I dare you! By the way, you do not have to only allow that love on your self on Valentines day, do it all the time and notice what an amazingly loving Valentines day you have next year.

Chapter Twenty Three: Run For Glory TV Series : How To Protect Yourself From Negativity

While working on the TV set of BBC1's new primetime TV series Run For Glory, Adam Eason discovers some interesting phenomena. He then demonstrates how anyone can learn to protect themselves from the negativity of others like he did on the Run For Glory set...

I am writing this article direct from the filming set of a new BBC1 primetime TV series called "Run For Glory." Run for Glory charts 15 people who have amazingly valiant reasons for wanting to raise money for charity by running the London Marathon.

None of them were runners before this show and they are being trained by UK Olympic gold medallists Steve Cram and Sally Gunnell. I have been filming for one of the Run For Glory shows to help the participants overcome psychological barriers and get in control of their minds with regards to running the marathon and their preparation.

I have found it very interesting to observe the relations between the crew, the producers and the interactions with and in between the participants of the Run for Glory show and how other people really do affect each other and have an impact on each other.

Recently, I wrote about developing rapport without even speaking. Lots of people do this without even being instructed on how to do it. One of the things that I have noticed since I started working within the various fields of personal development is that I am much more aware of other people and how I interact with them.

I have practiced and practiced achieving a really enjoyable sense of rapport with people when I meet them and develop relationships with them. It has been great to observe my own improvements in how I do this and the kind of intuitive and instinctive way that I do this.

When working on the set of this TV show "Run for Glory", I was chatting to one of the participants who is about to become very famous here in the UK thanks to this show, and they were telling me that at the end of filming each episode of Run for Glory, with everything going really well, they would finish the day feeling drained and verging on being depressed.

I spoke to them for a while and I was not sure about this until I observed all the kinds of interaction that was there in this unusual TV environment filming for Run for Glory – the participant was getting excellent results, I mean they are doing so amazingly well, so why were they feeling so low?

I suggested that this person might be picking up other people's issues, thoughts and feelings. I suggested that maybe they needed to protect themselves from the other Run for Glory participants. She used the technique that I then demonstrated to her and subsequently reported back that she felt amazing, so much better than she was before when she was around these people that were stressed, having great demands placed upon them and facing some very challenging situations in their lives.

When you develop rapport with people and get close to them, you can and often do access some of what they are thinking and feeling. This is not the best when the person you are in rapport with is not in a great or a productive state.

It is like a friend of mine who I joke is a "fun vampire." Sometimes he is so morose and seemingly depressed when we are out socially that he seems to "suck the life and the fun" out of all the people that he encounters! I know you all know someone like that too.

I tend to find this is particularly important when I am running seminars with people that are making a lot of changes in their lives or if I am working therapeutically with individuals; I want to be sure not to take on board too much of their feelings and way of thinking. So I want to show you some ways of protecting yourself too.

The way I suggest of doing this requires your natural ability to use your imagination and visualise. Now, if you believe you have difficulty visualising or using your imagination, trust me when I tell you that you use your imagination every day. Your imagination is what reminds you what your partner or spouse looks like, what colour your front door is and how your childhood bedroom looked. You do not have to visualising in perfect cinema screen pictures in your mind, just do it in a way that is right for you. This method is just as effective if you visualise the things I ask or if you just pretend to visualise them in your mind.

Firstly, get yourself nice and relaxed. Sit still and take some longer, deeper breaths and then allow your breathing to be natural and become rhythmic and easy. Focus on the moment; be aware of how your body feels in that moment.

Secondly, as you get more relaxed, imagine the relaxation spreading through your body. If you want to, give it a colour or a texture or imagine it as a sensation.

Thirdly, imagine the relaxation, or the sensation of stillness moving out of your body, just a few centimetres. Imagine that you are extending it to become a protective shield that is all around you.

Imagine that it acts as a filter, so only you to take on things that are for your better good and understanding and does not allow you to take on anything that is going to affect you detrimentally.

I don't know if any of you remember adverts for the oat cereal "Ready Brek"? The people used to have a glow about them when they were going to work if they had eaten their Ready Brek. When I first started protecting myself in this wonderful way, I used to imagine that I had a glow around me that acted like emotional armour and any

unwanted thoughts or feelings or even comments of others that I did not want to carry around with me, just bounced off my armour.

Finally, when relaxing tell yourself that this protective shield is there working for you even if you are not consciously aware of it. That way you can be sure that you are not carrying anyone else's vibes around with you and leaves you free to enjoy your experiences for what they really are. Then go ahead and practice this a few times, putting conscious effort into it, imagine making it more powerful with your attention and really getting it strong.

These ideas are just metaphors for protecting yourself, but because your mind and body are one system, they can be extremely effective ways of letting your unconscious know what you want. One of the things that you may begin to notice after you have used this approach a few times and over a prolonged period of time is that you just need to remind yourself of it every now and then, and then it works even better and better. The long term effects of establishing some protection are so very good for you; just as good as finding a good sun screen, that's for sure. It was so successful with that participant for Run for Glory too.

One of the first things I discovered when I really looked at the people on the set for Run for Glory was how many people out there make negative or bad suggestions (ie. people who say things which guide attention in less than helpful directions). It is the same in life as on the Run For Glory Set! The number of well-meaning doctors, family members, colleagues and friends that I have heard giving people suggestions for ill health, stress and negativity is truly amazing! If you maintain some good protection for yourself, you can be sure not to allow other peoples negative language, thoughts and feelings to affect you in a way that is not for your better good.

The ability to protect myself from the things going on around me has been instrumental in my latter life, being able to block out most unhelpful messages that come my way leaves a very nice state of well-being and it did so too for the participant in Run for Glory.

Chapter Twenty Four: How to Gain Instant Rapport With Language

How does the language of a northern English based Pakistani man from the 1970s use language to be charming? How do we use language to develop rapport without thinking about the content of our sentences? Read on to find out...

I went to the theatre at the weekend to watch a stage version of a favourite film of mine. The film is called 'East is East' and is nothing short of hilarious throughout. The stage show is wonderful too.

The idea behind the film is about a mixed race family where the strict father from Pakistan has raised his children with his northern English wife in a working class environment. The father expects his sons to agree to an arranged marriage and is infuriated when they do not want to do so. I shall not go on in too much depth about it, but if you get the chance to see it, you will laugh out loud at times.

The things that make me laugh about it so much is the way in which language is used. There is a very specific language that incorporates many factors that is used by the father; the way he talks envelopes a northern English accent, Pakistani mannerisms and traits and a wonderful working class profanity that is the hallmark of this brilliantly written script.

However, I still find myself finding the way the father communicates verbally to be very aggressive and direct; his language is hilarious, but it is never going to win him many friends upon an initial meeting!

It got me thinking about how to use language to build and develop rapport with other people and using your language to enhance relationships with people right from the start.

I am not going to write about the content of your language; the subject matter is not what I want to highlight today. I want to highlight how to be aware of how others use language. Then you can very cleverly reflect their style of language back to them in your own communication to build rapport beautifully.

Think about noticing and considering the words people are using. We all use words every day to communicate with those around us in our daily lives. Just take a moment now to think of some of the occasions where you failed to get the result you wanted by using the wrong words, or where you could have got a better result if the words had been more suited to the person you were talking to.

Each individual can only get information by seeing sights, hearing sounds, touching, smelling, tasting or having someone else describe it. Any experience, memory or processing of information has to be done through one or more of these six channels:

Visual (sights); Auditory (sounds); Kinaesthetic (physical feelings); Olfactory (odours); Gustatory (tastes); and digital (words). So, if you are eating a meal in a restaurant, you might see the food and the variance of colours on the table and other people around you; hear the clinking of their cutlery on the plates; smell the various aromas of the foods as they are served up; taste the flavours of the food that is eaten; be aware of conversations around you in the room.

Each experience or memory in our minds may include some or all of these elements. We each tend to have a pattern of which element we use the most or which we use first. We can only consciously use one element at a time, so we can easily notice which gets primary usage by anyone that we come into contact with. The patterns that we use the most then tend to show up with more frequency than others in our use of language. The markers are the descriptive words that I am going to highlight in a moment. Most people show a clear preference for one of the three main sets of visual, auditory or kinaesthetic words. The set used most by any individual is referred to as their primary system.

Let me give you an example of the kind of words I am talking about here;

Examples of Visual words are; see, look, flash, glare, shiny, brilliant, view, bright, picture, fade, ray etc.

Examples of Auditory words are; hear, sound, whisper, noise, quiet, listen, dissonant, song, thunder etc.

Examples of Kinaesthetic words are; feel, touch, grasp, tickle, hold, pressure, weigh, strike, painful etc.

A way to find out yours or a friends lead system is to talk for two minutes on a topic that you like and then for another two minutes about a topic you do not like, do it with a friend or record yourself and then note down all the words you used and put them into categories to note the main system that is used. It is good practice to look for what you use most and those that are used in conversations you have all the time with other people. This way you will heighten your own sensory acuity and sharpen your ability to spot those used by others more and more easily.

So the next stage of rapport development is to then begin to match the words used by those that you wish to gain with rapport with in much the same way that we matched the non-verbal communication before. Develop a more appropriately frequent use of their primary system; punctuate your sentences with those types of words.

What you are doing here is stepping into their map of the world and demonstrating unconsciously that you are listening and valuing what they say and how they say it.

Once you have sufficiently matched and developed the primary system for developing rapport more easily, you can start doing some other things to develop rapport with language.

One thing to do with your language is to demonstrate that you are aware of their on-going reality. The most effective way to do this is stack truisms together. Let me explain that. By truism, I am referring to making a casual statement in a sentence that is true about the person that you are communicating with. For example; You are reading this article, you are breathing and you have your eyes open. Now these are rather crudely obvious.

I entered a restaurant a little while ago and the staff were very pressured and busy. As we entered I said to the lady that greeted us "Hello there, I spoke to you earlier and booked a table in the name of Eason, I see you are very busy tonight, but I can tell that you are coping very well by the way everyone on that table you just served is smiling." Here, I stated 3 truisms, when you state three truisms, the other person will unconsciously process this as recognition that you sincerely see things from their perspective. We got some fantastic service that night I can tell you, and it was all founded on making that immediate rapport connection. I could have been an awkward customer from then on, but the waitress would still have enjoyed serving us as we had perfect rapport from the beginning.

Then you can think about how you can develop rapport by stating truisms (statements that cannot be disputed or argued with) about their experience in that moment. Notice and employ these very simple basic strategies and notice how rapport begins to happen much more easily.

Chapter Twenty Five: Hypnotize Yourself Right Now: 10 Steps To Hypnotize Yourself Today

Have you ever wondered how to hypnotize yourself? This article shows you how to hypnotize yourself in 10 easy steps.

I want to show you a really interesting technique to hypnotize yourself. It is known as the Betty Erickson technique as she devised it to hypnotize yourself. Betty's husband Milton Erickson is someone I have referred to on several occasions in my work as a renowned hypnotherapist and psychiatrist and someone whose work seems to hypnotize me all the time. This technique to hypnotize yourself is entirely attributed to her.

Hypnotize Yourself Betty Erickson Method:

This method to hypnotize yourself is based on the following premises and ideologies. While there are a number of counter-examples to these notions, they will be of value in understanding and utilizing this method to hypnotize yourself.

We think our thoughts in pictures, sounds and feelings.

When we think in pictures we refer to the external things we see and the internal images that we create. This includes remembered images ("What does your bedroom look like?"), constructed images ("What would it look like if it were redecorated?"), as well as the actual, real things we see about us.

When we think in sounds these are the things we hear and the internal sounds that we create. This includes remembered words or sounds ("Think of your favourite pop song"), imagined words or sounds ("Imagine that song being sung by someone else"), and also includes your internal dialogue as well as all of the real, actual, live sounds around us.

Thirdly, are the things we feel. These can be actual physical sensations or imagined ones. Can you imagine being at the seaside and paddling in the cool sea?

Most of us use one of these ways of thinking more than the others; though we each use all three of them. Since this is usually the case, an individual who "thinks" in images wouldn't hypnotize themselves the best simply by visualising.

Focused Attention:

Stereotypical images of hypnotists holding watches or other fixation devices for clients to stare at are the result of much misunderstanding about hypnosis. I for one have long ago banished my velveteen smoking jacket and watch on a chain for more modern methods of hypnotic induction! The experience of hypnosis is typically an inwardly focused one in which we move away from the environment around us and

turn our attention inward. This technique to hypnotize yourself is doing that even more.

Hypnotize Yourself Technique:

Step 1: Find a comfortable position and get your self relaxed and settled. Get into a position that you will be able to maintain easily for the time you are going to hypnotize yourself. It can be sitting or lying down, though sitting is recommended to prevent you from falling asleep. Get yourself centred, just looking in front of you and breathing slowly and easily. Let yourself relax.

Step 2: Think about the length of time that you intend to spend in this state and make a statement to yourself about it such as "I am going to hypnotize myself for 20 minutes ... " (or however long you want) You will be delighted to discover how well your "internal clock" can keep track of the time for you.

Step 3: What would you like to get out of this? Make a statement to yourself about the reason you want to hypnotize yourself. In this process, you allow your unconscious mind to work on an issue rather than giving suggestions throughout, (that is another technique) so our purpose statement should reflect that fact. Here's how I recommend you phrase it to yourself: " I am going to hypnotize myself for the purpose of allowing my unconscious mind to make the adjustments that are appropriate to assist me in _____."

Filling in the blank with what you want to achieve such as "developing more confidence in social situations." The actual words aren't nearly as important as the fact your statement acknowledges that you are turning this process over to your unconscious mind.

Step 4: Looking in front of you, notice three things, one at a time, that you see. Go slowly, pausing for a moment on each. It is preferable that they be small things, such as a spot on the wall, a doorknob, the corner of a picture frame, etc. Some people like to name the items as they look at them - "I see the hinge on the door frame".

Step 5: Now turn your attention to your auditory channel and notice, one by one, three things that you hear. (You will notice that this allows you to incorporate sounds that occur in the environment rather than being distracted by them.)

Step 6: Next, attend to your feelings and notice three sensations that you can feel right now. Again, go slowly from one to the next. It is useful to use sensations that usually are outside of your awareness, such as the weight of your glasses, the feeling of your wrist watch, the texture of your shirt on your body, etc.

Step 7: Continue the process using two Visuals, then two auditorys and then two kinaesthetics. Then, in the same manner, continue (slowly) with one of each.

You have now completed the "external" portion of the process to hypnotize yourself. Now it's time to begin the "internal" part.

Step 8: Now close your eyes. Now, bring an image into your mind. Don't work too hard at this; this is fun, remember? You can construct an image or simply take what

comes. It may be a point of light, it may be a beautiful beach, or it could be your car or an apple. I shall not scare you with the ideas that randomly pop into my mind. If something comes to you, just use it. If nothing comes, feel free to put something in your mind.

Step 9: Pause and let a sound come into your awareness or generate one and name it. Although this is technically the internal part, if you should hear a sound outside or in the room with you, it is OK to use that. Remember that the idea is to incorporate things that you experience rather than being distracted by them. Typically, in the absence of environmental sounds; I often imagine hearing whooping hallelujahs from a gospel choir; don't ask me why, that just happens in my mind.

Step 10: Become aware of a feeling and name it. It is preferable to do this internally - use your imagination. (I feel the warmth of the sun on my face) However, as with the auditory, if you actually have a physical sensation that gets your attention, use that.

Repeat the process with two images, then two sounds, then two feelings. Repeat the cycle once again using three images, three sounds, and three feelings.

Then to complete the process, open your eyes when your allotted time is up - It is not unusual to feel a little bit "spaced out" or wander off somewhat. At first some people think that they have fallen asleep. But generally you will find yourself coming back automatically at the end of the allotted time that you set before you chose to hypnotize yourself. Trust that you weren't sleeping and that your unconscious mind was doing what you asked of it.

Many people don't get all the way through the process. That's perfectly all right. If you should complete the process before the time has ended, just continue with 4 images, sounds, feelings, then 5 and so on. It is a simple way of just getting you acquainted with how to hypnotize yourself.

Chapter Twenty Six: The Power of Sound for Your Brain

Ever want to make sure that your brain is responding to the right sounds going on around you, then you want to make sure you have the right sounds happening inside your brain. Read on to find out how.

When I was at college, I used to play in a band and I loved it. Mainly because of my love of music. We had some really big gigs and used to write our own songs as well as covering some obscure music from those times. It is amazing that the music I used to listen to at that stage of my life can still make me feel a very particular way.

It's like when I run listening to my ipod, it makes such a difference. I can run faster and longer when I have certain tunes on.

What's more, I love listening to loud uplifting music when I get out of the shower first thing in the morning, because it makes me feel really alive, upbeat and charged up for my day ahead. My girlfriend is the same, even though our music tastes differ, she likes to sing loudly in the shower and while getting ready for work in the mornings. When I asked her about it once and she described how the music made her feel, she started to grin with delight, and I was intrigued by just how powerful sound can be and how we can all use it for our own benefit.

Not sure if many of you will remember this, but here in the UK some years back, Prince Charles was quoted saying "I just come and talk to the plants, really-very important to talk to them, they respond I find" in *The Daily Mail*. All kinds of research has been done as to how sound affects the world around us.

I recently read some research by William Congreve about the effects of music on our own development. I seriously doubt that William Congreve would have said "music hath charms to soothe the savage breast" if he had heard my band practising in my parents front room when I was at college, but he did think music offered people some special things.

The point that Congreve so memorably made more than 300 years ago, however, still rings true. Music elicits unconscious reactions. Brahms reportedly puts cranky babies to sleep. Mozart supposedly helps children achieve higher results in exams. Pleasant melodies of all sorts are said to lift depression, relieve anxiety and reduce pain associated with cancer.

Even many prominent psychiatrists acknowledge that sounds can indeed provoke the nervous system. The most dramatic examples are two types of epileptic seizures. High-frequency sound waves can trigger "audiogenic seizures." The emotional reactions to music can cause "musicogenic seizures."

There is a fascinating piece of research that shows how sound affects cells of water and if you think that the majority of us all is water, then you can begin to think that the sounds we continue to deliver inside our minds can be of some serious importance here.

What I want you to think about are the sounds you allow to be played inside your own mind. In my self-hypnosis master class and book, I mention a lot about internal dialogue. I want to go even further than that today though and go beyond the meaning and content of dialogue and just listen to the sounds that we notice in our minds; the tone, rhythm and pitch and how each affects you.

First of all, have a go at doing this:

Firstly, have a nice sigh. Sigh, naturally and out loud, three times in a row. A sigh sends a signal to your brain that all is ok with you and that you are safe and well. The process of sighing three times in a row typically gives an overall sense of comfort and relaxation and it should only be taking you 30 seconds or so!

Secondly, imagine sighing out loud three times.

You may recall from lots of my previous editions of Adam Up that your unconscious mind does not know the difference between an actual experience and a sensory rich imagined experience. So just imagine sighing out loud three times now. You can imagine sighs in situations where you want to feel the benefit and where loud ones might not be appropriate.

Sound has a profound influence upon us at levels below our conscious awareness. When you hear someone whose voice irritates you, that is a very real feeling being created by responses within you and the chemicals your brain is producing in relation to that sound, interesting stuff eh?

Similarly, when you listen to someone who has a really sensual, alluring voice, that has a very real feeling attached to it as well doesn't it? There is a genuine connection between tone of voice and feelings. This does not have to be exclusive to communicating with others; it matters how you communicate with yourself too!

So, thirdly, imagine from memory that you can hear your favourite piece of music. I know that there are pieces of music that just make you feel wonderful. Notice the extent to which it is possible for you to feel the sensations the music creates in your body. Now become aware of the associated feelings you experience.

You will notice that lots of the world's comedians, performers, prominent speakers and trainers play music when they come on and leave stage. They know that it helps them and you feel good at those crucial times.

Fourthly then, listen to a favourite piece of music and allow yourself to become aware of how you experience it. Music doesn't just come in through your ears, rather, notice how you feel it with your entire body. When the piece finishes, play it over again in your mind, and discover the how you can reproduce all the sensations you originally

felt. Then, next time you find yourself in a circumstance or situation where you would benefit from feeling those sensations, play the music in your mind!

Once you are sure that this really makes a difference inside your mind and body, you can begin to create and to think about various sounds that, when imagined, have certain effects on you. It really does bring new meaning to the term "sound effects."

When I meet certain people, I have all kinds of "oooh" and "aaah" going on in mind. I just know that lots of you imagined being at a fireworks display then didn't you? How about some laughter sounds and giggly sounds, or cartoon characters? Use the sounds that the world gives you and create more of the good ones, uplifting ones and fun ones inside of your mind and notice how it changes your daily experience. Notice the kind of tonality that you have with your own internal dialogue, if someone spoke to you that way, how would you respond? Would it relax you? Would it put you on edge? Use your own tone of voice inside and outside of your mind to resonate better with yourself and others; it makes a vast difference.

Chapter Twenty Seven: Learn to Cultivate Your Dreams Today!

Do you want to enhance creativity and realise your minds true potential in a way that uses what you do every day and night? Then learn how and why to cultivate your dreams today and forget conventional dream interpretation.

One of my favourite quotes of all time and I am sure many of you share my thoughts, is the speech by Martin Luther King at the civil rights march in Washington, 1963, which went like this:

"I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit together at the table of brotherhood..."

"I have a dream..." Indeed. Inspiring stuff. I want to discuss our dreams in a very practical way today.

I want to talk about how to cultivate your dreaming. It really is a tremendously valuable thing to do. I want to steer away from conventional dream interpretation and will explain why.

As of today, pay attention to your dreaming and your daydreaming. Dreams are important to us in many ways, because they do the following:

Firstly, when you dream you actively process information and feelings.

Secondly, dreams are always involving many senses, so the highly sensory experience is very rich. It is quite rare for us to use all our senses at once as we do when we dream.

Thirdly, dreams give us valuable information about what is going on in our lives, whether directly or more often in a disguised or symbolic form.

Fourthly, dreams are strongly sequenced, though often in a way which is emotionally rather than logically organised.

Finally, dreams draw upon a rich range of unconscious, associative, creative links between many kinds of information.

Some people remember their dreams; others tend to forget all but the most dramatic bits as soon as they wake. When you dream or daydream, take time to replay as much of it as you can in your mind before the events of the day overlay it. Relive the story of that dream. Remind yourself of the events, pictures, sensations and other sensory information it involved.

This dream was the product of your mind. Marvel at your own creativity! This is amazing stuff here; get excited by it.

If you get into the habit of asking yourself when you wake, “what did I dream?” you may at first only remember a few particularly strong feelings or vivid images: write them down and review it regularly. I actually used to write a dream journal and wrote everything down as soon as I opened my eyes each morning. It provided me with such inspiration when I required it.

Naturally, lots of you may want to start with dream interpretation straight away. Resist the urge for dream interpretation, ok?

Do your best not to assume that there is necessarily a single clear meaning which can be interpreted according to psychological theories or books on dream significance or dream interpretation. How can your dreams have the same meaning as someone else? Is your brain the same as that person’s? For now, ease off the dream interpretation.

I have found that the most useful assumption to make about dreams is that they have some kind of significance for you, the dreamer: they come from your internal, unconscious mind’s storehouse of feelings, experiences and images, and are an active and useful way of processing that is quite different from – and just as useful as – the processing that belongs to the logical conscious part of your mind.

Often a strong feeling will be your first clue to the meaning a dream has for you: so note it, and wonder about it, but don’t try to rush to tie it down by conscious analysis. The real work of the dream is often done simply in the dreaming of it: the conscious mind does not always have to understand, and when it tries to translate dreams into its own terms it may be limiting it, just as poetry translated from another language usually loses something of its more subtle tapestry of meanings.

Think about the value of dreams.

Dreams demonstrate a different level of mental functioning from conscious, disciplined thought. When you pay attention to them, and even cultivate them, you are learning to become familiar with, to trust and to draw upon a fuller range of your own mental resources: in other words, you are using more of what you’ve got. Hey, this stuff is going to keep happening, so why not really use it.

The mind works both consciously and unconsciously. Conscious thought is formally taught in our education system. Its strength is its systematic and disciplined way of handling information. Its limitation is that it tends to be rule-bound and too narrow in its problem-solving approach.

The brain also processes information at an unconscious level: mostly, this is associative and depends on links, similarities and feelings. This processing produces dreams, as well as much of our other “creative” or “expressive” experience. That is why we are often surprised by the spontaneous connections we make or insights we have, and by our imaginative inspiration: it is not what we would have come up with consciously at all, yet it seems somehow completely “right”. This way of thinking

works “laterally” – it expands, goes sideways and finds multiple avenues rather than just one.

We need both kinds of functioning if we are to make the most of our brain power. Logic and intuition, discipline and divergence, are all vital tools that enrich and enable us. But whereas we are used to working with the conscious mind, in part because we are aware of it and can monitor it as it works, many people are less at ease trusting and using the unconscious processes. Paying attention to your dreams, and deliberately cultivating daydreaming, are both ways of stretching yourself into this area.

So let us have a look at the value of deliberate daydreaming. Where dreams come unbidden, you may find it useful to deliberately evoke the conditions for daydreaming, if, like many people, you have not really valued the activity before now.

How is it valuable? Daydreaming brings us escape and relaxation; visions of the future that inspire and help us to bring about what we have dreamed of; solutions to apparently unsolvable problems; inventions and creative possibilities. Daydream states allow the unconscious, associative parts of the mind to work in their own playful and imaginative ways, bringing not only pleasure but results that our usual deliberate, attentive, rational thought does not. We need space in our lives for both ways of processing if we are to realise ourselves as fully as possible.

The key to daydreaming is to be in that right state. If you want to practice, please visit my website and download the free hypnosis session there, or learn self-hypnosis, read my book "The Secrets of Self-Hypnosis" or invest in the self-hypnosis masterclass audio programme, there is nothing else as good in the world today, really there isn't. There is a kind of automatic abstractedness that goes along with daydreaming. Mostly it just seems to happen – but when you know about creating and changing states, you can choose to make it happen.

Here are some ways you can cultivate and work with your daydreams:

Firstly, notice when you have been daydreaming. Is there any pattern of circumstances that helps bring about your particular daydreaming state?

Some people find that repetitive, relatively automatic activities such as jogging, ironing or walking create the right state. Perhaps it is a warm bath, swimming a few lengths, or sitting in the garden. Or it may be swaying to the movement of a train, staring into space, looking out of the window of a bus on the way to work, or going on a long drive.

Once you find what helps you daydream, use it and make space for it in your life on a regular basis, imagine that you are in that experience, recreate those circumstances inside of your mind. Let daydreaming come to you, and notice what kinds of windows it opens from our ordinary world into what other kinds of possibilities. Some of your best ideas and inspirations may come at these times.

Secondly, next time you have a decision to make, or a problem to solve, or a challenge to overcome, you can set up the circumstances so that you can trigger your

daydreaming state – and allow yourself to explore your problem or decision in this way. When you have done so, make some notes of what you experienced and discovered. Add that to your conscious thinking on the subject: you now have much more information, and the advantage of having engaged more of your mental resources.

Thirdly, for today, forget dream interpretation. That is a conscious and limiting thing to do. Did I make myself clear? Forget conventional dream interpretation. For now use your dreams in personal ways to you.

Chapter Twenty Eight: Hypnotize Yourself Into The Ghost of Christmas Future.

Ever wondered what it would be like to be taken into your future to see different possibilities of your life? Well today you can learn how to do that for yourself, as if the Ghost of Christmas future was taking you there himself.

You will begin to realise why this exercise is called the Dickens Pattern (with reference to the ghost showing Scrooge some different futures) as you notice that the idea of this exercise is to hypnotize yourself to be aware of two very real possibilities for your future. Two distinct pathways that you could take for your life this very day.

Have a think about something that you do that you are maybe not motivated to change about yourself. Prior to running through this technique, just have a think about something that you know you need to be doing, but are not. Then with that thing in mind, follow these simple steps.

Step One: Get yourself nice and relaxed and settled. Concentrate on your breathing, engage in the moment and spend some time being still, quiet and drift inside of your own mind. Hypnotize yourself here.

Step two: Use your imagination to imagine walking down the path of your life.

Ok, I know that some of you just cried out "but I can't visualise!" First up, if you believe you can't then of course you can't. Second up, just imagine these things. They do not have to be in cinema screen perfect detail. You can remember what colour what your front door is, right? You can remember what your childhood bedroom is like, right? That is your imagination doing that. You know the sound that your feet make when you walk across gravel don't you? You can imagine it, but you are not hearing it in your ears, are you? Just imagine these things as best as you can. Failing that, pretend that you are imagining them and that will do the trick.

So, as you imagine walking along the path of your life, notice that every step forwards is a minute, an hour or a day into your future. If you look back, you will notice that your past is there; everything you have ever done or experienced is behind you.

Become aware of the temperature, the sights, the sounds and enjoy walking along the path of your life. Make it sensory rich and get comfortable with the idea. Imagine the feeling of your feet walking along the path and the sound they make. Engage with the idea of really being there.

Step Three: Imagine that a few more steps ahead there is a place where the path splits, where it goes off to the left and off to the right. Pause here for a few moments

and have a think. Here, there are two different pathways, two possibilities, two ways that you could choose to go.

If you were to choose the path to the left, life is pretty much the same as it is. You carry on doing the same things, living the same way and dealing with this thing in the same way as you have been doing.

If you were choose the path to the right, the right path, there are new possibilities, achievement, freedom of mind, positive and progressive implications. Think about that as you stand at this place where the path splits. You want to make a decision and commit to one of these paths. Before you make that decision, we are going to see what each path holds for your future.

Step Four: Step out on to the path to your left. Where there is no change. Briefly imagine that you are not going to live and discover your unfulfilled dreams. Instead, you continue doing what you have in the past. What will life be like in 10 years time?

Step out, every step you take you get older, days pass, weeks pass. Notice how your body is, how your mind is, how you feel about staying on this path. Walk out into your future to the 10 year point. Walk out 10 years into your future and feel how it feels to carry on doing the same thing.

This path is just like today, with one difference: you have 10 fewer years remaining in your life. I want you to think about how you will feel in 10 years if you continue doing the exact same things you have done to date. What will your daily life be like?

Really experience that. See what you see, hear what you hear, feel the feelings. Disappointment? Anger? Frustration? Failure? How does that feel? How do you affect those around you? How do they feel? Absorb every aspect of this path that you can take today if you so choose. Notice everything that you need to know about what it will be like if you carry on with the same behaviour, putting off change.

Drift back to where the path splits.

Step Five: Now take a step out on to the path to the right. This is where you create powerful, progressive change. Notice the sense of freedom in your thoughts, the sense of accomplishment and walk out 10 years into your future.

Imagine you are 10 years into the future but this time it's different. Why? Because starting today you actually begin making changes in your life. Specific intentional changes are not easy. They are intentional because these changes are changes that you are choosing and they are the changes that will cause you to live the life you want to live and dream. They often mean leaving the perception of security in order to discover your personal freedom. These are the changes that will bring happiness and satisfaction into your life.

Just go there now. 10 years out... having made a decade of changes. Imagine living the life you want to live.

How does that feel inside? Do you feel that you have lived life? See the people of your life and how they feel about you and how they react to you. This is the path of a different choice, a different decision. You have the freedom to be how you want to be.

Absorb all you need from this moment in your future and the positive things that you can learn consciously and unconsciously and then drift and float back to the place where the path splits.

Step Six: Now that you know and have experienced the two contrasting futures. Now that you know what your future holds as a result of what you do this very day, you can make a decision. You can compare and contrast those two futures that can be yours based on a decision that you make about how you are going to live your life.

Imagine reaching deep inside you for all the strength and wisdom that you need to make this decision today. As you do so, imagine that when you choose to make that decision that deep inside your mind you are switching off the alternative path, you are switching off the opportunity to drift back to that place.

Then step out and take your future path.

Absorb yourself in the sensations, the feelings, the sights, the sounds and of course continue to engage in your future the way I have mentioned before.

Step Seven: Open your eyes and begin to plan your future and take action to achieve that outcome. Your unconscious mind now knows what it is working towards.

What is the exact sequence of events that will take you to where you want to be? Have a think consciously of what you need to do. Every outcome begins with the first step. When you decide you want to have a romantic meal for two, there are many steps that you need to perform in order for that to happen. (Check the fridge, do you have what you want to serve up? No? Find keys, open garage door, drive car to the supermarket etc. etc.) You need to determine the exact sequence of events and write it down.

Begin with the outcome in mind. Write without stopping. 10 years from now, I plan to be living in a... at.... With.... Get really detailed about it. Why? Because you are hooking up the neural connections in your brain. You must improve upon, clarify and make clear just exactly who and what you are going to be doing, experiencing, living and having in 10 years. This is the first step of the process!

Key: Notice how you felt excited and optimistic when you did this? The reason is simple. It's the life you are designing instead of the one that was given you and that you have lived with less intention and purpose to date.

This is the beginning of creating the life that you want to live. Know what the future holds for you as a result of the choice you can make today.

Have some fun and hypnotize yourself to be your very own "Ghost of Christmas future" and see what the future holds for you.

Conclusions

You know what? When you learn how to take control of your own brain, you make life so much more enjoyable, fun and interesting while also being exponentially more fulfilling.

Keep reading the regular Adam Up articles, listen to my free weekly podcast Adam Up Live, get in touch with me if you have any questions or queries, regularly check the website for more life changing audio programmes and I wish you all the very best for a very happy future. You deserve it!

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Adam Eason

Adam Eason is a prodigious talent in the world of hypnosis and personal development. One of the most qualified in his field, highly academically recognised as an international best selling author, motivational speaker, therapist, consultant and trainer in the fields of hypnosis, communication, personal development and human potential. Adam has worked with thousands of individuals, has featured in international, national and local media and appeared on television on numerous occasions including starring in the primetime BBC1 TV programme “Run for Glory” using his techniques to help participants overcome psychological barriers to achievement. He brings a refreshingly ready wit and contagious enthusiasm that permeates all of his work and spreads to all who experience it.

Eager to demonstrate the array of benefits of the varying techniques he employs, Adam has a passion for leading by example and personal experience. His competitive nature is amply demonstrated by successfully competing in marathon, half marathon and various other running events as well as with the successful businesses he runs.

Adam has worked with many of the worlds most famous trainers in the field of human potential, and continues to be a student in these fascinating fields. Continually researching, studying and working toward discovering and understanding human happiness, achievement and excellence. Adam encourages innovation by seeking out and employing cutting edge technologies from across the world.

Those who have seen him speak, invested in his programmes, consulted with him and attended his seminars continue to be moved deeply; they learn profoundly and laugh loudly.

Adam is author of the best selling books *The Secrets Of Self-Hypnosis: Harnessing The Power Of Your Unconscious Mind* and *The Secrets Of High Self-Esteem: Your 21 Day Guide To Success*. Both are available from Amazon.

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Adam Eason speaks regularly on a range of fascinating, up-tempo subjects to suit a wide range of audiences all over the world. All presentations are tailored for your group or company's needs. All the following talks can be 1-4 hours or a full day if required. Here is a taste of some of the cutting edge presentations that Adam offers:

- Being a 22nd Century Hypnotic Salesperson
- The Secrets of Self-Hypnosis: Mastering Your Mind
- The Language of Success : Conversational Hypnosis In Business and Life
- Motivation: Stoking the Furnace of Desire and Drive!
- The Psychology of Persuasion and Influence
- Magical Presentation Secrets of the Masters
- The Business of Non Verbal Communication: How is Your Body Talking?
- The 10 Laws Of Sales Excellence
- Hypnotic Communication in Business

Just visit Adam's website and read the motivational speaker pages for more information on some of the subjects that he talks about and presents on. Alternatively call Adam's offices today on 0845 890 9000 from within the UK or 0044 845 890 9000 from outside the UK.

Adam has spoken all over the world on these subjects for many differing companies of varying natures, please get in touch if you wish to have something tailored for your event or programme.

In the last 12 months alone he has spoken to large and small audiences such as business networking groups, University departments, company annual conferences, national and international organisation events, exhibitions and much more. He has reached an audience of hundreds of thousands.

For more information on bringing Adam into your company or to your event or to request further information on the other topics that he also speaks about please get in touch. Thank you.

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