
**A Mind Technology for Living Your
Life without Limits**

The New Psycho- Cybernetics *Guidebook*

Dr. Maxwell Maltz & Dan Kennedy

MEET THE AUTHORS

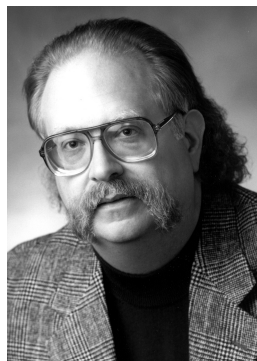
Dr. Maxwell Maltz

received his baccalaureate in science from Columbia University in 1921 and his doctorate in medicine from the College of Physicians and Surgeons of Columbia University in 1923. After postgraduate work in plastic surgery in Europe, Dr. Maltz was appointed to head several departments of reparative surgery in New York hospitals. He became a prominent international lecturer on his specialty and on the psychological aspects of plastic surgery, and had two books published on the subjects: *New Faces*, *New Futures* and *Dr. Pygmalion*. He developed a very successful practice in New York and treated patients who came to him from all over the world, including many celebrities.

In the 1950s, Dr. Maltz became increasingly fascinated with the number of people coming to him requesting surgery who had greatly exaggerated “mental pictures” of their physical deformities, and with patients whose unhappiness or insecurities remained unchanged even after he gave them the new faces they desired. After nearly a decade of counseling hundreds of such patients, extensive research of everything from German missile guidance technology (then more advanced than our own) to hypnosis, and testing his evolving “success conditioning” on athletes, salespeople and others, he published his findings and then-radical ideas in the book *Psycho-Cybernetics* in 1960. The book was an instant bestseller. Over the next ten years, Dr. Maltz’s articles were published in *Cosmopolitan*, *Esquire*, *Reader’s Digest*, and many other magazines; corporations sought him out; he became a much-in-demand speaker; and individual athletes, artists, and executives sought his counsel. Psycho-Cybernetics became an international self-help phenomenon, and a Who’s Who of the rich and famous—ranging from Jane Fonda to the Green Bay Packers. Dr. Maltz received praise from all corners of the globe. Even the famous artist Salvador Dali presented him with an original painting depicting the self-image emerging from darkness into light.

Dr. Maltz authored several books about Psycho-Cybernetics, as well as three novels, and amassed a wealth of “case history” material, seminar and lecture notes, radio broadcasts and research notes, all now in archives of The Psycho-Cybernetics Foundation. While Dr. Maltz passed away at age 76, his legacy is thriving; in fact, his works have grown in popularity, almost entirely through word-of-mouth. In 1998, his first new book featuring Psycho-Cybernetics, *Zero-Resistance Selling*, was published by The Foundation and Prentice Hall.

You can obtain more information about Dr. Maltz’s life works at www.psychocybernetics.com or by writing to the Psycho-Cybernetics Foundation, Inc., 5818 N. 7th St. #103, Phoenix, AZ 85014. Fax: 602-269-3113.



Dan S. Kennedy is a self-taught entrepreneurial success; a high-school graduate and self-employed virtually his entire adult life. He started in the advertising business in 1974 with borrowed, old office equipment and \$50.00 of capital.

Today, Dan Kennedy is a direct-marketing consultant, owner and partner of several mail-order businesses, a professional speaker, and an author. As a consultant, he has worked hands-on with companies and entrepreneurs in over 200 different fields, with clients ranging in size from start-ups to billion-dollar companies. He routinely commands top fees for consulting and developing direct-response ads, direct-mail campaigns or TV infomercials. Dan is celebrating his 20th year as a professional speaker, addressing over 200,000 people a year, and frequently sharing the platform with former U.S. presidents, retired military leaders, broadcasters and entertainers, Olympic and professional athletes, as well as other top business speakers, including Brian Tracy, Zig Ziglar, and Tom Hopkins. Dan speaks to corporate audiences in boardrooms as small as 25 to public event audiences in sports arenas as large as 25,000. He has authored six books, all available in bookstores, including *How to Make Millions with Your Ideas* and *How to Succeed in Business by Breaking All the Rules*. Mr. Kennedy is also a lifelong student and practitioner of Dr. Maltz’s Creative Psycho-Cybernetics, a Foundation Board member and CEO of The Psycho-Cybernetics Foundation, and the coauthor of the newest Psycho-Cybernetics book, *Zero-Resistance Selling*.

Dan lives with his wife Carla in “the valley of the sun,” Phoenix, Arizona. One of their new interests, Kennedy Sports Corporation, owns both Thoroughbred and Standardbred racehorses that race in three states.

For more information about Dan’s publications and services, you can visit his website at www.inner-circle.com, fax 602-269-3113, or call 1-800-223-7180.

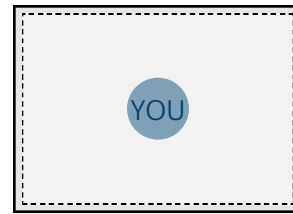
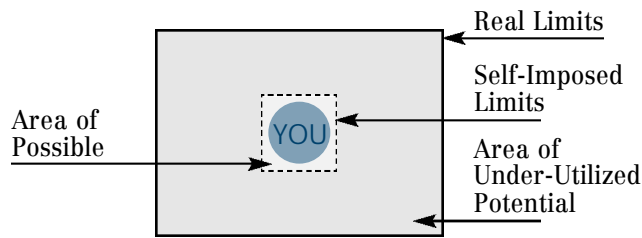
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SESSION 1—Your Self-Image: The Key to Living without Limits



This is what
**PEAK
PERFORMANCE**
looks like!



Key Ideas:

- The promise of The New Psycho-Cybernetics is goal-achievement made faster, easier, and less stressful than ever before ... "Once Difficult, Now Easy!"

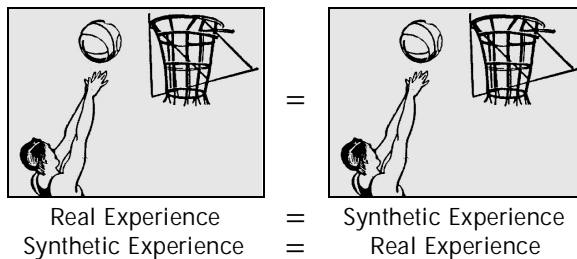
- Your Self-Image defines and limits your possibilities
- This program is about reassessing, testing, and pushing your limits to liberate the Self-Image
- Psycho-Cybernetics is the "programming language" for effective communication with your Self-Image



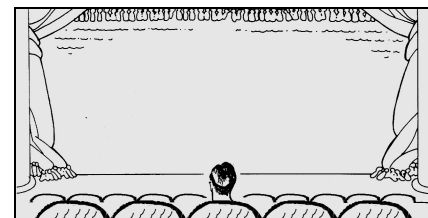
Imprison the Self-Image with:
THAT'S JUST THE WAY I AM

Liberate the Self-Image with:
I AM WHAT I DECIDE TO BE

SESSION 2—How to Unleash Your Creative Imagination Power



Mental Rehearsal

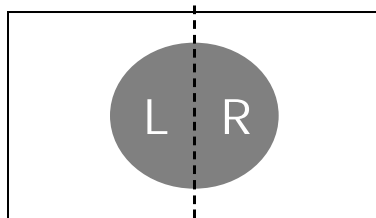


Mental Movies

Theater in Your Mind

DEJA VU EFFECT

Left Brain Right Brain



Logic
Facts
Figures
Analysis

Concepts
Emotions
Images
Sensations



Key Ideas:

Here are 10 ways to stimulate your Creative Imagination: (How many are you using daily?)

1. Varied Input
2. Mental Exercise
3. Block Out Distractions
4. Relax
5. Ask for Vivid Detail
6. Visualize Peak Performance, Present Tense
7. Resist Interference by Left Brain
8. Replay Relevant Past Successes
9. Use Mental Movies *and* Mental Rehearsal
10. Capture Great Ideas

NO ONE CAN AVOID FAILURE

by Dan Kennedy

On May 2nd, 1997, a man who had been in one of my audiences and then purchased a set of my books and tapes on sales and marketing shipped it all back to my office for a refund. Nothing all that unusual there. Roughly four percent of all such customers do opt to return my materials for refunds. That's just an ordinary part of the business. This particular customer sent along a note. Nothing too unusual there either—many customers send notes, ranging from complaints to excuses. But no one in my office had ever seen a letter quite like this one, so they brought it to my attention. It consists of only 16 words. Here they are:

*"I can't use this. My life is going nowhere.
Why fight it? I can't afford it."*

The person who signed and sent this note has accepted failure as his lot in life. This is a tragedy of epic proportions, for this fellow, and any family members or friends who might depend on him.

Let's examine the physical reality. He is not incarcerated in prison or incapacitated in a hospital. He is self-employed (his letterhead told me that). He lives in Longwood, Florida, a thriving area—he is not stuck, for some reason, in a desolate place devoid of opportunities. No, there is no physical reality that can possibly justify his despair. So, his decision to accept failure is only a psychological choice. This man goes into the "Theater of the Mind" every day and busily builds his own prison walls, locks himself in, and sentences himself to emotional death.

Let us examine another fellow who faced the kind of despair this man must be feeling. This other fellow was an alcoholic, out of work, a pariah to family and friends, who began to frequent the public library as a place to sit, in warmth, off the streets. He looked around one day and said to himself:

*"I must use this. My life is going nowhere.
I have to fight it."*

This other fellow went on to become a great writer who has positively influenced the lives of millions of people. His fourteen books have sold more than 25 million copies in 18 languages. Dr. Maxwell Maltz praised and endorsed his works. He only recently passed away. His name was Og Mandino. If you haven't read his works, do yourself a great favor and do so.

Every day people face the opportunity to accept despair and failure. Karl Malone misses two foul shots in a row, to end a play-off game his team could have won had he made those shots. This after being named "Most Valuable Player" of the NBA. The press criticizes him. Radio talk-show jocks in his hometown criticize him. He must look his teammates in the eyes, knowing he has let them down. Does he slink off into the night, never to shoot a basket again? Does he send his coach a note saying:

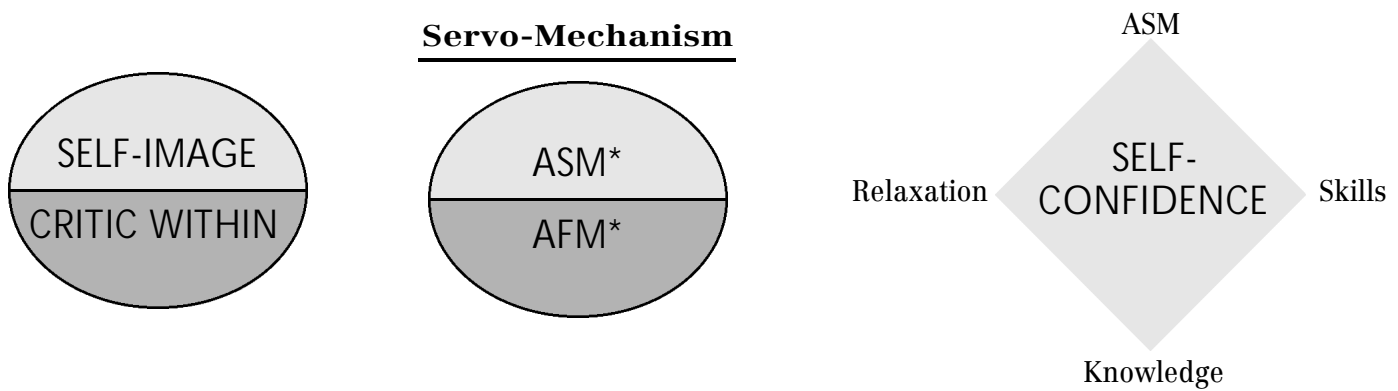
*"I can't play anymore. I have no talent.
Why fight it? I'm a choke artist."*

... and go drive a cab for a living? Of course not. He comes back out two nights later and plays like the champion he knows in his "heart" (self-image) he is. Now you may say: "But he has a multi-million dollar contract. The guy who sent you the note doesn't have that kind of a safety net." And that's true. But would Malone have his multi-million dollar contract if he hadn't faced failure many, many times before and chosen to fight it rather than accept it?

One of the other speakers who frequently appears on the Peter Lowe International "Success" Events, where I speak 25+ times a year, is the actor Christopher Reeve. By now, you are very aware of Christopher Reeve's story. Unlike the man who sent me the letter, Christopher Reeve is confined to a wheelchair. Just moving his head and speaking requires superhuman effort. He faced a tragedy that could very well send someone into permanent despair and bitterness and said 'I must use this,' and use it he has. By his own admission, he contemplated suicide. By his own account, every morning when he wakes, he again faces despair and must "sell himself" on optimism and action. Unlike the fellow who wrote to me, Christopher Reeve has good reason to accept failure, to say "I can't do anything anymore. Why fight it?"—but he does not permit himself to do so. Instead, he has fought his tragedy tooth and nail, and returned to productive work as a speaker, actor, film director, and outspoken advocate for health-care reform. He has become a symbol of hope and inspiration for tens of thousands of handicapped people around the world. He made this choice. And everyday he makes it again. I wonder if I would have his courage, and I pray I'll never have to find out.

No life is free of failure. You cannot hide from it, avoid it, or immunize yourself against it. You can decide whether to fight it like a warrior or accept it like a wimp. What's in your self-image?

SESSION 3—How to Develop Unshakable Self-Confidence



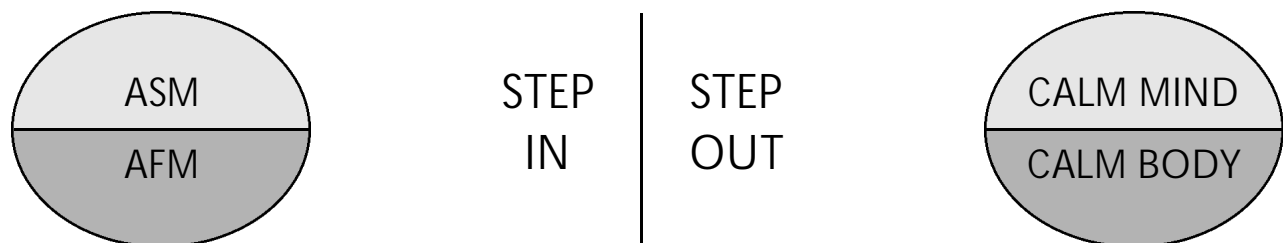
Key Ideas:

- The #1 enemy of Self-Confidence is “The Critic Within” (not other people or past or present experience)—learn to be aware of and control conversations with your Critic Within

- Learn to replace Situational Self-Confidence with Total Self-Confidence—the confident feelings you have in any one situation can transfer to every other situation
- Unshakable Self-Confidence is built on a four-cornered foundation: Your ASM at work; superior knowledge, deliberately acquired; skills; and the ability to relax

* ASM=Automatic Success Mechanism
AFM=Automatic Failure Mechanism

SESSION 4—Strategic Relaxation: How to De-Stress with Mental Tranquilizers



Key Ideas:

- “Mental Blocks,” performance anxieties—can be prevented *or* can be quickly relieved with specific relaxation techniques
- Here are eight relaxation techniques to learn, experiment with, and use:

| | | |
|--|-----------------------------------|---|
| 1. 15-Minutes a Day in Your Mental “Foxhole” | 3. Focus on One Task at a Time | 7. Immunize Yourself against Stress with Exercise |
| 2. A Mentor to Model, a Mentor to Talk to | 4. Give Yourself a Physical Break | 8. Perspective vs. Drama |
| | 5. Laughter as Medicine | |
| | 6. Nip Dread in the Bud | |

INABILITY TO
RELAX

=

SERVO-MECHANISM
PARALYSIS

EMOTIONAL ANTIOXIDANTS

by Dan Kennedy

You are undoubtedly aware of the many discoveries about certain antioxidants found in foods, notably leafy vegetables, having such positive impact on the immune system that regularly consuming sufficient quantities of them can dramatically reduce risks of cancer as well as other diseases. For this reason, antioxidant vitamins are the most popular and universally respected nutritional supplements. Imagine if you could manufacture antioxidants in your own mind and pump them through your body!

Martin E. P. Seligman, a psychology professor at the University of Pennsylvania, says, "There's evidence that optimism bolsters the immune system." But it seems that optimism is massively misunderstood; most people incorrectly believe that being optimistic means always feeling cheerful, happy and "positive," never acknowledging adversity, problems or setbacks. This sets up an impossible standard—no human can "think positive" all the time, and certainly no human can go through life only having positive experiences. Instead, Seligman defines optimism as a habitual way of explaining setbacks to yourself.

How To Use Optimism To Your Advantage

If Dr. Seligman is correct, developing the habit of optimistic response may not only enhance your emotional health—it may even bolster your physical health!

Many people drift into the habit of blaming undesirable experiences or outcomes on permanent conditions—for example, someone who delivers a speech badly, stumbles over his words, and is not well received then says to himself, "I'm just not good at speaking in front of groups." An optimist acknowledges the existence of a permanent disadvantage only reluctantly, in the face of overwhelming evidence. So, in the same situation, an optimist would be more likely to say, "I did not succeed with my speech, but I can learn to do better the next time" and to then proceed with evaluating how he was introduced, the way he organized his material, his speaking style, his use of humor—and by working at getting better he's virtually certain to get better!

The optimist is not afraid to look to himself for improvement. In very simple terms, confronted with an unhappy outcome, his self-image says, "We can do better than that. Let's figure out how."

How Optimism Helps You Get What You Want

One time a junior executive, very low on the totem pole at his company, came to Dr. Maltz after a seminar and complained passionately about his immediate superior. "Every time I go to him with any kind of an idea," the man said, "he instantly shoots it down or brushes me off. How am I ever going to get ahead if I can't get my ideas listened to? There's just no point in even telling this guy about a good idea."

Dr. Maltz asked, "How do you usually approach this fellow with your ideas?" And he listened as the young man described when and how he went to his boss with his ideas. He described what he said and what his boss said. Dr. Maltz asked, "It always happens like this?"

"Yes," the man said, "as if it were a script and we were each reading our parts."

"It might as well be," Dr. Maltz said. "As long as you make the same first move, he is going to make the same second move. You and he are having the same chess match over and over again. Because you are frustrated with your boss, you keep approaching him exactly the same way just waiting for his unsatisfactory response. And you get it. Let me tell you what an optimist might do. He would stop doing the same thing. He would know two things in his heart: one, that this person can be reached, interested, inspired, and opened up—because every human can be. Two, that he was smart enough to try a different approach, and then a different approach, until one proved effective."

Quick Tips For Being More Optimistic

1. When you feel frustrated, stop and ask yourself if you are giving the power of permanence to something that can be changed.
2. Tell yourself, "I can figure this out."
3. Remind yourself of your past achievements that indicate you can do better in this particular situation.
4. Be alert for patternistic behavior, doing the same thing the same way, when doing so has previously produced unsatisfactory results. Break the pattern!
5. Be sure to take note of every good thing that occurs, and, more importantly, that you make happen during the day. Perversely, we tend to note the frustrating incidents of the day more than the good ones.

SESSION 5—Accelerated Achievement: Beyond Goal-Setting to Goal-Getting

Three Chief Flaws in GOAL-SETTING

| |
|--------------|
| INSINCERITY |
| INCONGRUENCE |
| IMPRECISION |



Key Ideas:

No “formula” for goal-setting can overcome any one, two, or three of the Chief Flaws ... antidotes to the flaws are:

1. **SINCERITY:** Develop and commit to goals *you* sincerely and earnestly desire
2. **PRECISION:** Present goals to your Self-Image with clarity, in vivid detail
3. **CONGRUENCE:** Trying to implant a goal that is incongruent with the Self-Image is like dropping seeds on rock hard, bone dry ground

My TO-BE Goals

| |
|----|
| 1. |
| 2. |
| 3. |
| 4. |

My TO-DO Goals

| |
|----|
| 1. |
| 2. |
| 3. |
| 4. |

SESSION 6—Mental Prosperity: Acquiring the Habit of Happiness



“Get in the Rain Parade”

- | | |
|----|-----------------|
| 1. | PURPOSE |
| 2. | ENVIRONMENT |
| 3. | ASSOCIATION |
| 4. | CHOICE |
| 5. | HABIT |
| 6. | CHEER UP OTHERS |
| 7. | ACT-AS-IF |



Key Ideas:

- The main barriers to happiness are the past and the future: Learn to live in the present!
- Happiness is a worthy goal that justifies an investment of your creativity, energy, and time
- Happiness is good medicine!
- Try the “Happiness Exercise”: Start each day with 10 identical coins or objects in one pocket; move them to another pocket, one by one, each time you encourage, compliment, or motivate another person

How Your Self-Image “Regulates” Peace Of Mind Like A Thermostat Regulates Room Temperature

Another man I know was consistently earning over \$250,000 a year, but was clearly miserable. He drank too often and too much. Smoked like a fiend. Ate poorly. He initially came to see me, to have the bags and creases under his eyes surgically removed, so he could look younger. I told him they'd be back there again in just a few years if he kept torturing himself every day. I discovered he was committed to earning a top income but that it required long hours and involved so much pressure. He couldn't have made it more difficult: he lived in a ritzy suburb a good hour's commute from his city office, so he was just about guaranteed to arrive home at his son's bedtime every night. He often had to attend first-thing-in-the-morning meetings, so he was out of the house by 7:00 A.M. His Self-Image featured “poor father” and “poor husband” right up there with “top salesman.”

Instead of surgically removing the bags under his eyes, I talked with him about the baggage he was asking his Self-Image to lug around and how it was getting heavier by the minute. I suggested he invest the day of recuperation that would follow his surgery by checking into a hotel room, unplugging the phone and the TV, and just thinking about how he might reorganize his life for the better.

He sat down with his wife and son, had a serious talk, and together they came up with a “battle plan” to attack the thieves of their quality of life and peace of mind. Over the next year, they purchased a new home in a suburb thirty minutes closer to the city, slashing his commute time by half. (In a year, that's 365 hours—the equivalent of nine work weeks!) He set aside Wednesday as a “work from home day.” At noon, he took a break and had a pleasant lunch with his wife. At 4:00, he spent the rest of the afternoon with his son and was able to get to some of his ball games for the first time. Once a month, he took Fridays off for three-day family weekends. After a year or so, he visited with me and told me his income had been reduced by about \$50,000 a year as a result of these changes, but that he considered it a very small price to pay for his peace of mind.

There's an excellent book I recommend, *Grow Rich With Peace Of Mind*, in which Napoleon Hill describes a similar journey to peace of mind. If that is something you desire, you have to be the kind of person who has peace of mind, first in your self-image. This is not a difficult process to understand. Here are the steps:

1. Define the kind of person who has peace of mind. What are his characteristics? Beliefs? Behaviors? Does this person have a good sense of humor? Competes but never compares him or herself to others? Deals with others honestly? Get in your mind, or preferably on paper, a detailed description, a list of the “factors” that make him/her the kind of person who has peace of mind.
2. Use those “factors” to set new “thought goals,” “emotion goals,” and “behavior goals” for yourself. Pick the three, four, or five you feel are most important.

3. Turn these goals into affirmations, such as: “I am the kind of person who stays cool and calm and thoughtful and creative in times of adversity or crisis, even when all around me others succumb to tension, pressure, worry, or anxiety. I'm a cool cat.” Create a little mental picture you can “pop up” instantly to remind yourself of your affirmation.
4. Go into the “Theater of Your Mind” at least once a day, to run mental movies of times in the past when you've exhibited and benefited from the desired behavior, as well as of times to come when you use the desired behavior successfully, with them all seen as present tense. Create vivid detail.
5. Find a good relaxation exercise you like and are comfortable with and use it for a mini-mental vacation once or twice a day to “de-fuse” whatever tension builds up. A good, brisk walk can do wonders! (*Special Creative Psycho-Cybernetics Subliminal Cassettes are available from The Psycho-Cybernetics Foundation: Phone 602-265-1922.)

Be Proud To Be A Sales Professional

Many people say that they “just want to be happy.” The process for creating happiness is much the same as the one I've just outlined for creating peace of mind. However, especially for the sales professional, I believe that pride and happiness are closely linked. How can you be happy in a career you aren't proud of?

May I give you some raw material for your self-image? The average dentist, chiropractor, podiatrist, corporate executive, college dean or professor, or lawyer might be surprised to see the bankbooks of a great many sales professionals in insurance and securities, real estate, automobiles, industrial chemicals, even multi-level or network marketing, as well as dozens of other fields. I personally know many people in every one of those industries earning over \$250,000 a year. In sales fields like real estate, for example, a woman can come into the business after ten years as a stay-at-home-mom and, after only a couple years, be earning as much as her doctor is, after 10 years of college and 20 years of practice.

What about value to society? Well, certainly the talented surgeon who saves lives in the operating room, the school teacher who molds young minds, the police officer who puts his/her life at risk for our safety, these people all deserve our respect. But let's recognize that our society is a very complex weave of inter-dependence and interests, with every person playing a role of importance, significance, and value. The policeman who may save your life tomorrow is there to do it because his/her life was saved last week by a bulletproof vest that was sold to the department by a sales representative. The prominent surgeon would be helpless without the sophisticated technology that was sold to the hospital by knowledgeable sales professionals in the medical products field. No person, no family, no company, and no institution can long survive without the influence of countless sales professionals. Believe me, if every sales professional stayed home in bed for just one week, our entire economy would grind to a halt and society would be in chaos. You may tell your self-image that the career you have chosen in selling is just as important, just as challenging, just as prestigious and just as valuable as any other career. And you will be telling the truth!

SESSION 7—The Success-Type Personality

SENSE OF DIRECTION
UNDERSTANDING
COURAGE
CHARITY
ESTEEM
SELF-CONFIDENCE
SELF-ACCEPTANCE

To Assess
 To Stumble
COURAGE
 To Change
 To Ask for Assistance
 To Act



Key Ideas:

- You can develop your own true personality within the guidelines of “The Success-Type Personality”
- A good question to ask about any contemplated decision, action, or involvement is: “*Will this enhance or diminish my own opinion of myself?*”
- Another good question is: “*Would someone with a Success-Type Personality do this?*”

BE → DO → GET

SESSION 8—Recognizing and Reversing the Signs of Failure

FRUSTRATION
AGGRESSIVENESS
INSECURITY
LONELINESS
UNCERTAINTY
RESENTMENT
EMPTINESS



“Testing”

“You are NOT your mistakes.”



Key Ideas:

AFM Asserting Itself:

FRUSTRATION:
 (=Non-Choice)

AGGRESSIVENESS:

INSECURITY:

LONELINESS:

UNCERTAINTY:

RESENTMENT:
 (=“Re-Feeling”)

EMPTINESS:

Antidotes:

New goals. Regroup and exert control. Act to break the build-up of frustration. Stop reacting and make choices.

Slow down. Think. Negotiate, persuade, motivate, don’t bully. Be your “Big Self.” Ask: “Am I bigger than this or is it bigger than me?”

Responsibility=Control. Look at your self-image for strength, not to others to make choices for you.

Resist the temptation of isolation. Find new ways to get actively involved. Don’t wait for others to seek you out or create activities—lead.

Trust your ASM’s zig-zag power. Rise above mistakes and criticism.

Forgiveness. Release the past; focus on present successes and inspiring goals.

Re-Birth. Find something(s) to do that challenges and inspires you.

RE-DEFINING "FAILURE" PSYCHO-CYBERNETICALLY

by Jeff Paul

I recently found myself talking on the "QT" with an employee of mine when the discussion of "selling" came up. She was questioning why it was that some salespeople worked like dogs and were so determined to make as many sales in one day as humanly possible, while others preferred to go outside and smoke cigarettes, hang out in the office kitchen, engage in gossip, leave early, and so forth. "Some people make excuses, and some people don't ... it depends on what's motivating them," I told her. She in turn responded, "The money they can earn is staggering. I would think that the incentive of all the commissions alone would be enough to make every single one of them work their butts off." "It isn't that easy," I explained. "It all depends on what their goals are and how strongly they have mentally pictured their success of these goals. This mental imagery ultimately and automatically motivates some people, and others not." I told her that it was impossible for me or anyone else to motivate other people, despite all the "motivational" seminars and tapes out there. It's simply not possible.

Motivation can't come from an outside source ... It all depends on what each individual has done to internally and mentally picture themselves achieving, by watching their life in the "Theater of the Mind." This "mental acting out" of desired achievements produces automatic responses, and therefore eliminates the idea of "motivation." If they see it in their mind's eye, if they picture how their life will be when they reach success, their actions will be those that lead them there ... without any outside "motivation." See, many people feel that success is caused by an outside factor of "motivation"; something waiting to happen, or not happen to them. There are some people who believe they deserve success, and hence do nothing to achieve it. And others believe they are unworthy of success, and hence do nothing to achieve it. These two factors only dictate a destiny of unaccomplishment and self-inflicted defeat.

It's a shame that not everyone knows about the incredible power of the "Theater of the Mind." Personally, throughout my life, I never let myself think that I somehow "deserved" to be successful, nor sat around while expecting it to come without doing anything to actually make it happen. And just the same, I never discounted myself in thinking that I am "unworthy" of success. Instead, Internally and mentally picture exactly what I want out of life, and achieve it.

But I didn't acquire so many successes in my life without many failures. And I still fail at a lot of things, probably way more than I succeed. But does that matter? NO! Why not, you ask? First of all, because of my continuous practice of the "theater of the mind," I have never lost sight of what I mentally envisioned to accomplish. My strong mental imagery helps me easily accept the failures, so they hurt about as much as a mosquito bite. And second, the most successful people in this world are the ones who have failed the most! See, if you mentally picture, and act in the present "as if" you're already who you want to be, or where you want to be, and everything else you want to see happen to you in life, and firmly believe it ...

the motivation comes automatically from this mental imagery, the "Theater of the Mind." And if your practice of mental "as if" imagery is so strong, your mind simply can't accept "failures" in the sense that most people think of failure. Most people who find themselves in some sort of set-back or failure tend to think, "That's it, I tried. I give up. It wasn't supposed to be. Who did I think I was for believing I could achieve that? Forget it. It's not worth all this frustration, aggravation, disappointment, hurt, etc., etc.!" And if these feelings arise, then ...

YOU HAVEN'T PICTURED YOUR "AS IF" MENTAL IMAGERY STRONGLY ENOUGH. FOR IF YOU HAD, THESE FEELINGS OF INADEQUACY WOULD HAVE BEEN IMMEDIATELY BLOCKED OUT.

However, for those who practice the "Theater of the Mind," NOTHING is viewed as a set-back or failure. What it is, is a way for you to achieve what you've mentally pictured of having already achieved. It's the set-backs and failures you experience that make you think differently, act differently, react differently, or do something differently that changes your course to result in achievement and success! When your "Theater of the Mind" is in non-stop production, and you have vividly identified in your mind what you want to achieve and have brought it into your present state of mind ... any failures or set-backs cause you to automatically change and correct whatever it is you're doing, so get you the different result of success. And better yet, if you act "as if" you've already reached these accomplishments, and your mental picture is so incredibly strong and impermeable, nothing will be viewed as "failure" in the common sense. It will become a way for you to automatically change your actions or reactions to automatically stay on course!

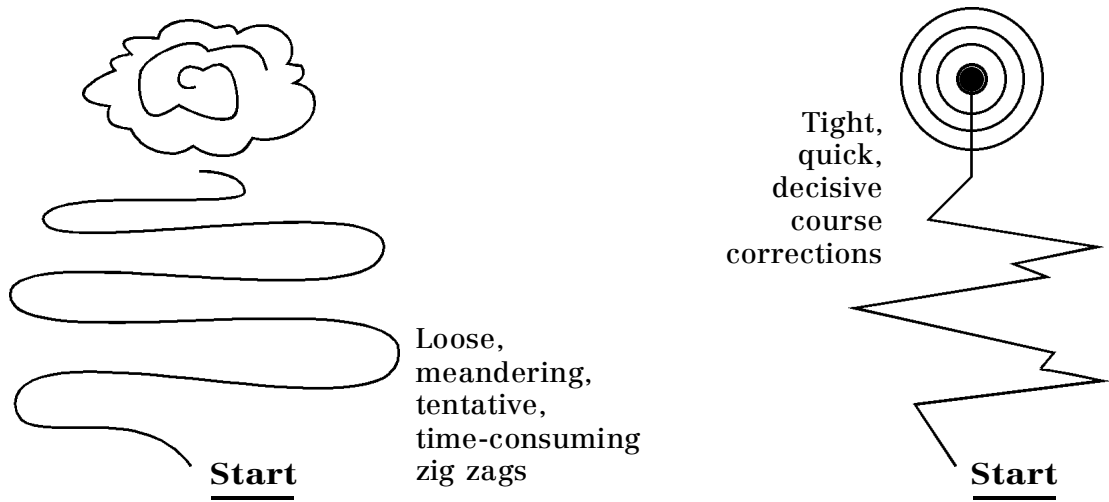
The key to living a full, successful life, one with no regrets or viewing things as misfortune or failure, comes from acting "as if" you are already that success that you want to be! And that's why so many people "fail" to achieve what they want to achieve, or to become as successful as they want to be: THEIR MENTAL PICTURE ISN'T STRONG ENOUGH, OR VIVID ENOUGH, OR SO CRYSTAL CLEAR, THAT EVEN THE TINIEST "FAILURE" CAN HAVE DEVASTATING EFFECTS!

So the moral of the story being some "lazy" salespeople is that they've neglected to use their powers, and have failed at building a STRONG mental image of what they want out of life, both business and personal. The notion of "look at how much money they could be making" as being some kind of incentive or motivator is not valid. It's an outside motivator. The real motivation must come internally, from your own "Theater of the Mind."

Those who neglect to vividly picture their successes "as if" already accomplished will never succeed. They will never be able to brush off what people consider to be "set-backs" or "failures." They find it easier to come up with excuses, than to mentally work at creating their destinies. But the STRONGER you work at creating the mental "as if they've happened and been achieved" images in your mind, the easier everything in your life will become. Including failures. When you act "as if" however it is you want to be or want to achieve in life has happened, and maximize the strength of your "Theater of the Mind," you will find that these mental images will become your reality. You will become that mental image, and your actions and reactions will become automatic in making it happen!

SESSION 9—Programming Your Automatic Success Mechanism

The ASM at Work



Key Idea:

The Secret to dramatically enhancing peak performance is providing your ASM with a clear, precisely detailed, perfectly communicated Sense of Direction. As it gets clearer, the ASM gets its job done more efficiently!

SESSION 10—Removing Emotional Scars and Liberating Your Talents

THE SELF-IMAGE
GUARDS THE
SERVO-MECHANISM



SERVO-
MECHANISM
= ACCESS TO...

| |
|------------|
| TALENTS |
| ABILITIES |
| SKILLS |
| CONFIDENCE |

| |
|----------------|
| ACTION |
| FOLLOW-THROUGH |
| ENTHUSIASM |
| ENDURANCE |



Key Ideas:

Emotional Surgery:

- HYPER-SENSITIVITY: You are too big to be easily offended, too busy to be easily distracted. Ask: “Am I bigger than this or is it bigger than me?” Remember: Most criticism and slights from others are unintentional—from ignorance, not malice. Move on!
- CHRONIC DEPENDENCY: Give yourself your own Gold Stars! Start a daily Success Journal. Do not wait for recognition, or mourn the lack of it; focus on achieving *your* goals.
- RESENTMENT: Forgive others. See others with “Kind

- Eyes.” Rise above jealousy and envy. Cut out the past.
- GUILT: Forgive yourself. See yourself with “Kind Eyes.” Rise above your mistakes; learn from them but do not dwell on them. Cultivate a feeling of “deserving” by what you do today, in the present.
- FEAR: Realize: What you think of yourself is more important than what others think of you. Focus on what you *can* control, trust your ASM to make Course Corrections. Be resilient.



“If you stand around waiting for applause, you’ll be covered in cobwebs before long.”

AMERICA, LAND OF REDEMPTION

By Dan Kennedy

One of the phenomenal aspects of our society is its willingness to forgive and forget people's grievous errors, sins, even crimes in favor of individuals rehabilitating themselves and their careers. Some celebrities pull this off quickly, in a very public way i.e. Hugh Grant's now famous mea culpa on Jay Leno's show. Others, more gradually and privately, with greater effort. An article from *USA TODAY* describes the difficult and ground-breaking transition of a well-known porn actress out of porn and into "real" movies and television. Apparently she is the first actress ever to "recover" from a career in adult films (although Sylvester Stallone, Arnold Schwarzenegger, and a number of other actors and actresses have one or two adult film appearances in their pasts).

These celebrity career re-births can offer inspiration for the rest of us: regardless of your past or present problems, redemption here and now is definitely possible, entirely at your option.

Consider financial ruin as an example. If you review the backgrounds of entrepreneurial, self-made millionaires and multi-millionaires past and present, you find financial disaster and humiliation, often bankruptcy, more often than not. In my personal case, too.

Consider tele-evangelists. Jimmy Swaggert is back on TV, apparently growing stronger with each passing month. Jim Bakker is out of prison, on the "rehab-his-image" trail with books, talk show appearances, and lectures.

Recently, I produced an audio-tape for a client, with Alan Thicke as host. A lot of people have forgotten all about Alan's career low-point, when he went from being the number one talk show host in Canada to taking Johnny Carson on, head on, and losing quickly and horribly. His show was a massive embarrassment. Many in the entertainment industry presumed it was career-ending. But it wasn't; Alan succeeded in the father role on a very popular, long-running sitcom, and is now the host of the syndicated game show "Pictionary." I often appear on programs as a speaker with Larry King. These days, few people remember Larry's problems earlier in his career, and I won't mention them here. Today he is arguably America's best-known interviewer, certainly Turner/CNN's number one "property"; but he could just as easily have disappeared into oblivion.

Everywhere you look, you can find people setting aside burdens of one kind or another, moving on and moving ahead. But many people let a failure of one kind or another forever imprison them, long after society's jailer has opened the cell door, and the people around them have forgiven them or, more likely, forgotten it altogether. If you are letting some professional or personal failure worry you and hold you back, you can learn something from the celebrities you see and read about, who so often rebound from embarrassment to triumph with little more than a shrug of their shoulders.

One of the Webster definitions of redemption is "release from blame or debt." Only you can determine when it is appropriate to grant yourself such release. But one thing is clear; you need not wait around for someone else to give it to you.

You should give yourself a Psycho-Cybernetic gift of absolution for some past sin or redemption from some past failure that you are still lugging around like a giant sack of heavy rocks on your back. Or give the gift of forgiveness and redemption to someone who has wronged you in the past. Either way, Dr. Maltz will be proud of you.

SESSION 11—Self-Image Strength Conditioning: Peak Performing Daily

Three Things to
Give Gratitude
for Today

1. _____
2. _____
3. _____

Three People to Say
"Thank You"
to Today

1. _____
2. _____
3. _____

Three Smart, Good,
Productive Things
I Did Today

1. _____
2. _____
3. _____



Key Ideas:

Ten Ways to Strengthen My Self-Image:

1. Mental Movies (15 Minutes Daily)
2. Mental Rehearsal (15 Minutes Daily)
3. Goal Review/Work on Goals (15 Minutes Daily)

4. Use Affirmations and Cue Words
5. Goal-Directed Actions
6. Corrective Actions
7. Assertive Communication
8. Strategic Relaxation (15 Minutes Daily)
9. Self-Recognition (15 Minutes Daily)
10. Organize Next Day (15 Minutes Daily)

***HOW DOES DOING THIS MOVE ME MEASURABLY CLOSER TO MY GOALS?**

SESSION 12—Aliveness vs. Living: How to Put More Life in Your Years

ALIVE
LIBERATION
IMAGINATION
VIEWPOINT
EMPTINESS



*You are
NOT a tree
rooted in
one place,
unable to
move*



*You ARE a
dynamic,
powerful,
creative
human
being!*



Key Ideas:

- What makes me feel most alive?
Focus on this!

- What drains my energy and zest for living?
Change this!
- The ultimate secret of Zero-Resistance Living:
Building up self-image immunity to fear of criticism
- Use your strengthened self-image as encouragement and confidence to rearrange your life affairs so you get to invest the majority of your time, energy, and talent doing those things that make you feel most alive

CHECK YOUR UNDERSTANDING: Here is a checklist of key Psycho-Cybernetics terms, concepts, and mental training techniques. How many are you thoroughly familiar with?

1. Self-Image
2. Critic Within
3. Mental Rehearsal
4. Theater of the Mind
5. Mental Movies
6. Deja Vu Effect
7. Left Brain/Right Brain
8. Servo-Mechanism
9. ASM/AFM
10. Strategic Relaxation
11. Step In/Step Out
12. Calm Mind, Calm Body/
Calm Body, Calm Mind
13. Oscillation
14. Area of Responsibility
15. Emotional Surgery
16. Affirmations
17. Cue Words
18. Psychological Triggers
19. Kind Eyes
20. Synthetic Experience
21. Mistake Maker/Mistake Breaker

“THE HANGING JURY”

by Dan Kennedy

In the American legal system, we have a very definite division of labor. Law enforcement officers detect or respond to crimes committed and apprehend criminals. Prosecutors compile the evidence against these offenders and present that case in the courtroom. A judge referees the give-and-take between the prosecution and the defense. Ultimately a jury decides whether or not the individual is guilty. And this system has a number of built-in safeguards to prevent the conviction of an innocent person. While it has its flaws and misfires, nobody has yet even suggested a fairer system.

It's interesting, though, that, as individuals, people too often subvert this sensible system, wipe out the carefully engineered division of labor, and act as their own prosecutor, judge, and hanging jury. Dr. Maltz found that most of the people who came to him were overly critical of themselves, their own worst critics, their own hanging juries. He observed people magnifying their mistakes and minimizing their achievements. Fanning the fires of guilt but extinguishing the flicker of hope and optimism. PSYCHO-CYBERNETICS is all about giving yourself a break. He coined the terms “Kind Eyes” and “Mistake-Maker/Mistake-Breaker” to encourage people to see themselves in the best possible light. When you lift the weight of self-criticism off the shoulders of your self-image, amazing things can happen.

Dr. Maltz wrote about “self-acceptance.” This is the opposite of self-criticism and self-sabotage. One of my key “Power Points” for entrepreneurs, “drivers,” success-oriented folks who tend to be their own harshest critics is that “EVERYBODY CAN'T BE GOOD AT EVERYTHING.” Accepting this lets you be “okay” with your particular combination of strengths and weaknesses. Sure, you want to improve whenever you can. But you do not want to be so frustrated with the things you don't do well that you develop a sense of dissatisfaction with everything you do or with yourself as a person.

Some years ago, I spent some time with an entrepreneur who had lived a marvelous rags-to-riches story, started a business right after going through an embarrassing bankruptcy, had little to work with but ideas and determination, and mostly via “true grit” developed a \$50 million business in short order. His was an impressive story. But this fellow had a very unimpressive habit. He was unbelievably forgetful about “little things.” If he took his shoes off on a long flight, he was perfectly capable of walking off the airplane and through the entire airport in his socks. He had to travel with five pairs of eyeglasses because he'd set them down and walk off and forget them in restaurants, hotels, and offices. I was around when somebody, exasperated with him, asked him why he didn't take a memory training course and get his act together. Would you like to hear a millionaire's answer to that question? Here it is:

“I've decided it's no big deal. I mean, I could fix it if I made it a top priority, but I've got more important things to think about. It's easier just to buy a lot of glasses, make a lot of notes, and have people follow me around scooping up the stuff I forget and leave behind. I'm a mental giant at making money. Why should I have to be good at everything?”

Now I don't know how you feel about that answer, but think about the ordinary, average person's response to such a situation. He would mercilessly beat himself up about this failing. “I'm so stupid ... I can't remember anything ... I'm an idiot” ... and so on. He would magnify this single, isolated flaw into a broad, far-reaching indictment. He would lay the evidence of this flaw out in front of the jury, then not bother putting on the defense's case of everything else he does well, and let that jury convict him as “unworthy.”

YOUR NOTES

Sessions 1–2

Sessions 3–4

Sessions 5–6

Sessions 7–8

Sessions 9–10

Sessions 11–12



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