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Change Your Mind Change Your Body

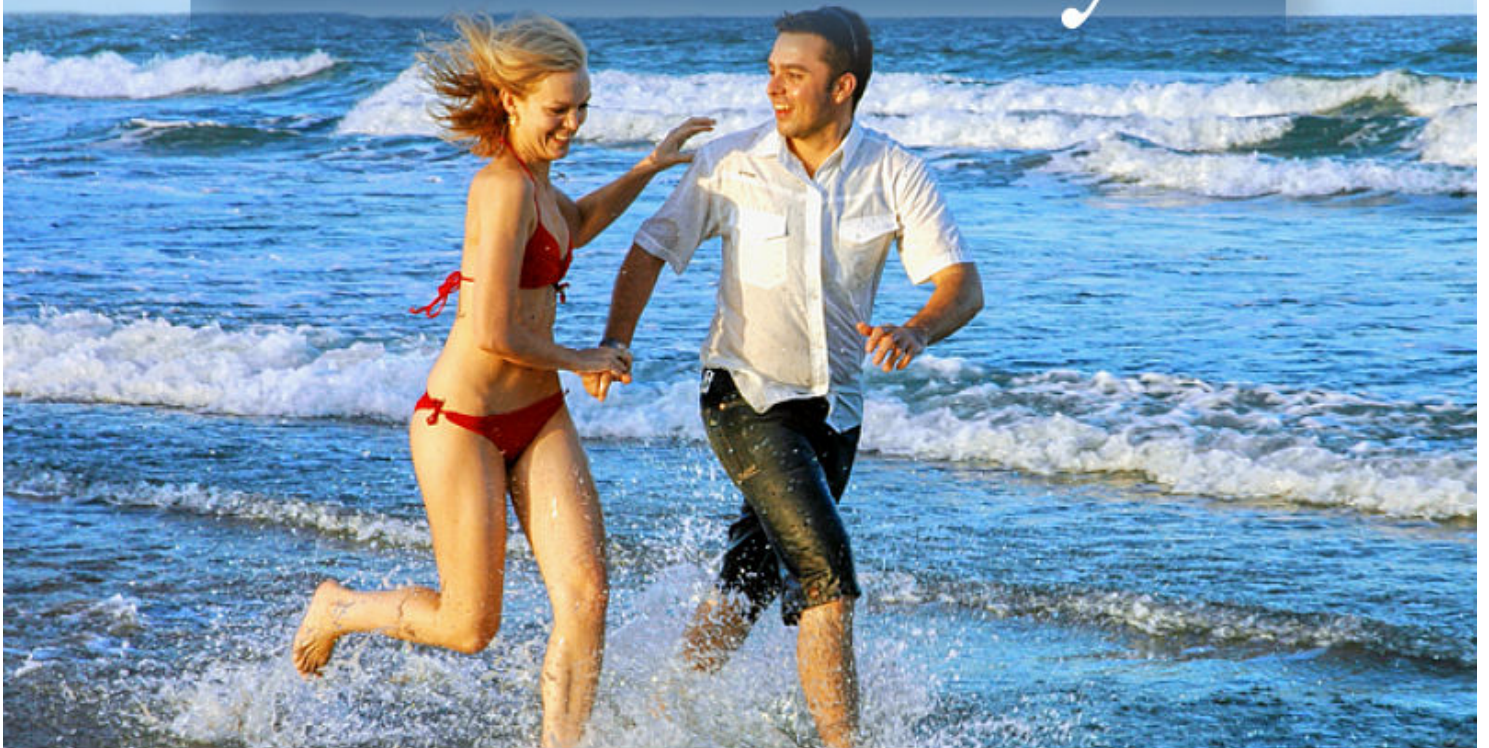
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CHANGE YOUR MIND
CHANGE YOUR BODY

Lose Weight

*Safely - Successfully
Permanently*



CHANGE YOUR MIND

CHANGE YOUR BODY

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PHASE TWO

Why Do So Many People Fail?

As we have discussed in previous chapters, there are many factors involved in successfully losing weight. However the single most important factor is often overlooked. This factor is not your diet, nor is it your exercise program, it is your mind.

If you have been on diets before, you may not have come across this important ingredient. I cannot stress strongly enough how vital this factor is going to be in helping you to lose weight. If you do not have the right mindset then you are heading down the road to failure.

It continually amazes me that so many weight loss programs or so called diets do not mention, or even consider helping someone who wants to lose weight to get into the right frame of mind first. You may think at this point that if you want to lose weight, then just that desire will be enough to carry you through. The thing is that if desire was enough then nobody would be overweight. So clearly having just the desire to lose weight is never going to be enough.

Remember you are talking about your health, your life, the way that you feel and behave. Yet hardly any planning beyond your diet and exercise goes into any changes that you are trying to make.

You plan for many things in your life, so surely it makes sense to plan for losing weight. Imagine if you will that you want to go on holiday, you do not just say **“I’ll just catch a plane and hopefully end up somewhere nice”**. When you decide to take a holiday you actually plan it in more detail than you think.

- You decide where you want to go
- You find out how much it will cost you to get there
- You pick the dates for your departure and return
- You decide on the mode of travel
- You plan on what you will need to take with you
- You plan on who will look after your home while you are away
- You decide who will take care of your pets/plants
- You plan your activities while you are on holiday

As you can see the holiday is the actual goal, but there are many steps that you have to take in order for you to reach your goal of a holiday.

When you decide that you want to lose weight the following is what happens;

- The Goal – ‘I want to lose weight’
- The Plan – ‘I’ll go on a diet and do some exercise’

So that’s it! Is it any wonder that most people fail in their quest to lose weight?

Your holiday is a small temporary event in the scheme of things regarding your life. Yet more detailed planning goes into that

than the planning that goes into your desire to lose weight. We are talking of an area of your life that affects:

- **The way you feel**
- **The way you look**
- **The way you think of yourself**
- **Your health**
- **Your confidence**
- **The way other people view you**

So I am hoping that now you will agree that any weight loss program is too important an issue to be undertaken without a good plan.

Make a plan and put it into action, do not think that “I hope it works”. Think instead “It will work because I have made my plan and all I have to do is to follow it”.

Why do you want to lose weight?

The answer to this question at first glance would be fairly obvious. You want to lose weight because you are overweight; other answers could include the following:

- I want to be healthier
- I want to get fitter
- I want to take up an active hobby
- I want to wear the clothes that I like
- I want to feel more attractive
- I want to feel more confident
- I want to feel better about myself

- I want to live longer
- I want more energy
- I want to be a role model for my family
- I want to look good for my holiday
- I want to attract a partner

Most people would pick two or three of the above reasons. Initially these reasons will motivate you for a short time, but after a few weeks the reasons will become less powerful and the motivation will start to slip. So why does this happen?

Thoughts and ideas are always entering and leaving your mind. Some may stay with you a little longer than others, but even these will eventually fade. The way to change this is to make your reasons for losing weight more powerful and more lasting. One simple method of doing this is to write them down. Thoughts become real when some form of action is taken on them. When you write something down it becomes more real because you have actually taken an active step by putting pen to paper. For example, if you have a thought that you would like a cup of coffee, it will only be a thought and a possibility until you pick up a cup and put coffee into it. This then becomes real because you have taken an active step. Thoughts without any action are just daydreams and nothing more.

So you will need a notebook and a pen, then you need to ask yourself “why do I want to lose weight?” Start to write down all the answers that come into your mind. You may not get many answers straight away but the more time you spend on this question the more the answers will be forthcoming. If you have not done anything like this before, you may find it a little strange at first. However, stay with me on this as I do know what I am talking about.

Once you have written down all the reasons as to why you want to lose weight, I want you to pick one of the reasons and write it down again. Then I want you to write underneath the one that you have picked what benefits you will get from that reason. You may think that the reason you picked is benefit enough, but I can assure you that it is not enough.

For example if you have written down:

“I want to get fitter”

What does that really mean for you? What will you be able to do once you have reached that goal?

- **Will it give you more energy and stop you feeling tired all the time?**
- **Will it enable you to take up an active hobby?**
- **Will it change the shape of your body?**
- **Will it improve your confidence?**
- **Will people look at you differently?**
- **Will you be able to do more with your family and friends?**

Try not to write it down like an essay. It is not how you are writing that is important but what you are writing. Write it down as if you were having a conversation with yourself, do not worry about your grammar or spelling, and just get the benefits for you written down.

Another example you may choose is;

“I want to feel more attractive”. What are the benefits for you with this reason?

- **Will you feel better about yourself knowing that you look great?**
- **Will you change the way that you carry yourself?**
- **Will you change the way that you dress?**
- **Will you make more friends?**
- **Will you get more admiring glances?**
- **Will your relationships be better?**
- **Will you smile more and be happier?**

Are you beginning to get the picture?

So write down the benefits for yourself under each reason that you have chosen as to why you want to lose weight.

The reason that I want you to do this is because at a very basic level your mind works on the ‘what’s in it for me?’ principle. So you will need to show your mind the benefits and the rewards that you will get for the actions that you take. Your mind is not going to do anything with any degree of motivation unless it is 100% certain that it’s getting something beneficial out of it. As you can see just by saying **“I want to lose weight”** is too vague a statement. Your mind may follow along with you for a few weeks but after that it will get fed up and slow down any progress because a part of it will not know in any great detail what the point of it is. By adding benefits you add emotion.

Add emotion to a thought or idea and that thought or idea becomes so much more powerful and the desire so much greater.

Let us look at an example where adding emotion to a situation can result in great leaps in the way that you think.

For instance let's say that you were working in a job that you really hated, you found it boring, repetitive and you felt that you were stuck in a rut. You had to stay in this job as there were not many other jobs around and you had bills to pay. You did the work that you had to do but without putting any great effort into it. Then one day your manager gathers you and your fellow workers together for a meeting. The manager tells you that contracts and orders had been lost due to the product that the company made being of a low quality and poor standard. This was due to lack of care and attention in assembling the product. The bottom line was that unless the quality was improved dramatically, you and your colleagues would be out of a job within two months and the company would shut down.

This is where the emotion kicks in, you begin to start thinking about what would happen if you lost your job, how would you pay the mortgage or rent? How would you pay the bills? How would you eat? How would you clothe your children?

You see these are the benefits that you have been getting from that dull and boring job. You only became aware of these benefits when you realised that you could lose them.

So what happens now?

You have begun to see the benefits of your job that you did not see before. You realise that it is in your favour to improve the quality of your work and to keep the company afloat. You spend the next two months working harder, improving the quality of your work and making sure that you are doing everything to the best of your ability. So by seeing the benefits you have changed the concept of the job that you are doing. This method holds true in most circumstances. See the benefits, add some emotion by thinking what will happen to you if you do not reach your goal or what will happen when you do reach your goal. This gives you a very strong start in your quest to get to where you want to be.

Who Do You Think You Are?

Your self image is how you really see yourself at a deep level. It has been said that there are three sides to each of us regarding our image. The first is how we think others view us, secondly how we view ourselves and finally who we really are. So I am not necessarily talking about who or what you think you are but who and what you really are at a deeper level. We all try to think that we are certain types of people and try to hide certain traits of our personalities which we don't want anyone else to know about. Even we don't want to think about these traits, so we bury these feelings and avoid thinking about them. This is a natural habit for all of us because nobody wants to focus on any flaws that they may have. We all know that these traits are somewhere deep inside us but we try not to go that place because it can be pretty uncomfortable.

The problem is that it's in this deep place where our real self image lies, and it's this place that we have to go to. Only by looking at ourselves with brutal honesty can we begin to make any real changes in our lives. If we try to ignore this fact then we are just papering over the truth. In any situation you need to know exactly what the problem is before you can begin to fix it. So find your truth then begin to make the changes that you need to.

A number of years ago I used this method. I began to think of all the things that I didn't want to think about. I thought that I was generally a good person but I also knew there were certain things about myself that I did not like. I had always avoided thinking about these things but they were always there floating

around at the edges of my mind, but all I did was to keep them at arms length and try to push them away. However they would never go away, they stayed there in the distance just gnawing at me. This is what most of us do, we try to block these thoughts and traits of our personalities out. The problem with doing this was that I was always carrying this weight around with me, and these traits affected the way that I lived and behaved. Somewhere inside me I knew that I couldn't continue like this and that I had to deal with this in some way.

I had spent a lot of my of time thinking about this and a large part of me wanted to ignore everything and carry on as usual. The reason behind this was that I was afraid of what I was going to find and that I wasn't the person that I thought I was or the person that I strived to be.

One day I took a notebook and a pen and began to write down all the things about myself that I didn't like and had been ignoring for all those years. It certainly wasn't easy finding out that I had all these flaws. It was pretty scary and I was petrified that somebody would somehow find what I had been writing and know what I was really like. I have to admit that it wasn't a pleasant experience. The thing was that after a few days I began to feel more relaxed and felt as if a great weight had been lifted off me. I read everything that I had written and began to think of ways to change these things about myself by writing them down. After about a week I started to feel better about myself because I had got to the core of my problem, seen what problems I was hiding and had started to make changes to better myself. After all, once I knew where I really was the only other place to go was up. In a matter of weeks I was sleeping so much better, I was feeling better about myself and feeling a lot less strain.

If you are overweight then your self image may be of a person who eats badly, dislikes any form of exercise, and will always be overweight. If this is your self image then you are going to find it extremely difficult if not impossible to lose weight in the long term. In order to lose weight successfully you will need to be completely honest about yourself and your feelings. Then once you have reached this stage you will have to start changing your self image.

The facts may indeed speak for themselves, they may show that you have a bad diet, hate exercising, and are overweight but what you need to do is to start thinking in a different way. You will have to start thinking along the lines that you really can be slimmer, that you can lose weight easily, that you can eat more healthily, and that you can learn to like exercise. Now this may not all be true at this moment in time but it will eventually become true.

At this point I can tell you what you are actually thinking. It's probably something like; "How can I think that I have a great diet and like to exercise when I don't? All I am doing is lying to myself." Don't worry everything will become much clearer to you shortly.

The first thing that you need to do is look at your minds. Yes it does say minds, it's not a misprint. Basically you have two minds, both which work in very different ways. Your first mind is called your conscious mind. This is the mind that you use constantly on a daily basis. Your conscious mind is the one that you are aware of and the one that you use for thinking. It's the mind that you use to make decisions and choices in your life

What you may not be aware of is that the majority of the decisions and choices that you make with your conscious mind are based on what is contained in your second mind. This second mind is called the unconscious mind or the sub-conscious mind. All your behaviours and why you are the way that you are, stem from your unconscious mind. Now much of what you are going to read may be new to you. If this is the case then you may find it a little difficult to come to terms with what you are about to learn. However stick with it because the information you are about to learn will prove to be extremely valuable and is basically going to be the secret to your success.

You can think of your unconscious mind as being a huge storage device.

Everything that you have ever done, said, heard, seen, read, and experienced is stored in your unconscious mind. You don't have any real awareness of your unconscious mind, but it is aware of every experience you have ever had, and continue to have. The thing is that your conscious mind is limited to the amount of information it can process at any one stage even though you are getting endless amounts of information every minute of the day through your various senses. What happens is that much of this information bypasses your conscious mind and goes straight to your unconscious mind. This prevents your conscious mind from dealing with what could be considered trivial information and leaves it to handle more important issues.

Let me give you an example of this; picture yourself sitting in a garden on a lovely summers day. You are relaxing and reading a great book. Now your conscious mind is focused on the words in the book that you are reading and you are enjoying it. While you are reading this book your senses are picking up a great deal

of other information. Your hearing is picking up sounds of a light wind in the air, the sounds of birds, the sound of a bee somewhere in the garden, the sound of leaves rustling and numerous other sounds. Your sense of smell is picking up various bits of information, the smell of the grass, the flowers, and perhaps the smell of food a neighbour is cooking. Your sense of touch feels the breeze on your body and the warmth of the sun. Your eyes while focused on the book are still able to pick up other bits of information through your peripheral vision; you can notice movements around the edges of your range of vision. Now imagine what would happen if you had to process every piece of information that you were getting, with your conscious mind. There is no way you would ever be able to read your book, you would have to stop and think about everything your senses were picking up. The fact is you would never be able to get anything done if you had to process every bit of information you received daily at a conscious level. This is why the majority of the information you receive through your senses goes directly to your unconscious mind.

What I am going to do now is to give each of your minds a name. Your conscious mind will now be called Jake and your unconscious mind will be called Hank. There are two reasons why I am doing this, the first reason is that it introduces a little fun into things and makes it less boring for you. The second reason and the main reason is that I won't have to write conscious and unconscious each time that I have to mention your minds. Before we continue I wish to apologise for giving your minds male names. Feel free to pick any names that you would like to use.

So we have established that Jake is the mind that you are aware of and the one that you use to get you through life on a daily basis. Hank on the other hand is the mind that you are not really

aware of but is always lurking in the background. Most of the focus will be on Hank and the reasons for this will become clear as we progress.

HANK

Although you do not know or see much of Hank, he is tremendously more powerful than Jake could ever be. Hank is not quite as sharp as Jake but he is the one that pulls your strings. From the first day of your life up until the day that you die, Hank collects and stores information about the world around you and the role that you play in this world. By using the information he has collected over the years Hank has built a picture of you and your world. Hank guards this picture fiercely and does not want to have it changed because it has taken him time and effort to build it. Are you with me so far?

Have you ever done something in the past and afterwards thought to yourself ‘Why did I do that?’ If this scenario sounds familiar then you have to realise that it was Hank acting on the picture he has of you. As you are not really aware of Hank you cannot understand why you did what you did.

Now if you have been overweight for some time, have a poor diet and haven’t participated in any exercise, this will be the image Hank has stored of the type of person that you are.

Imagine if you will that Jake decides to go on a diet because you need to lose weight. So you begin a diet, start an exercise program and take various steps that will help you to lose weight.

What will normally happen is that things will go quite well for a couple weeks but after that time things seem to get more and more difficult. Certain thoughts begin to enter your mind, thoughts such as:

- I can't be bothered today
- I'm too tired to exercise
- I don't have the time today
- I've been working hard, I deserve a treat
- I'd like to eat something sweet
- A couple of doughnuts won't kill me
- I need to watch something on the TV
- Missing one day is no big deal
- I'll go back on the diet tomorrow
- I'll train twice as hard tomorrow

So you miss exercising on a chosen day, or you eat something that you know you shouldn't, you may say to yourself "that it's only one day". Then that day becomes another and then another, before you know it you are back into your old habits and gaining the weight that you had initially lost. Does this sound familiar?

Let me explain how and why this happens.

You decide that you want to lose weight and you have also decided that the best way to achieve this is to change your present diet for a better one. You have also decided that you are going to have to start some sort of exercise program. Now as you have made these decisions and begin to implement them in your life, Hank (unconscious mind) is watching and trying to understand what is going on. At this point Hank is not fully aware of what you are trying to accomplish, but Hank is curious

so he continues to keep an eye on things for a few weeks. Now you will probably be going through the motions of eating differently and taking some form of exercise.

Eventually the day arrives when realisation dawns upon Hank. This day could arrive after a week or two, or possibly even a month but whenever this day does arrive, Hank has realised what you are trying to do. You are trying to change; you are trying to be different from the image that Hank has constructed of you. An image which has taken Hank time and effort to create and he is not going to have you ruin it. Now Hank begins to take more control by trying to stop you from what you are doing. He begins by pushing certain thoughts into your mind. Thoughts which may include the following:

- Its too hard
- I don't have the willpower
- Maybe its not for me
- Maybe I was meant to be overweight
- Its my genetics
- I'm not the athletic type
- I'm wasting my time
- I like my food too much
- I'll never be able to do it

You may try to ignore or fight against these thoughts, who knows, you may even succeed in doing so for a short time, but Hank keeps plugging away at you. Every morning when you wake up the thoughts are there. Thoughts which are telling you:

- What a hard day you have ahead of you
- You'll have to exercise
- You'll have to eat properly
- You have so many other things to do

- How can you fit everything in?

It gets to the point where you begin to actually dread the day you are going to have before it has even started. The more you think about it the worse it gets and the thoughts become more powerful. Wouldn't it be better if things were back to normal? Then you would not have all this stress. Now at this point other thoughts begin to appear. Thoughts such as:

- I could just sit in front of the TV and relax
- It would be so much more easier not to do any exercise
- It would be great to eat anything that I wanted for a change
- Life would be simpler if I did not have to watch what I eat
- There are other things that I need to do

You get to the point where you cannot focus on anything else apart from these thoughts. They try to justify not sticking to your program, so finally you crack, you drop the diet and the exercise, by persuading yourself and justifying these thoughts. Hank wins, you lose, and you begin to gain back any weight that you may have lost. Game over.

You may think that these types of thoughts which are spinning around in your head are of your own making and you convince yourself that they are based on the facts and realities about your life. In all reality it is Hank that is putting these thoughts there, based not on any true facts but on the image he has of you. Now what you have to realise is that this image is not based on facts but on information that Hank has received about you and information that he believes to be factual. The key word here is **'belief'**, if you believe something to be right then you tend to regard that belief as a fact, but this is not always true. Another

point I want to make is that the more you focus on something the stronger the belief in that something becomes.

Let me give you an example of this.

Imagine going back to your childhood. You are at school and you are being taught a subject by a less than talented teacher. In this case let us use the subject of mathematics. I want you to keep in mind that when you do not have enough knowledge about a particular subject, it is not because you are not clever enough; it is because you do not have an understanding or much experience of that subject. Now if that subject was taught to you in a clear and practical way, then it stands to reason that you would do well in that subject. However if that subject is taught to you in a way that you cannot understand or relate to, then it also stands to reason that you would not do so well in it. How are you going to be able to understand a subject if you do not know what the teacher is trying to tell you?

If at a young age you found learning mathematics difficult and found yourself struggling, what would happen? Firstly you would be constantly receiving negative comments from your teacher and perhaps also from your parents. This would lead Hank to pick up messages which would be telling him that you are not good at Mathematics. These messages would be incorporated into the picture that Hank constructs of you as a person. Now this image would become stronger over the years simply because you are not going to improve a great deal in a subject you do not understand properly. As an adult you would have a hundred percent belief that you are not very good at Mathematics simply because people have told you all throughout your school life.

Let us now look at the evidence behind this belief.

As children we are very impressionable, I mean if our teachers or parents tell us things, we will take this information at face value. In all reality we have to, simply because we rely on our elders to teach us about the world and we have no other point of reference. Many of the ideas and impressions we grow up with are not really of our own making but come from other people we have listened to or learned from. Other people's abilities or the lack of them are going to influence our lives in major ways and we often fail to realise this. If you had a teacher who was not competent enough to teach you a subject in a way that would allow you to understand it clearly, who would be to blame? The problem obviously lies with the teacher but the blame for the lack of understanding is put upon your shoulders. It is a teacher's job to enable you to understand, and if you cannot understand something in the way that it is being taught then the teacher must find another way. So now you can see that the problem is not from your inability to learn but from the teacher's inability to teach.

In the end you grow up focusing and believing that you struggle with Mathematics and because this belief has been reinforced over the years, it then becomes a fact in your mind. The reality of the situation is not based on fact but on information that Hank perceives to be true. As you can see having a belief in something, regardless if that belief is positive or negative can be a very powerful influence in your life.

Now you may ask if Hank is a part of you (which he is) why does he stop you from doing things which are going to benefit you?

The answer is that Hank does not care if you are happy, or miserable, or what you look like. All Hank is interested in is keeping the image he has of you intact, because all of the information Hank has received tells him that you are this image. In his own and often misguided way he thinks he is protecting you. If you have tried to lose weight without much success, the information that Hank has received over the years could include:

- Other people telling you that you are overweight
- Telling yourself that you are overweight
- What you see when you look in the mirror
- What you see when you step on the scales
- The type and size of clothes that you wear
- What you think of yourself
- What types of food you eat and how often you eat

Hank receives this information and puts it all together and constructs an image of you. The image will be of somebody who is overweight, eats badly, does not exercise, dresses in a certain way and so on. If you try to change this image by changing your behaviour, Hank will regard it as an attack on the image he has of you. He will pull out all the stops to prevent you from making any changes; believe it or not he is actually trying to defend you. Once Hank has managed to stop you from trying to change the belief that you are an overweight person, this belief will reinforce itself and each failure makes this belief stronger.

If you look at a person that has a good diet and exercises on a regular basis, you will see that this person has a very different

self image compared to someone that doesn't feel good about themselves. This person's self image will be of someone that is healthy and fit and this person will carry themselves and behave in a way that matches their self image. This person's version of HANK will reinforce and protect that self image, just as an overweight person's version of HANK will reinforce and protect their image.

So what's the solution?

The answer lies in changing the way that Hank perceives you. You will not be able to do this just by changing your behaviours and trying to force Hank to change your self image as he is far too strong for this to happen. Now and then you may find a rare individual who can carry this off but it will be a long hard road for this individual. What you need to do is to avoid this struggle and find a better and easier way.

The good news is that you will be able to change your self image without dragging yourself through hell. Force is out of the question, you need to take a more subtle approach. You will need to start manipulating Hank by feeding him new and different information, and you need to do this not by first changing your physical behaviours but by outsmarting Hank.

This new information that you are going to be sending to Hank does not have to be true. It just needs to be sent to Hank on a regular basis. We have already established that Hank does not care if the information he receives is true or false. If Hank hears it often enough he will incorporate it into your self image. You will find that in a fairly short space of time Hank will begin to

accept this information and start to act on it. In time it will become a firm belief, and as we now know a belief will become a fact in your mind. When this happens Hank will start to change your behaviours to match your new belief. Your role in this is not to let up in anyway, it's imperative that you constantly send Hank the information that you want him to have. You will in a short space of time turn Hank from being an obstacle and an enemy, into your biggest ally. Believe me when I tell you that if Hank is firmly on your side, you will fly through whatever it is that you want to do.

So how do we get this information to Hank?

Manipulating Hank.

Before we begin I just want to say that I don't know what sort of knowledge you may already have about how your minds work. If this is all new to you then you may approach it with some disbelief or doubt. In fact you may even find it downright weird. However this is understandable because it may be something you have not encountered before. Remember there is always some uncertainty when you approach something that you haven't come across before. What I am asking is that you keep an open mind and go along with the methods in this course. You really have nothing to lose but think of what you will have to gain. If you have tried various methods in the past to lose weight without much success, then where's the harm in trying one more? If at any time you begin to get doubts, keep in mind that they are not your doubts, it's Hank that is putting them there. So please stay the course and in a few months I can promise you that you will be more than happy that you did.

Ok now you have some understanding of how Hank works and how he can prevent you from reaching your goals. You know that your self image is based on and developed through all the information Hank has received about you over the years and you are where you are today because of that information. It should be obvious to you now that if you want to be in a different place then you need to change the information that Hank has of you. I want to make it very clear that it will **not** take months or years for your self image to change. Follow the methods and you will begin to see changes in your behaviour in a few weeks. If you continue to use the methods in this course then your new self image will continue to get stronger and stronger. Stick to your plan and the success that you want will arrive, you will not fail.

When you normally try to change things in your life, you are initially trying to do it without Hanks knowledge and more to the point Hanks permission. Hank doesn't like you doing this and he will at some point succeed in making you stop what you are trying to do. So you need to work on Hank first before you try to work on any new physical behaviours. When you feed Hank new information, his image of you will begin to change and if your behaviours don't reflect this new image then Hank will push you into changing your behaviours so that they begin to fit in with your new self image.

There are many parts of your self image which make no logical sense whatsoever. You know that everything about your self image is based on the information and experiences Hank has received. Hank doesn't care how old these experiences are or if they should no longer be valid. If it's in your image then that's who you are. Let us look at an example of this;

Imagine yourself as a young child sitting on the floor. Suddenly quite unexpectedly a mouse runs by you and brushes against your leg. This would clearly come as a bit of a shock to you so what would your reaction be? You would probably scream and start to cry. Now Hank would perceive this experience as being threatening and something to be fearful of. This experience would be placed into your self image.

Mouse = Threat, Fear, Danger.

When you were a young child a mouse may well be have been considered some form of threat, because you wouldn't have been able to get away from it. You wouldn't have been capable

of jumping onto a chair or running away, there is the possibility that you may have been bitten. However the chances of this happening could have been regarded as fairly remote as the mouse would probably have been more frightened of the noise coming out of your mouth so it certainly wouldn't have hung around to launch an attack.

Now that you are a fully grown adult, you are many times larger than a mouse. So in reality a mouse would present absolutely no danger to you whatsoever but Hank would not see it this way, as far as Hank is concerned;

Mouse = Threat, Fear, Danger

To Hank it doesn't matter that this experience happened a long time ago when you were small and vulnerable. As far as Hank is concerned a mouse is a threat regardless of what the situation is, it is just as applicable today as it was twenty years ago. So if you see a mouse run past you in close proximity you will react in a similar way today as you did then.

So many of our habits and fears, are based on experiences that occurred a long time ago. Most of these habits and fears are based on old information that may no longer be relevant but we still react in the same way as we did in the past. Do you see where I am going with this? To Hank its just information, true, false, or old, it makes no difference to him. Change the information and you change yourself.

Sending New Information

Now it's time for you to start sending Hank some new information. You need to start doing this today, don't wait until you have started your weight loss program. I suggest that you begin using the techniques on sending Hank new information a couple of weeks before you begin to change your diet and start an exercise program. It's no point jumping straight in by changing your diet and lifestyle while Hank still has the same self image of you. Over this period Hank will start to see your image in a different light and then when you are ready to change your diet and to begin an exercise program, Hank will be more of a help rather than a hindrance in helping you to reach your goals. Do this for a couple of weeks and you will find that you are itching to change the way that you live.

AFFIRMATIONS

I don't know if you have heard of affirmations but just in case you haven't, an affirmation is simply a short phrase or statement that you hear or say repeatedly. As we have previously discussed Hank picks up on everything that you hear. You can have negative affirmations; these would include statements that begin with:

- I don't....
- I can't....
- I won't....
- I'm not sure....
- I'm no good at....

These are far more common than positive statements. If you have thoughts that begin with any of the above or say things that begin with any of the above, then you are sending this information to Hank who then stores it into your self image. A self image of a person:

- Can't....
- Doesn't....
- Won't....
- Isn't sure....
- Is no good at....

The chances are that you have been using affirmations like these regularly for a long time, without being fully aware of how they have been affecting you and your life. You need to start eliminating these words from your thoughts and vocabulary. They need to be replaced with positive affirmations that begin with:

- **I can....**
- **I will....**
- **I do....**
- **It's easy for me to....**

When you begin feeding Hank with thoughts and statements beginning with the above on a regular basis, then he will have no choice but to act on them as this is the information he is now getting on a constant basis.

It sounds simple doesn't it? However you need to put in a bit more work than this in order for it to work properly. Just by

saying “I am thin, I am fit, or I am healthy” a few times a day is not going to be enough to get you to where you want to be. You will need to do something actively to reach your goals. You will need a writing pad or some pieces of card. You will have to write down a list of positive affirmations. This allows you to physically do something by taking a pen and writing. Doing this takes your affirmations out of your head and onto paper, which are then read out and become more real.

You can write your own affirmations or use the ones I have suggested.

- I **WILL** do whatever it takes to get to where I want to be
- I **CAN** do what I need to do
- I **WILL** do what I need to do
- I **LIKE** exercising and eating healthily
- I **AM** getting fitter and healthier everyday
- I **WILL** feel great at the end of each day knowing that I have done my best
- It's **EASY** for me to lose weight
- I **AM** strong mentally and physically
- Each day I **GET** closer to reaching my goals

You need to read your list of affirmations at least three times a day. First thing in the morning, during the day, and last thing at night. I can understand if you are feeling a little dubious about doing this, I mean how are you going to lose weight by repeating these words a few times a day? I want to stress that this is a very important step towards losing weight. The reason it is so, is because you are feeding Hank new information on a regular basis and we know Hank works only on the information he receives, regardless of what it is. Keep sending this

information to Hank and it will eventually become part of your self image. There is no way it can fail to do so. Also it is important that you read these statements at the suggested times, there is a reason behind this.

First thing in the morning Hank is still fairly influential in your thinking process because while your conscious mind has been asleep, Hank has been completely in control. When you first wake up and try to put in new information for Hank, it will give him something to think about during the day. If you also read the affirmations once or twice throughout the day it will reinforce this information to Hank. The last thing at night is possibly the most valuable time for your affirmations because you are ready to go to sleep. These affirmations will be the last thing on your mind before you fall asleep; they will be the first thing that Hank will see. While you sleep Hank will begin working on this information throughout the night and begin to start storing this new information into your self image.

When you read out your affirmations try to read them out aloud. Obviously this may not be possible if you are not alone, but try to find a quiet place and speak the words with some conviction. The reasoning behind this is that if you just read them in your mind then you are doing this by using just one of your senses (sight). However if you read them out aloud, then you are using two of your senses (sight and hearing). The fact is that the more senses you can use the more powerful the effect will be. An example of this is: when you are watching a film you will be using sight and hearing but when you are reading a book you are only using sight. How many details can you remember from a book that you may have read ten years ago? Compare this to how many details you can remember from a film that you may have seen ten years ago and I am sure that you will find that the film will stick in your mind more than the book.

Do not read your affirmations as if you are just going through the motions, read them as if you really mean what you are saying and really believe what you are saying.

For the first few days you will probably not notice any changes in your thinking or behaviour. However things will begin to change fairly shortly. Even then you may not notice the changes that begin to occur. It will happen in a subtle way and you will start new patterns of thinking and behaviour in small ways before you become fully aware of what's happening. As time goes on the changes will get bigger and more noticeable. You may find that other people will notice any changes before you do.

This is how Hank works; he cannot and will not change your self image overnight. He begins to initially introduce little changes to your image from the regular information he is receiving, but as you continue feeding him new information the changes begin to spread and become larger, until it gets to the point where your entire self image regarding weight loss has been changed. The thing is that Hank cannot ignore information he is getting on a regular basis. He may try to ignore it for a short time but eventually he has to accept it. When he starts to accept it, he has to work and act on it. When this begins to happen it is no longer just information, to Hank it will have become a belief and therefore a fact. Hank will force you towards behaving in a way that matches the new information.

Many people are sceptical when I explain to them how all this works. They feel that it is some form of 'Brainwashing'. They are completely right in that assumption. It is brainwashing but

we have all been brainwashed all our lives anyway. All our lives we have been told what to do, how to do it, when to do it and so on. What I am doing is virtually the same thing that you have experienced throughout your life, the only difference is that the information you will be feeding into your mind now is going to be different compared to the information that you have fed to your mind in the past, the basic principle remains the same. You will be rewriting the information that has held you back all these years and replacing it with information that is going to be so much more beneficial for you, and will allow you to do what you really want to. Basically you will be **‘washing your brain’** and removing all the old negative stuff, replacing it with fresh, new, positive stuff, and this is going to make life so much better for you.

Research has shown that it takes roughly three weeks to form a new habit. Many people normally associate the word ‘habit’ with something negative or bad, but it’s just a word that describes some sort of action on a regular basis. There can be bad habits and there can be good habits. So if you do something consistently on a daily basis, it should in about three weeks time become a habit. After this period it takes about ninety days for this habit become completely natural for you.

You may ask that if you diet and exercise for three weeks, why doesn’t this become a habit for you? It’s simple! Your present self image is so deeply ingrained in you, so that any changes of physical behaviour which are intent on changing the way that you are perceived by Hank will be rejected. Any habits which are not going to change your basic picture will be taken on board. There are many habits good or bad that can be incorporated into your self image as long as they don’t interfere with the core of your self image. You could start smoking, drinking alcohol, learn a new language, start college, take up

golf, learn to cook, change your career, begin gardening, and a whole host of other things. However you can still be overweight and do these things so Hank will not interfere in these changes that you try to make.

An example how powerful repetition can be is when you first learn to drive a car. In the beginning it can be a bit daunting as there are so many different things to learn and remember. But with practice (repetition) you become better and more skilled, until after a while driving a car is not something you have to consciously think about, you do it automatically. You get to a level where you don't have to think about every manoeuvre or every action, you just get in the car and drive because at first it became a habit and then it became completely natural. Now you may say that it takes longer than three weeks to learn to drive a car, so it can't become a habit in just that time. I can tell you that learning to drive a car becomes a habit in a lot less than three weeks. On average a person normally needs between twenty and thirty driving lessons to get a driving licence. Now if you break this down, you will have learned to drive a car in twenty to thirty hours. So in less than two days you have learned a new skill proficiently, starting from scratch. That is pretty impressive no matter which way you look at it.

Doesn't this make you wonder what else you could do or would be capable of? Do your affirmations repetitively on a daily basis and see where you end up. It's only a few minutes a day out of your time, you have hardly anything to lose but the rewards will be huge.

VISUALIZATION

Visualization is a very powerful technique that is used by the majority of the world's best athletes and successful people in various other areas. Visualization takes part in your imagination everyday. Remember that any idea ever conceived or any invention ever created first began as a visual image in somebody's mind.

An experiment on the powers and benefits of visualization was undertaken a number of years ago. An American college basketball team was split into two groups. The first group was asked to practice shooting baskets on a daily basis for two weeks in order to improve their performance. The second group however were told that they couldn't physically touch a basketball for two weeks. They were told that they would spend the next two weeks visualizing that they were shooting baskets. To put it simply they were told to close their eyes and relax. They were told to imagine themselves standing on a basketball court. They were then told to imagine holding a basketball in their hands, to feel the size and the texture. They were then told to shoot the ball into the basket and picture it going in every time. They focused on how they felt each time the ball went into the basket, focusing on the pleasure that they felt.

After this two week trial both groups were summoned to a basketball court to see what, if any improvements had occurred. The first group that had physically practiced shooting baskets had an improvement of 3% on their previous average scores. However the second group that had visualized shooting baskets had improved their average score by 15%.

What visualization actually does for you is that it tricks your mind into thinking that what you are doing is real. By doing this it is basically changing the image it has of you, and turns its attention towards making you behave in a way that matches this changed image. When you first begin to visualize, the picture in your mind is clearly not real, but if you feed this image to your mind often enough then it will become real for your mind. Once your mind believes something to be real then that in turn will become very real for you.

It often surprises me when I hear people say that they are not very good at visualizing things or that they don't have a very good imagination. The reason it surprises me is because it's impossible not to be able to visualize. You probably are not aware that you are visualizing but believe me when I tell you that you and everybody else is doing it all the time.

Your mind does not think in words or numbers, it thinks in images. You see pictures of faces, objects, colours, surroundings, and even situations in an image format. To prove this do a little experiment. Read the following words and see what comes into your mind.

- DOG
- CAT
- HOUSE
- CAR
- BANANA
- BABY
- SAND
- TRAIN
- PLANE

You will find that all these words appeared in your mind as pictures and not as words, you think in pictures; you do this automatically without having to think about it. If you can visualize anything that you read or hear then you can visualize anything that you like. It just takes a bit of practice.

Here is an example to show you how powerful visualization can be; I want you to follow the instructions below after you have read them.

Close your eyes and imagine that you are holding a lemon in your hand. Picture the shape and the colour, and then roll it around in your hand. Rub your fingers around the lemon and feel the texture. Then bring the lemon up to your nose and sniff it. Then imagine that you pick up a knife and cut the lemon in half. Now pick up one half of the lemon and look at the segments. Now bring the lemon up to your nose and sniff it again. Now I want you to open your mouth wide, hold the lemon above your mouth and squeeze the lemon hard. Feel the juice on your lips and running down your tongue into the back of your mouth.

How did that make you feel? There was no actual lemon in your hand and you didn't squeeze it into your mouth either. What you did was to visualize it. Your body reacted in a way as if you really did have a lemon, even though in reality there wasn't one. This is the power of visualization!

You will need to visualize twice a day. The first session will be done soon as you awake in the morning and the second

session just before you go to sleep at night. This is done for the same reasons as the affirmations mentioned earlier. Add visualization and affirmations together and you will have a very powerful formula for changing your self image and beliefs.

Morning Visualization

When you first wake up in the mornings, you normally feel a little disorientated for a few minutes. Once you have got over this I want you to close your eyes and picture yourself going through your day.

- **Imagine getting out of bed and full of energy**
- **Imagine what you will be eating throughout the day**
- **Imagine how often you will eat throughout the day**
- **Imagine the time that you will be exercising**
- **Imagine yourself completing all your exercises**
- **Imagine how happy you will feel after finishing your exercise routine**
- **Imagine how pleased you will be having achieved your day**

I want you to actually see yourself in your mind completing all these tasks. Imagine everything in great detail, the way that you are dressed the way that your food tastes, being full of energy and enthusiasm about the day ahead. Then finally dwell a little on how proud you are going to feel about yourself at the end of the day, knowing that you have done all that you have set out to do today. Always try to visualize with a smile on your face, as this equates your visualizations with happiness to your mind. After you have finished doing this, read your affirmations and then you are set for your day.

Night visualization

When you are ready to turn in for the night, you will need to spend a little time visualizing again, but this time you will do this a little differently. Close your eyes and imagine that 12 months have passed. See yourself as having reached all your goals and you have achieved everything that you had set out to achieve.

- **How do you look?**
- **How are you dressed?**
- **How do you feel?**
- **What do people say about you?**
- **What else seems different about you?**

Picture yourself walking down the street knowing that you look great. Imagine people giving you admiring glances and how it makes you feel. You feel energetic, attractive and confident. How do you carry yourself? What is your posture like? Imagine yourself smiling or laughing with friends or family. People are so impressed with what you have managed to achieve. This fit and healthy image is what you are going to become, not what you may become but something you will be and that is a fact.

Now you may get a few thoughts along the lines of:

- This is silly
- It's just psycho babble
- It's a waste of time
- I can't see this working

If this happens it is ok, try not to worry about it. It can be natural for these thoughts to occur if this is all new to you. If you do get these thoughts, just accept them and say to yourself **“ok I know what you are saying but I am going to keep doing what I am doing”**.

The facts are that if you use these techniques then you will have a very powerful and effective tool to help you change the way that you are now. Please stick with these methods and you will begin to see differences in behaviour and thinking in a matter of weeks. When the changes start to occur, just keep doing what you are doing, I think you will be in for a shock.

What I need you to do is to follow these steps for a couple of weeks before you start to make any changes to your diet or begin an exercise program. It's extremely important that you begin to change things inside your head before you begin to change things on the outside. Getting into the right frame of mind is the key to any long term success towards losing weight. As each day passes your urge to start your weight loss program will get stronger and stronger but you must resist this urge to begin too early. This will happen because you are providing Hank with new information and he will want you to start making changes in your behaviour, but make him wait.

Hank will begin to nudge you towards changing your behaviours to correspond with the new image, which he is starting to create through the affirmations and visualization exercises you are providing him with. After a couple of weeks your need to lose weight will be very high and your motivation will rocket. It's also important that you continue with the affirmation and visualization exercises after you have changed your diet and started an exercise program. This will ensure that Hank

continues to push you towards your goals and continually reinforces the new information. If Hanks new image of you is a fitter, slimmer, healthier and happier you, then he will focus fully on getting you there. Keep following the steps that I have outlined and you will be astounded by the results a few months down the road.

weight loss course,unique in its methods

Change Your Mind Change Your Body

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