



“Whatever the mind can-conceive and believe it can-achieve.” Napoleon-Hill

## INTRODUCTION

Well done on taking on the first step towards transforming your life!

Reading this document will lay the foundation for the work we will do together, it will also provide you with deeper insight as to what my life coaching program is all about. Just applying the knowledge you get from this document will result in tremendous benefits, and there is much, much more to be discovered in the life coaching program itself. For now, enjoy the read!

Our civilization is going through some major changes. We can share knowledge instantaneously thanks to advances in technology. Some of the knowledge I will pass on to you has been around for many years, but has been attained only by the privileged few who desired it the most. I will also share the latest discoveries in neural-science, and teach you about your mind, the most powerful creation known to us.

You will learn how to harness the power of your mind and how to use it to achieve your dreams, whether you want more money, more love, more happiness, more health or all of that together.

This document contains ancient wisdom (from back in the day when things had to be taken on faith alone) AND the cutting edge science that supports and explains these theories in detail.

Do you know that it is possible for you to start living the life you always wanted right now? You already have ALL you need to live an extraordinary life, whatever that means to you. I will show you what, how, and why. This is not motivational fluff or religious dogma, it has to do with you, your powerful mind, your body, and scientifically proven facts.

## WHAT ARE YOU MADE OF?

Let's begin by taking a look at what your amazing body and powerful mind is made of.

From a chemical perspective you are made of the exact same stuff as the stars in the universe - hydrogen, oxygen, nitrogen and carbon.

From a biological perspective you can your body is made of the following:

- Nervous System / Vascular System / Muscular System
- Organs: Brain / Lungs / Stomach / Skin
- Tissues
- Cells

We can go into even finer detail:

- Molecules
- Atoms

Then we enter the world of the fantastically small, known as the "Quantum" world.

- Subatomic Particles
- Protons and Electrons
- Neurons, Gluons, Quarks and Mesons (Electromagnetic vibration waves of light called QUANTA)

You have probably heard of atoms. For the longest time people thought that they were the building blocks of life, until Quantum Science was able to look inside the atom and discovered a whole new sub atomic world - every atom is essentially made of energy, otherwise known as LIGHT. That means that every single cell of your body is made of light, made of energy.

**Ultimately you are made of energy - you are made of light.**

Every organ in your body is made up of atoms. The screen you are viewing this on is made up of atoms. The clothes you are wearing are made up of atoms. The chair you are sitting on is made up of atoms. The house you are in is made up of atoms.

**Everything in the entire universe is made up of atoms, with no exceptions. Everything is essentially energy - LIGHT.**

But you are not a chair, you are you! Why is this so? Because everything vibrates at its own unique frequency. Matter is energy vibrating at a low frequency. Think of radio waves, we can differentiate one station from another by simply changing frequencies on our radios.

This may make perfect sense to you, or it may be new and a bit hard to grasp. That's ok. The most important thing to know right now is that what makes things different, whether it is living or just matter, is their molecular structure and the frequency they vibrate on. This will link in with the rest of the coaching, but for now, remember that EVERYTHING vibrates at its own frequency and emits energy, including YOU.

## YOUR NERVOUS SYSTEM

A true marvel of nature and masterpiece of creation is the circuitry running through your body - Your neurology, otherwise known as your nervous system.

Ever heard of a neurological connection? It's what gets made in your nervous system whenever you learn something new.

Here is the mind-blowing truth:

Your nervous system is capable of ten to the power of ten to the power of eleven ( $10^{10}$ )<sup>11</sup> neurological connections.

That's the number ten with ten zeros behind it, repeated eleven times. It looks like this:

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Imagine having that in your bank account! But what does it all mean practically speaking? Well, the number is so big that there is literally nothing we can compare it to, it is so immense we cannot even contemplate it. It means that you have more possible neurological connections (and a neurological connection means you have learned something) than all the stars in our visible universe (if you are in the countryside on a clear night). You have more possible neurological connections than the number of all the grains of sand on all the beaches on our planet. In case it hasn't sunk in yet, you have more possible neurological connections than all the atoms in the entire universe (according to Quantum Physicist, Dr. Paul Goodway). However, that doesn't mean that you will use that potential.

What's more, a single neurological connection is more complexly wired than the entire communication system on our planet. In fact, if they were to build a computer to match your mind power using today's technology it would be as big as the planet!

So we are people of unimaginable potential, but how is it then that the world is full of people who struggle to learn new languages, or achieve their goals, or even heal their dis-eases? Being a client of Imagine Life Coaching is all about understanding how you accept imposed limitations and create barriers within yourself that block that awesome potential. What is really exciting is that not only will we identify these limitations and blocks, but that you are going to learn how to unlock this potential and set yourself free to start creating and living the life you want. Be prepared for a fun and exciting journey.

Your life will never be the same again!

## ITS ALL IN YOUR MIND

The thoughts that you hold in your mind affect your body.

In her ground breaking books "Your Unconscious Mind Is Your Body" and "Molecules of Emotion", Dr Candace Pert proved that your unconscious mind is your body. Dr. Deepak Chopra, author of "Quantum Healing" verifies this in his research as well. This means that whatever changes you make in your mind WILL have tremendous effects in your body. This opens up a number of fantastic possibilities that I suggest we explore during the coaching.

We have discussed your unlimited potential ( $10^{10}$ )<sup>11</sup>, the magnificence of the body and its neurology that can make new neurological connections (learning). The fact is that your conscious mind is the key to unlocking that potential.

The most obvious application of this knowledge is in the area of health. This knowledge could possibly explain miraculous healings. It also becomes possible to heal what was not possible for us to consider healing before. Your body has this incredible power of rewiring itself, but only if we do something about it.

Michael Hutchinson's book "Mega Brain", written in 1986, tells the story about a medical doctor who had a lifelong friend who lived a completely normal life. He had a job, a family, kids and a dog. When his friend died the nature of the death required that an autopsy be performed, which the doctor/friend did himself. When he cut open his friend's head, he found that there was no brain. He had "Hydrocephalus" or "water on the brain", the space in the skull for the brain was filled with water instead. This man had had no brain since he was born. He had the brain stem, and a very, very thin layer of brain cells, but inside of that was all just water, no brain.

There was a conference in Montreal for medical doctors, and the doctor/friend was teaching the conference goers about hypnosis. After he shared this story about his friend who lived a normal life with no brain, one doctor raised his arm and said that he did an autopsy on his father who also didn't have a brain (Hydrocephalous as well). Nobody told these people that they had no brains. Their ignorance allowed them to lead normal lives. The doctor's father was actually excellent in maths and an outstanding chess player.

You can't help but wonder how all this is possible. Based on what we have learnt so far we can conclude that the physiology of the nervous system, from top to toe, rewired itself to compensate for the absent brain. In very simple terms, the functions of the brain were reassigned. Do you think that these people would have been able to live normal lives if they were told that they don't have a brain?

This leads us to the conclusion that our beliefs significantly impact how we live our lives, how we think and how we behave. If a child is continuously told "You are stupid, you are stupid, you are stupid," the child will decide to adopt this as a belief at some point, and then act consistently stupid in accordance with that belief. People always and only behave in ways that support and enforce their beliefs. Show me someone's behaviour and I will show you what they believe.

Remember that you are a magnificent being with a powerful nervous system that has incredible potential, potential beyond measure. EVERYTHING and ANYTHING is possible for you.

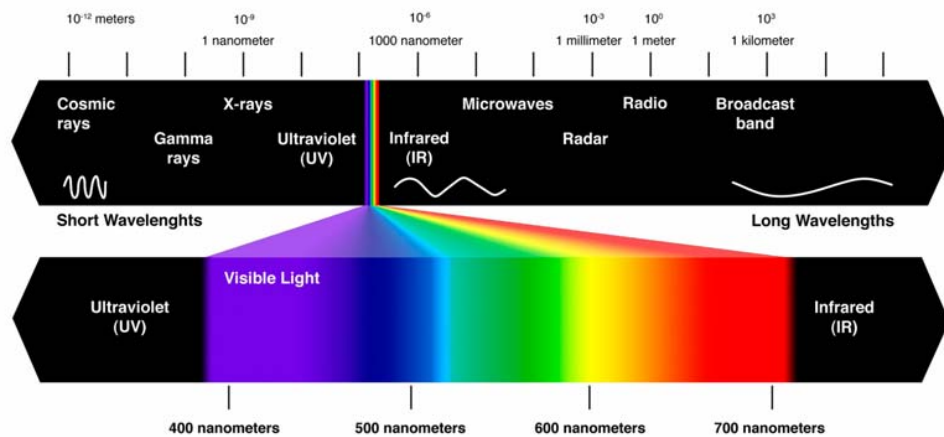
## YOUR PHYSICAL SENSES

We are all reliant on our 5 physical senses:

- Sight - Visual (V)
- Hearing -Auditory (A)
- Feeling - Kinaesthetic (K)
- Smelling - Olfactory (O)
- Tasting - Gustatory (G)

Our 5 physical senses are limited in nature. Yes, we can see, but there is so much more that we are unable to see. We have special devices today that can see so much more, proving to us that our vision is very limited. We can smell, but there is so much more to smell - ask dogs!

The diagram below illustrates our visual limitation:



Our eyes as have significant limitations. At the same time, our eyes are such phenomenal organs capable of great things, some of which still challenge scientists who are trying to replicate their delicate functions and ability.

Our senses are our gateway to the world. They process and deliver the information we use to create our perceptions and construct our reality. Quantum scientists today believe that our 5 senses are processing approximately four hundred billion (400,000,000,000) bits of information per second. That is a lot of information (coming in every single second of our lives) for our mind to process.

The Imagine Life Coaching framework for lasting change hinges on the process we use to determine our reality. Knowing that our reality is impacted by the limitation of our senses is really good news. It means that there are things that you might not know yet that could make a significant difference in your life.

## SELF TALK

Self-talk is the words that we use to label our experience. Self-talk is that voice in your head that talks to you when you are alone. We all talk to ourselves all the time.

The fact is that we all have that inner voice in our heads and that we can choose to use our internal dialogue in many different ways.

## YOUR POWERFUL BRAIN

Did you know:

- 98% of our knowledge about human brain has been learned in last 10 years.
- 80% of everything that scientists knew about the brain by 1990 has been proved to be false.

What incredible statements. We really don't know what we don't know. Scientists usually believe strongly in their findings, until they become obsolete by discovering what was previously unknown. Modern technology and new devices make it possible for researchers to continue their research way beyond what we ever thought possible before. As a result our knowledge will continue to expand and our perceptions will continually change. This will impact on all aspects of our world including the medical and wellness industries. Who knows what we will know 50 years from now.

Think about it, until 1990 doctors were taught that our brain is hardwired and doesn't change after we reach adulthood. Thanks to modern science and new technology we can now monitor the human brain while still alive, seeing exactly which part of the brain is involved in which functions. That is how they discovered that the brain is not hardwired. It can change, create new neural-pathways, make new connections, and retract the old ones. This is called brain plasticity and it carries on throughout our entire lives.

We have also learned that our thoughts are real. They are not just thoughts; they are made up of atoms just like the physical world you see around you, they are made of energy (they are bioelectrical and biochemical impulses) and better yet, they are the most potent energy known to us!

### Some brain research facts

- When 10% dehydrated - it's 50% less efficient!!!
- It has 160,000 kilometres of blood vessels -It is always on - it never rests throughout your whole life.
- One brain cell is more complexly wired than whole telephone network in the world.
- We were not born hardwired - we have 100 Billion neurons -there are as many stars are in the Milky Way.
- There is genius ability in every one of us.
- Capable of 10 000 Trillion operations per second.
- We are limitless in capacity to learn and grow fast.
- At least 1000 times faster than the fastest supercomputer in the world.

## THE CONDITIONED MIND

### Conditioned Mind -> State -> Behaviour -> Results

The results we have in life are a result of our behaviour. What we do, or don't do, determines our outcomes. Our state (how we feel) is responsible for behaviour. Our wellbeing (or lack thereof) at the time impacts what we do and how well we do it. Our state is determined by what is being presented or processed by our conditioned (unconscious) mind. Ultimately our conditioned mind determines our results.

The functions of your conditioned mind are mostly unconscious. By that I mean that you are not consciously aware of them. Some people refer to it as the unconscious mind and others as the subconscious.

The knowledge and skills you will learn through this coaching are designed to cause significant and lasting change. Change only occurs in the conditioned mind.



This is how I would like you to imagine the incredible power of your conditioned mind. Imagine that the top part of the iceberg, the part above the water, represents your conscious mind and the rest is your Unconscious Mind.

It also represents nicely how we are limited to see the bigger picture. Have you ever seen an iceberg and considered its size under the water?

We are conditioned to settle for only what we can see. Think about that for a while. How much of how you feel is based on what you see?

## Conditioned Mind (Unconscious Mind) facts

- It controls 97% of our perception and behaviour.
- It averages 10 billion actions per second!
- It sees in pictures and patterns.
- Its impulses travel at more than 16000 km/s.
- It doesn't know the difference between a truth or a lie.
- It can't tell real from imagined - it believes whatever you choose to think, fact or fiction, to be absolutely true.
- It works in an orderly manner.
- It stores memories using the time line (it uses a time line to store memories chronologically so you can know the difference in time between the events that have happened last month, five years ago, 10 years ago, etc)

Your conditioned mind is your operating system. It runs everything. It stores your memories, beliefs, habits and generates your instincts. It regenerates cells in your body. It runs your heart and controls your immune system. It controls over 97% of your behaviour (and you think that you are in charge for your decisions and your life!) Well, you will be when you finish our sessions together.

By the end of this coaching you will know exactly how your conditioned mind works. You will know how it influences the results you create in your life and how to get it to work with you for the results you want. Think about your conscious mind as being the goal setter and your conditioned (Unconscious) mind the goal getter.

## THE RETICULAR ACTIVATION SYSTEM (RAS)

Your senses process approximately 400 Billion bits of information per second. Your RAS (Reticular Activation System) filters that information by distorting, deleting and generalising it down to 2000 bits per second. It forms part of your conditioned mind and functions up to 800 times faster than your conscious mind. Literally every sensory impulse received will go through it first, it decides whether the information received is important to you or not. In other words, it will pass on the information received to your conscious mind ONLY if the information received is on your priority list.

For example, if the impulse received is the sound of an alarm siren it will quickly prioritise it for you, passing this information to your conscious mind, and grab your attention regardless of what you are busy with at that time. This happens because the alarm sound is on your priority list, as a result of your mind being conditioned to act when hearing a siren.

This means that in order to change what you see you need to change your filters and thereby upload what is really important to you to your RAS. This is exactly why when you concentrate much of your attention on problems (like debt) all your RAS can bring to your attention is more of what you have stressed as being so important to it. If you worry about debt constantly it will become part of your priority list and your RAS will do whatever it can to bring more of it to your attention. It will see debt as a priority as you are focusing so much on it.

Remember, its job is to find (in the outside world) everything that matches your inside world. For this reason we need to order our inside world first, so that we are able to see it in our physical, outside world.

## THE PSYCHO-CYBERNETIC MECHANISM

Before I explain the Psycho-Cybernetic Mechanism, let me first explain the cybernetic mechanism that we find in machines and in some animals. This mechanism is simply a control and response mechanism. We use it everywhere today - in our air conditioners, auto-pilots, etc.

A cybernetic mechanism is designed to monitor certain parameters and take corrective action to correct any deviation. Air conditioners now have climate control and are able to maintain a set temperature by adjusting the settings of the air conditioner to compensate for any other influences that affect the temperature. The air conditioner will activate and deactivate to maintain the set temperature because of the cybernetic mechanism. Auto-pilot technology in aircraft also makes use of cybernetic mechanisms to keep craft on course.

The Psycho-Cybernetic Mechanism monitors what we refer to as your comfort zone. Your Psycho-Cybernetic Mechanism is in charge to keep you in your comfort zone, no matter how badly you want to change. When it picks up any deviation from your comfort zone it sends feedback to your nervous system which then tries to correct the deviation by creating emotional stimulus to bring you back into your comfort zone. In fact, you cannot go 20% percent outside of your comfort zone (in a positive or negative way) without engaging in compensatory behaviour.

A sales person who works on a commission-based salary can decide to earn double than what he did a previous month. Logically it would require working longer hours, making twice as many calls, and probably some other sacrifices. In return, after a week or so, his income would be higher in comparison to the previous month's first week. At this point his Psycho-Cybernetic Mechanism would kick in and send neural-transmitters to cause doubt, fear, and anxiety. It will cause him to rationalize (rational lies) things. Please bear in mind, this happens automatically and so fast that you have no idea that it's happening at all. It will start justifying old behaviour. If you were this salesman you might

find it perfectly reasonable to take a break since you have worked so hard. It will literally find a dozen excuses why you should relax a bit and slow down. All this is to bring you back to your old comfort zone. It doesn't care if you are happy or unhappy in your comfort zone. Its job is simply to keep bringing you back into your comfort zone where it is nice and safe.

This is a very critical point. Without resetting this system nothing will change! This system causes you to consistently behave the way you do and will continue to keep bringing you back to your "safe" comfort zone.

Virginia Satir, a prominent American author and psychologist, said "familiarity is the most powerful force in human beings". The opposite of familiarity is the unknown, yet when you were a child, almost everything was unknown. When you were a child each day brought new experiences and a new possibilities. When you learned to walk you kept going even if you fell, you got back up each time until you could walk. You kept doing this because of your unshakable desire and belief that you will walk.

You may have a life that you did not dream of. You might be in a dead end job that barely pays the bills at the end of each month. But hey, at least you know what tomorrow will look like. At least you know that although it's not the life of your dreams (in fact it's probably more like a nightmare) it's the life you know. Your need for certainty may be so strong and overwhelming that you end up settling for less and staying where you are, not allowing yourself to experience the unknown.

During the Imagine Life Coaching program you will learn to displace this fear and how to reset the Psycho-Cybernetic Mechanism.

## THE AMYGDALA

The amygdala, an almond-shaped set of neurons located deep in the brain's medial temporal lobe, has tremendous power over your perceptions and actions. Its job is to pick up any deviation from your comfort zone. It senses potential and real stress and then orders the release of stress hormones. This causes you to have doubts, fear, or anxiety.

The amygdala is a very precious organ, it's there to warn you and save your life. It stops you from doing what you were doing, prompting questions like "Hey, watch it! What are you doing? Are you sure you want to carry on?" That is great when we are being threatened by real danger.

Most of us always respond to the amygdala's signal by simply stepping back into our comfort zone. There is great benefit in learning to manage, assess, and take control of our response to the amygdala. It would be most beneficial if we are able respond to the amygdala response with clarifying questions before

taking action. If you are going to create the life you want and achieve your goals you need to be able to understand and work with your comfort zone.

Please understand that these systems are all part of you, designed to serve and protect you. You should learn as much as you can about them and program them to serve your current thinking and goals, instead of having no choice but to react in ways you always have.

## YOUR CONSCIOUS MIND

This is the part of you that thinks and reasons. This is where your intellect and free will reside. This is the part of your mind that will decide the changes required to live the type of life you want to experience. The conscious mind can accept or reject any idea, unlike the Conditioned Mind.

### Conscious Mind Facts

- Controls only 2 - 4% of actual perceptions and behaviour.
- Conscious impulses travel at 200-225 km/s.
- The thoughts you consistently choose and then pass from your conscious mind to your conditioned mind will determine the results in your life.
- Sets goals and judges Results.
- Time-Bound - past and future.
- Limited processing capability (approximately 2000 bits of information/second).
- Short-term memory (approximately 20 seconds).
- Can process only 1-3 events at a time.

Go back and compare the above facts with the Conditioned Mind facts and notice the vast difference in processing power and abilities.

We receive information at approximately 400 Billion bits per second through our five Senses. This goes to your conditioned mind for processing. Your Reticular Activation System (RAS) filters ALL that information (based on our filters like values, belief systems, etc.) and prioritizes this information. Your RAS performs 3 main functions as it filters - it deletes, distorts and generalizes. It does this ruthlessly as it needs to reduce the information from 400,000,000,000 bits per second to only 2000 bits per second for your conscious mind to process.

When comparing the difference in processing capacity between the conscious and the conditioned mind you realize that we actually get to consciously experience less than 1% of what our senses process. 99% of the information is lost or given a different meaning based on your conditioning.

We have learnt that our senses are limited in their capacity and so they don't get to process everything that is out there. We don't get the full picture through our senses. Now we are faced with the realisation that consciously we get to experience less than 1% of what our senses can process. Think about this. The world is not the way you see it consciously. You are seeing one version of it, based on your internal filters and the way your Conditioned Mind is wired.

This is really good news. Mathematically speaking you have so much to work with to create a change in your perception. By taking control of your filters, by changing the hierarchy of your values, deleting limiting beliefs and letting go of your unprocessed negative emotions or any other change work in your conditioned mind, you will change your reality. Changing or altering the filters that your RAS uses to determine which information gets deleted, distorted and generalized will give you a different 2000 bits per second (<1%) to work with. This will change the reality that you get to experience. This is what makes us all so unique and how we get to experience this world in so many unique ways. It's our filters that shape our reality and mine are different to yours.

## **Six Intellectual functions of your conscious mind**

### **1. REASON**

Deductive reasoning is the part of your personality that separates you from the rest of the animal kingdom. When properly developed your deductive reasoning can help you collect ideas, but what you choose to do with them will determine their results. It is also known as critical or analytical reasoning as it questions every thought/idea that comes along. You should always be questioning ideas and deciding whether they will improve the quality of your life or not, if the answer is YES - they most probably will. If the answer is NO, you should probably reject the ideas regardless of from whom you received them.

Inductive reasoning has no ability to reject ideas; it can only accept them and pass them on to your conditioned mind. When you are in an inductive (trancelike) state you are not thinking for yourself and you become the product of your environment. You are open to all the influences of your surroundings, whether positive or negative.

### **2. WILL**

Will is a very powerful part of your attitude. You should definitely treasure the will for life as without it we lose the energy that keeps us going forward and without it we start dying.

### **3. IMAGINATION**

Imagination is the ability to form mental images. It helps provide meaning to experience and understanding to knowledge. It is a fundamental facility through which people make sense of the world, and it also plays a key role in the learning process.

### **4. MEMORY**

You have a short-term memory which is electrical in nature, and a long-term memory which is chemical in nature.

### **5. INTUITION**

Intuition is when you know something before you think it. It's the inner feeling that tells you that something is right or wrong without any facts supporting your feeling. You can pick up on people's vibratory state and sense whether someone is positive or negative based on your model of the world.

You feel like hugging some people and not others - it's simply your intuitive response to their vibratory state. Picking up negative or stressful vibes from a person does not necessarily mean that the person in question is bad. It could just mean that that person had a very stressful day, experienced a tragic loss in his/her family, or got fired or retrenched. The vibe you are picking up is correct and real but the meaning you give it is purely based on your conditioning. Be cautious with your judgements.

### **6. PERCEPTION**

Our perception depends on our past conditioning. This means that you do not see the world as it really is, you see only what your conditioned mind, or your internal map of reality is conditioned to see.

## **HOW WE LEARN AND THE POWER OF BELIEFS AND HABITS**

Do you ever ask yourself what caused the results in your life (regardless if they are the ones you actually want or not)? The results are there, like it or not. They are closely linked to your actions and past behaviour based on the decisions that you have made in life.

Genetically speaking you are about 50% predisposed to your behaviour and everything else you had to learn through experience. You have been influenced by your parents, friends, school-teachers, and so on. Through your interaction with them you have formed what you believe is the truth. What you know is not the complete truth but only your version of the truth based on your perceptions. For you, the truth is what you strongly believe in, and that is only so because you have beliefs in your mind confirming it. Firm beliefs are created simply by experiencing something numerous times over a period of time. It becomes the truth for us.

Seeing + Listening + Doing + Experiencing x Repetition = Beliefs

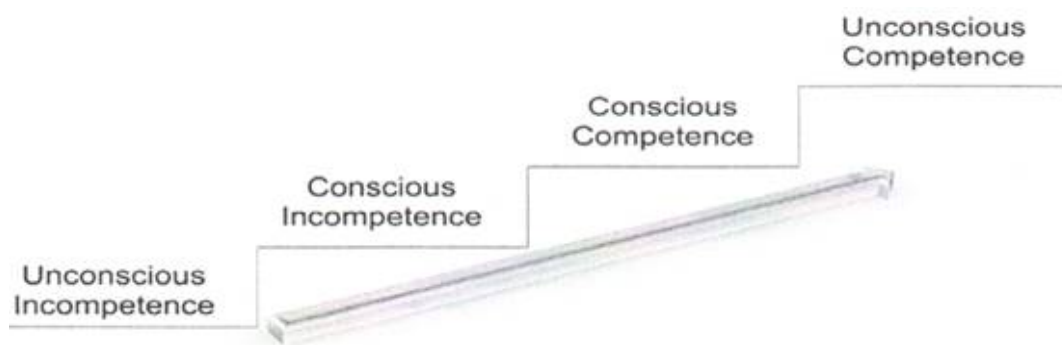
What are habits? Your behaviour, internal and external, is derived from your beliefs. If you repeat behaviour over and over, over a period of time, it will become a habit.

Beliefs -> Behaviour x Repetition = Habits

Habits, due to their practical nature have a significant impact on our results. It is behaviour that runs on autopilot regardless of how beneficial the results are that it produces.

## THE FOUR STAGES OF LEARNING

There are only four stages to learning anything. Everything you've ever learnt you learnt by going through these four stages of learning.



### UNCONSCIOUS INCOMPETENCE

Unconscious Incompetence is like being in a prison without knowing it. It's when you don't know that you don't know! Or you might even feel like something is missing or broken in your life, but you have no idea what it is or how to fix.

This is the stage of ignorance or simply not knowing. Where was Imagine Life Coaching in your life before you found out about it? Exactly, it didn't even exist in your world, and then, one day, that changed. You heard about Imagine Life Coaching somehow and you became curious about it. That curiosity acted as the trigger for you to move to the next stage.

## **CONSCIOUS INCOMPETENCE**

Conscious Incompetence is when you know for sure that there is a problem and you even try fixing it, but the new techniques you are trying seem unfamiliar and you have little to no success in applying them.

This is the stage when you know something about something and yet you have no idea how it really works or how to use it. Perhaps like Imagine Life Coaching at this point in time? This can be a very uncomfortable position and it usually never lasts long. The discomfort normally leads to action that will move you to the next stage.

## **CONSCIOUS COMPETENCE**

Conscious competence is like a quantum leap towards success. The new techniques that you now understand become skills and you experience success when applying them. This is the stage I would like to leave you in at the end of my coaching sessions with you.

I want you to understand everything that is taught during this coaching and to be able to consciously apply the techniques for yourself. You may feel this way by the time you finish this pre-study, or you may reach this level during our sessions together. It doesn't matter and it wouldn't be fair for me to tell you to learn at a certain speed. You will learn in your own time and at your own pace and everything will make complete sense once you are at the conscious competence stage.

## **UNCONSCIOUS COMPETENCE**

Unconscious Competence is the stage of absolute excellence. This is where the magic happens! If you have mastered a skill incorrectly you will do it excellently in the exact way you mastered it - incorrectly. Once you reach this stage with a particular skill your conditioned mind has taken over responsibility for those behaviours and they become automatic. You are not required to consciously think about performing those tasks.

Once you understand something consciously and practice it enough it will become part of your automatic programming, just like any other habit. If you have been driving a car for a while now, you will find that most of what you do while you drive is automatic behaviour. Consider all those minor tasks like working your clutch, changing gears, braking, etc. Has it ever happened that you've arrived at home or the office not being able to remember the last traffic light or intersection? It's because you are unconsciously competent at driving.

## EMOTIONS

Now, let's talk about emotions and what they have to do with all of this. I mentioned before that your unconscious mind is the emotional part of you. Emotions play a huge role in conditioning your mind. Whenever you experience something very powerful and emotional your brain will react and release chemicals and proteins and at the same time send neurons down the newly created neural-pathways, growing and reinforcing the neural highways.

This is how naturally we can create strong and dominant beliefs in an instant. This process can happen in seconds as when we form a phobia. When we experience great fear or a near-death experience new beliefs are created almost instantaneously.

Imagine being bitten by a snake. You'll see the snake biting you and feel enormous pain at the same time. You know, based on your old conditioning, that you might die. This experience would be imprinted on your mind in a matter of seconds and you would be forever afraid of snakes, just seeing one will send you into a panic. You might even fear being in a similar environment as the one where you were bitten. Experiencing a similar environment will fire over those same neural-pathways and will evoke the stress hormones that will remind you of your past experience.

**Neurons that fire together, wire together.**

Emotions can serve us very well. Emotions that are intense enough always produce behaviour. When you are in control of your emotions they will support you in creating the life you want. Most people hold onto significant volumes of unprocessed negative emotions. It affects all their focus, thinking, and behaviour, producing corresponding results in their life.

People are not their behaviour. People can change if they want to, and have the resources to do so. I am sure that your behaviour has changed throughout your life; the question is what resources are needed and what behaviours need to change?

Emotions play a big role in our lives, even from the perspective of health. Positive emotions are great for your body. Think about it! What happens when you are experiencing any positive excitement or any form of happiness? Your whole body goes into that state the instant your unconscious mind starts processing those good feelings. Every cell of your body will start dancing and glowing, and you'll have huge amounts of energy flowing through your body.

Most people don't know that negative emotions are not good for the body. In fact, they are the biggest cause of all our diseases (dis ease)! All dark and degenerative diseases are caused by either a significant emotional event, or by piled up unprocessed negative emotions. Five major negative emotions are anger, sadness, fear, hurt, and guilt. Your mind will store them in your body until it gets some sort of learning or resolution and process them.

All my clients clear up all of their unprocessed negative emotions.

## THE BOOK OF RULES

Everyone sees the world in their own unique way. We are governed by our own book of rules, it is self-created and reflects our own personal experiences. We give meaning to things and events and then make decisions based on that meaning. We fall in love, we get hurt, and then we decide to never love again, based on the idea that If I fall in love I will get hurt again. However, the meaning we give things and events are rarely, if ever, the truth. Your personal book of rules will make your life easy or difficult. Here is an exercise I would like you to do, the results will surprise you.

I want you to list the top five things that you value in life. What is life about for you? What are you striving for? What would you like to feel or experience in life?

- 1.
- 2.
- 3.
- 4.
- 5.

Great! Now let's check what your rule book says about each one of these things.

For each answer ask this question "What needs to happen or what needs to be present in order for you to feel that way or to experience that?"

So, if your number one value was to be happy, you would perhaps answer this question saying something like:

"For me to be totally happy I need to have my own home that is paid for AND a loving partner to share my life with AND a perfect body and health AND to love and be loved AND to have financial freedom, etc."

You could also say something like this:

“For me to be totally happy I need to wake up in the morning and open my eyes, OR take a deep breath, OR just see myself in the mirror, OR just be in a loving relationship, OR just have kids to care for, OR etc.”

List it how it is, how your inner mind, your rule book, would insist on it.

Please name everything that comes to mind, and pay attention to whether you need all these things in order to experience that, or whether any of the listed items will do and cause such experience or state. You may use the word AND if you need them all or a few of them; or the word OR if either of the items listed would suffice. Do this now for each item on your list.

What needs to happen, what needs to be present in order for you to feel that way or to experience that?

1.

2.

3.

4.

5.



4.

5.

You are on the road to discovering your inner world and the rules that you actually live by. The usual picture is that my clients would make it so darn difficult for themselves when it comes to meeting the criteria for the things that they want in life, for their *toward* values. For some people to EVER feel totally happy, they would need to meet all of the named items or criteria's BEFORE they can feel totally happy. It's quite tragic, why would they curse themselves like that? Why would they make it so difficult for themselves to be happy?

The fact is that they didn't know any better when they started the coaching. What is interesting is that on the other hand the *away from* values usually have a list of rules that is total opposite. The criteria listed are so easy to meet for what they don't want. *Away from* values are usually listed with lots of OR's, as any of the listed items will cause such undesired, unresourceful, and often debilitating states. This is why they have their stinking thinking, undesirable behaviours, and ultimately their unwanted results in life.

Your rules will shape your thinking and behaviour in powerful ways. Wouldn't it be a better idea to design your rules in such way that it would be rather easy meeting the criteria for the *toward* values and extremely difficult to meet the *away from* values? Perhaps your rule book is already wired in such a beneficial way, if so, good job! Spending time in negative states is very damaging and debilitating. It changes your focus, it dominates you and your internal representations, and you produce negative thinking, negative behaviour, and create undesired results in your life.

You will get much better and faster results in life by spending time in resourceful states, gearing all your systems towards what you want. If I were you, I would change my rules and design them in such way that they support my goals, allowing me constant access to my inner resources, and spending time in positive, inspiring states.

## THE 7 NATURAL LAWS

How would you like to align yourself with nature? Would you like to learn the basic laws that keep our world in balance? Understanding these laws is empowering and will support your efforts to always be able to produce the behaviour that causes the results that you want, regardless of your circumstances now. These 7 Laws govern our Universe and exist at all times. They are ever present, just like the law of gravity.

Today science recognizes that there is a force that permeates, penetrates, and fills the entire universe. Everything you see and feel around you is an expression of that power. Scientists call it energy. The study of energy has proven that it is predictable by nature. The laws we refer to are deduced from the predictable nature of energy. Everything is energy in one form or another. Remember the atoms and what they are made of? The source energy that EVERYTHING is made of?

Both your thoughts and your behaviour are expressions of energy. The implication is that your thinking has a physical impact on the world. How did a chair become a chair in our physical world? It started as carpenter's idea. The chair was first a thought, then he took that idea and put it on paper, and took further action and produced behaviour to create that chair. The chair is a result of a thought being physically manifested. In other words, whatever image you hold in your mind will have no choice but to be manifested in your physical world in some way. Self-image is a good example. You will never find a person that doesn't believe in himself and his abilities that lives a great life; the two just don't go together. For every person who has created a great life and achieved his dreams you will find a person who has great faith in himself and his ability to achieve whatever he had imagined. Once again, it all starts with an idea/thought.

Remember that everything vibrates and emits energy? Scientifically speaking, in terms of measuring these energies, our thoughts are most potent frequencies known to us.

What goes on inside of you is what you create outside of you. Focus on what you want, acknowledge your magnificence, and create the life you want. Yes, I know easier said than done. This coaching is all about the how.

## THE LAW OF VIBRATION AND ATTRACTION

This is the ultimate law. In the universe everything vibrates constantly and everything is made of energy. Nothing ever rests. If you look at your hand under the proper microscope you will find that it's not still - your blood will vibrate at its own frequency, your tissue cells will vibrate at their own frequency, and that is what makes them unique in the first place - their molecular structure and their vibratory rate. Rates of vibration are known as frequencies and the higher the frequency the more potent it becomes - our thoughts being the highest form of vibration known to us. Understand that energy is neither created nor destroyed, but it is the cause and effect of itself and it is evenly present in all places and all times. Energy is forever moving from one form to another and its only constant is change.

### EVERYTHING IS ENERGY

The Law of Attraction states that like energy will attract like energy. Like tuning a radio in to a particular station, the carrier signal of the radio attracts the signal of the station that is on the same frequency. The energies of different frequencies don't resonate and will repel each other. If the brain cells you activate have sad or negative images you will move into a negative vibration and therefore attract negative into your life. If you have happy and positive images you will move into a positive vibration and feel and attract the good that you desire. Remember that your subconscious mind is connected to all 100 trillion (1000 million or  $10^{14}$ ) cells in your body. The state of your mind will influence and dictate the frequencies your whole body will emit and therefore attract the frequencies that resonate with it. In nature, you can see the Law of Attraction wherever you look.

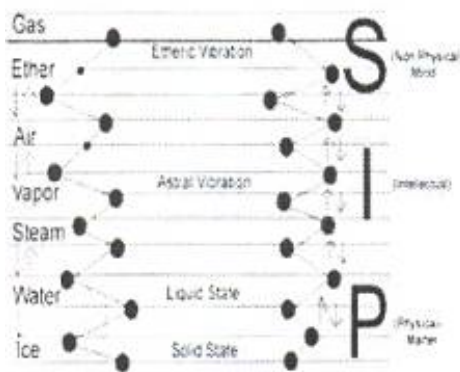
When an acorn is placed in soil it will immediately start attracting all the nutrients and energy that it needs for its expansion. Imagine an army of obedient soldiers marching towards it in the form of nutrients and the other energy that it needs. If the soil has the needed nutrients they will, by law, be attracted to the acorn and the acorn will expand and start growing to become a beautiful oak tree. The idea of the oak tree is in the acorn's blueprint - it's DNA. It has no other choice but to become an oak tree if provided with the needed nutrients.

We get to choose our ideas and to manifest them into our lives. What most people do is get an idea and then decide to keep it and plant it in their minds, then impatience kicks in and they dig it out to check if it has started growing. One needs to believe in nature and to give enough time for the seed to grow and become what your intention was.

You must get out of nature's way and let it do what needs to be done. Keep the soil full of nutrients, focus on the end result, and let nature do its best. It starts working immediately the moment the seed/idea is planted.

We know that a carrot seed needs around seven days to become a carrot. We know that it takes around nine months for people to have a baby, from conception to birth. There is no such thing as being half pregnant! There is incubation period for every seed to mature. We just need to get out of the way and support the idea, and not doubt it and question nature about what it does best.

### THE LAW OF CONTINUOUS TRANSFORMATION OF ENERGY



All Energy moves from a higher and more potent frequency to a lower frequency then back to a higher frequency. Nothing ever dies, it only transforms. Think of an ice cube, if you heat it up it will simply change its molecular structure and transform into a different form. It will become water, and then steam, and so on.

Once it is not visible to your eyes it doesn't mean that it doesn't exist anymore. It means only that it moved to an even higher form. Nothing ever dies it only transforms, from higher frequencies to lower and back.

Your thoughts are the most potent frequencies known to us and you have a choice to use them or reject them. It's up to you what you decide to do with them. The thoughts, once accepted, need proper nutrients and healthy soil in order to manifest in your life. The thoughts are also energy, moving from a higher form to a lower form, from an idea into physical form - matter.

## THE LAW OF POLARITY

Everything has an equal and opposite polarity. Hot has cold, up has down, good has bad, inside has outside, problem has solution, pleasure does not exist without pain. In our universe, one does not exist without the other.

This simply means that nature does not and cannot allow anything but equilibrium (balance) and therefore there isn't a problem without a solution. Whenever something negative happens in your life you should really look and find the total opposite of it - the positive side. It's always there, it's just that sometimes it is hard for us to see it. In order for life to exist there must be a combination of both positive and negative. There is positive and negative in your life and you need to accept them both, as one can't exist without the other. We simply have to look at the other side of any situation.

## THE LAW OF RHYTHM

There is a season to sow and a season to reap and you can't do both in the same season. Ask yourself where are you in your life right now, are you in winter or in the summer? Is it time for sowing or for reaping? If you are in winter start planning and preparing for sowing and if you are in the summer enjoy and reap your rewards! When life brings a storm don't feel bad, know that the storm will pass and things will get better. There are good times coming - focus on them. A positive attitude will help you through the stormy weather and keep you going.

## THE LAW OF RELATIVITY

How big or small is the room that you are in right now? The truth is that nothing is big or small; nothing is good or bad... until you compare it with something else! Before your judgment, everything just IS.

When your circumstances seem tragic and when you feel like the unluckiest person on the planet, it's just so because you gave some meaning to the event or the circumstance that you are in. If compared with a worse scenario it may not be as tragic as it first seemed at all. If you understand the laws of the Universe you would look for the lesson provided by that whole experience, allowing yourself to grow and expand.

A millionaire could feel like an absolute loser comparing himself and his achievements to a billionaire, yet a millionaire could be a role model for some poor person. The best advice I can give you here is to never judge yourself or others, never compare your achievements with theirs. Rather focus on what it is that you want and do your absolute best to achieve it. Have your own expectations, instead of trying to live up to somebody else's.

## THE LAW OF CAUSE AND EFFECT

The Law of Cause and Effect states that for every action there is an equal and opposite reaction. You are always at cause. Your results are the effect of your thinking and your behaviour, and there can't be more on the effect side than there is on the cause side. Think about the results you created in your life. I mean EVERYTHING you created for yourself and others (your health, relationships, career, bank account, house, cars, etc.). Have you ever wondered how you created these results? What causes specific results in your life?

If you think about it logically, it had to be your behaviour. You DID something, whether it was a decision that you made or an action that you took, you produced this behaviour and that caused the result in your life. "I did nothing" doesn't count. You can't do nothing. Perhaps you spent all day watching TV and you would say "I did nothing the whole day," but this would not be a precise description of your actions.

Every thought or action you send into the universe must come back. That is why I say that you should always think positive thoughts, say good things to everyone, treat everyone with respect and love, and all those things will, by law, come back to you. If you concentrate on the cause you never need to worry about the effect - let nature take care of the effect as that is what it does so effortlessly.

Sadly, most people in the world are on the Effect side of this statement. There is no problem with that, that's ok; it's a matter of choice. On one side you have reasons and on the other side you have results. Reasons (for not getting the results you want), or results. Some people have very good reasons for not succeeding. The reasons might be: My background, my family, the economy, bad government, my husband, my kids, my father, my mother, my education, and so on... These are all reasons.

The question is, when you are 85, or 90, or 95, or 140 years old, and you look back at your life, how valuable will those excuses be? How satisfying will it be to say if it wasn't for \_\_\_\_\_? Not satisfying at all. Be on the cause side of life; be the cause for all your results (good ones and the ones you are not so proud of) and your life will never be the same again. Most people are on the cause side of life when they do something they are proud of and on the effect side when they get the opposite results. This is just a way for them to feel better, taking the credit for all the good things they created in their lives AND at the same time playing a victim, rejecting responsibility for all the other results that they don't like

One would have to be quite a hypocrite to live life like this, yet most people do so by giving themselves a picture they can believe. We call this rationalization - rational lies. I created the good results in my life, but the ones I don't like? They happened to me, I am the victim, I got dealt those cards in my life, it's beyond me, its higher power, I had no say, etc.

Accept the responsibility and look for the lessons rather than hide behind your pride and reject the fact that you are the cause of your behaviour, which causes the results you get in life. If you reject the responsibility you miss the lessons - there won't be any for you if you didn't do it in the first place, and you will probably create the same result again, until you learn what you need to learn in order to grow and expand.

Lessons are resources. Lessons equal valuable resourceful strategies, decisions, and beliefs that you can utilize in the future so that whatever happened in the past won't repeat itself. There won't be a need if you have learned, grown, developed, and moved on. The illusion is that you and everything else in your life can stay the way it is. In nature nothing can stay the way it is. Everything either grows or dies. You can't just be. You need lessons in order to grow.

The question is, which side of the cause and effect equation are you on? Are you on the effect side, where things are happening to you, where you have no power to change anything, where you are a victim? Or are you on the cause side, where you are in charge of your life and the results that you are creating? You can't be half-half, you are either 100% on the cause side for every single result that you created in your life, whether it's your health, relationships, bank account, or anything else, or you are not. The moment you exclude any result you created stating that it wasn't you or that it happened to you, you would be stepping into the effect side of life, the hypocrite side.

Clients will come to me on the effect side - almost always. They will blame the government, the economy, or who knows what else for the results they have in their lives. I need my clients to come over to the cause side or there is nothing for me to work with. I am not saying that you created all the bad things that happened to you, what I am saying is that the sum total of your conscious choices plus your unconscious choices put you where you are today. It's about taking responsibility (even when you can't explain it logically) for your results and looking for the lessons, growing and expanding. This is empowering in every way and a very good and beneficial mindset to adopt.

## THE LAW OF GESTATION

We already mentioned that every seed or idea has a gestation or incubation period. Ideas are spiritual seeds that can become form or physical results. Never worry about whether it will manifest in your life - it always does. Be clear and precise when planting the idea in your mind because nature works with great precision. You shouldn't just ask for more money for example, five cents is more. Be precise, what is it that you want and how much of it? Let nature bring, through the Law of Attraction, all the right people and circumstances to you. Your goals and dreams will manifest when the time is right. Believe they will, expect they will, and be ready to receive. Just have faith, keep focusing on what you want and watch the magic happen.

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The laws are the basic core of our nature that surrounds us. Study these laws and understand them as it is crucial for you to live within these laws. Don't fight nature -accept it and respect it as it is and not just something out there, we humans are part of it, and the same laws apply to us.

## FINAL THOUGHTS

This is just an introduction to what I do and what I teach. The most powerful stuff is still coming when I work with you face-to-face. To teach you these advanced skills and technologies you need to have a rather good foundation, which is what this pre-study is designed to help you achieve.

I salute your magnificence and acknowledge your effort and investment made in this journey so far. I welcome you into my life with open arms, eager to give you the best of me when we meet. I promise to give my all, answer all your questions and help you become whatever it is that you want to be. People come to this coaching with lots of intentions and goals, and although very different - they always get what they need.

If you can see the value in settling with your past and getting your unconscious on board with your conscious objectives, then Imagine Life Coaching is for you.

Although very unique for each individual, this is more or less what you can expect:

- I'll help you clear ALL the negative emotions (anger, sadness, fear, guilt...) from your past.
- We'll get rid of all of your self-limiting decisions and beliefs
- We'll set a goal that is in line with your authentic self and design a conceptual action plan - you will get clear focus and a definite path to your goals.
- We will deal with the past and clear your body of all the negative blockages, creating an incredible support system to support you in your future life.

All my sessions are on-on-one, and personalized to your needs. I am not here to make you live the life I think is good - I am here to help you discover the real you and live a successful and authentic life on your terms.

I don't need clients. I want clients who are ready to change, clients who can easily see the value and potential in doing something like this. I'll deliver as promised, and after all this is done you will be unstoppable, unlimited in potential - which is what you were always meant to be

My goal is to change the world by making a difference one person at a time.

Welcome to my world - the world of real magic



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