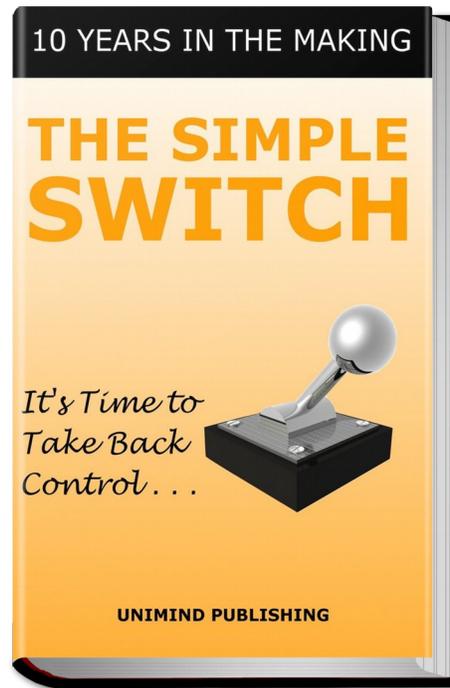


Change Your Life Forever in the Time It Takes You to
Read This Short Book...



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It's Time to Stop Wasting Your Life...

Right now there are psychological 'secrets' that most people don't know, which they *should* know. Simple little brain hacks and techniques that could transform a person's life, quickly, are hidden in heavy textbooks or expensive courses, away from the public eye. And because of this lives around the world are being wasted.

We truly believe that one of the biggest tragedies in the world today is that most people never fulfil their true potential. They never experience the confidence they are capable of. They never achieve the successes they dreamed of. Their final breaths are filled with thoughts of "*If only I'd...*" and "*What if I'd...*"

We don't want that for you.

We don't want you to be sitting on a rocking chair in your later years wishing you'd done things differently. We want you to be able to look back with pride and wow your grandchildren with stories of what you experienced and achieved. And if you're already a grandparent, well the good news is it is never too late to make the change that changes everything. And even better, you can pass this information onto your loved ones and provide them with everything they need to take control of *their* future.

This short book provides you with a systematic way to overcome the obstacles that hold you back in life, many of which you will not even be aware of (for reasons that will become clear very soon). At just over 30 pages it is short enough that *anyone* can read it in an afternoon, and reap the benefits for the rest of their life.

Before we begin the training we want you to think about something. If you were to take your final breath tomorrow, how would you feel about what you've achieved in life? Would you have regrets? Would you wish you had been more confident, successful, healthy, spent more time with loved ones...

One of the many, many books we read over the past decade studying psychological transformation techniques was a book called "5 Regrets of the Dying" By Bronnie Wrare. Bronnie was a palliative nurse, whose patients were those who had gone home to die. She was with them the last three to twelve weeks of their lives. Below is a short summarisation of her findings that we know you'll find interesting:

"When questioned about any regrets they (her dying patients) had or anything they would do differently, common themes surfaced again and again.

Here are the most common five:

1. I wish I'd had the courage to live a life true to myself, not the life others expected of me.

This was the most common regret of all. When people realize that their life is almost over and look back clearly on it, it is easy to see how many dreams have gone unfulfilled. Most people had not honoured even a half of their dreams and had to die knowing that it was due to choices they had made, or not made.

It is very important to try and honour at least some of your dreams along the way. From the moment that you lose your health, it is too late. Health brings a freedom very few realise, until they no longer have it.

2. I wish I didn't work so hard.

This came from every male patient that I nursed. They missed their children's youth and their partner's companionship. Women also spoke of this regret but as most were from an older generation, many of the female patients had not been breadwinners. All of the men I nursed deeply regretted spending so much of their lives on the treadmill of a work existence.

By simplifying your lifestyle and making conscious choices along the way, it is possible to not need the income that you think you do. And by creating more space in your life, you become happier and more open to new opportunities, ones more suited to your new lifestyle.

3. I wish I'd had the courage to express my feelings.

Many people suppressed their feelings in order to keep peace with others. As a result, they settled for a mediocre existence and never became who they were truly capable of becoming. Many developed illnesses relating to the bitterness and resentment they carried as a result.

We cannot control the reactions of others. However, although people may initially react when you change the way you are by speaking honestly, in the end it raises the relationship to a whole new and healthier level. Either that or it releases the unhealthy relationship from your life. Either way, you win.

4. I wish I had stayed in touch with my friends.

Often they would not truly realise the full benefits of old friends until their dying weeks and it was not always possible to track them down. Many had become so caught up in their own lives that they had let golden friendships slip by over the years. There were many deep regrets about not giving friendships the time and effort that they deserved. Everyone misses their friends when they are dying.

It is common for anyone in a busy lifestyle to let friendships slip but when you are faced with your approaching death, the physical details of life fall away. People do want to get their financial affairs in order if possible but it is not money or status that holds the true importance for them. They want to get things in order more for the benefit of those they love. Usually though, they are too ill and weary to ever manage this task. It all comes down to love and relationships in the end. That is all that remains in the final weeks, love and relationships.

5. I wish that I had let myself be happier.

This is a surprisingly common one. Many did not realise until the end that happiness is a choice. They had stayed stuck in old patterns and habits. The so-called 'comfort' of familiarity overflowed into their emotions, as well as their physical lives. Fear of change had them pretending to others, and to their selves, that they were content when deep within, they longed to laugh properly and have silliness in their life again. When you are on your deathbed, what others think of you is a long way from your mind. How wonderful to be able to let go and smile again, long before you are dying.

Life is a choice. It is YOUR life. Choose consciously, choose wisely, choose honestly. Choose happiness.

Bronnie Wrare is the author of '5 Regrets of the Dying,' available at both offline and online book stores.

It Doesn't Have to Be This Way...

You may have found that article a little difficult to read and, if you did, there's a reason for it. It's because it triggered something inside of you that you've tried to ignore for a long time.

A part of you knows that you're not living life the way you dreamed of. A part of you that wishes for more.

Wishes for more confidence

Wishes for more happiness

Wishes for more success

Wishes for more unforgettable experiences

Wishes for more freedom to be you

Wishes for more control over your emotions

Wishes for more inner peace

We could go on and on. People around the planet are ignoring that yearning inside of them far more and just accepting their existence, rather than thriving in it. *"This is just who I am"*, they think. *"I was born this way"*.

No. You weren't.

Our goal with this free book is to help as many people around the world as possible understand themselves, the way their brain works and how to take control of the emotional and behavioural patterns that hold them back from being who they want to be and experiencing what they want to experience. We want to do our part in stopping the tragedy of people going to their graves with regrets and 'what ifs'.

Now we completely understand we're facing an uphill battle here. There are many people out there who will not want to believe that this kind of information is true. Many who will dismiss this as 'wishy-washy' or 'pie-in-the-sky' information. Unfortunately for them though, they're arguing against concepts proven by science. This training manual is not self help information – its psychology and biology. It's how the brain and body works, and how to take control of it.

So if it's psychology and biology, if the information in this manual is rock-solid and undeniable, why would people choose to dismiss it and not read it?

One word – Fear.

They will not want to believe that they really can be more, have more and experience more. The reason for this is because they may start to fear that they've already wasted X amount of years not living up to their true potential, so it's easier for them to believe they are just 'born this way' and a victim of circumstance, rather than them being the master of their own fate and face the fears that have kept them locked in their current patterns of beliefs and behaviours.

Our argument is this – neuroscience has proven that whilst genetics play a role in how confident you are, happy, fearless and so on – it is a much, much smaller role than psychologists used to believe. So whilst you may have been born more genetically prone to anxiety, stress and other negative reactions to life that hold you back, you are not 'stuck' that way. You can change. You will change.

The way we see it, isn't it better to face up now to your limitations and time you've wasted so far, when you can do something about it, rather than on your death bed when you finally realise you could and should have done things differently?

Listen, we don't want to make anyone feel bad but the chances are if you are reading this book it's because you really do want more from life. It's because you realise you want to take your life to the next level. And the chances are you've also gone out and read many self help books or watched videos on YouTube, none of which have changed you in the way you hoped.

This book can, and that's why it is free.

We have waded through hundreds of books in all kinds of areas - self help, psychology, Neuro Linguistic Programming, Cognitive Behavioural Therapy, Transactional Analysis and many more – in our quest to find a short, punchy solution that can help people to understand and overcome their limitations *before* it's too late.

Inside this book is the information we believe can do just that. It's the foundation for all personal change.

There are just over 8700 hours in a year. On average a third of them you will spend asleep.

The rest of your time you will spend at work or recreation. All we ask is you spend less than an hour with us, to ensure you learn how to make the rest of your life better.

**It's an easy choice – 1 hour versus 8760 hours a year x
however long you have left in life...**

We honestly and truthfully believe this information can have a dramatic impact on your life, and it is our privilege to be able to share this with you. We hate the thought of people going to their graves never fulfilling what they are truly capable of. We don't want it for you, or those you love, so start reading the rest of this short, to-the-point book now. We know you won't regret it...

The Hidden Human Motivators That Run Your Life

This course is about uncovering and rewiring the limited beliefs that hold you back in life. In order to rewire limiting beliefs, we need to first learn about the motivations behind them, and so we must begin by looking at the driving forces behind human behaviour.

Pretty much all of human behaviour can be summed up in one short sentence...

Humans are wired to move away from pain and towards pleasure.

Psychological researchers found that there are 26 core human motivators for why we carry out pretty much any action in our lives:

1. To make money
2. To save money
3. To save time
4. To avoid effort
5. To get more comfort
6. To achieve greater cleanliness
7. To attain better health
8. To escape pain
9. To gain praise
10. To be popular
11. To attract the opposite sex
12. To conserve possessions
13. To increase enjoyment
14. To gratify curiosity
15. To protect family
16. To be in style
17. To gain respect through possessions
18. To satisfy appetite
19. To emulate others
20. To avoid trouble
21. To avoid criticism
22. To be individual
23. To protect reputation
24. To take advantage of opportunities
25. To be safe
26. To make work easier

All human beings are driven to behave in a certain way by the above 26 core human motivators, each of which has an element of moving towards pleasure, away from pain, or a little of both.

Now, whilst we are all motivated by pleasure, we are TWICE as motivated to avoid pain, be it physical or emotional, and it is this human drive to avoid pain that limits so many peoples lives.

In order to understand this, we want you to take a look at the ten most common fears that research shows human beings suffer from, and the resulting behaviour of that belief:

1. Fear of Failure

Belief: This type of fear has its roots in the misconception that everything you do has to be 100% successful.

Behaviour: We avoid doing anything which we are unsure will be a success.

2. Fear of Success

Belief: This type of fear is based on the idea that success is likely to mean more responsibility and attention, coupled with pressure to continue to perform at a high level.

Behaviour: We avoid doing anything that could make us more successful and create more attention and pressure.

3. Fear of Being Judged

Belief: This type of fear comes from the need for approval from other human beings.

Behaviour: We avoid doing anything where others could judge us negatively.

4. Fear of Emotional Pain

Belief: This type of fear is rooted in wanting to avoid potential negative consequences of your actions.

Behaviour: We avoid doing anything which does not guarantee we will feel OK.

5. Fear of Embarrassment

Belief: This type of fear is a result of embarrassing experiences in your past which you want to avoid repeating.

Behaviour: You avoid doing anything unless you are certain it will not result in you feeling humiliated.

6. Fear of Being Abandoned or Being Alone

Belief: This type of fear is centred around low self esteem. You believe you need others in order to be happy.

Behaviour: You avoid doing anything which could result in others alienating you.

7. Fear of Negative Feedback

Belief: This type of fear comes from the belief that what others do and say about you equals who you are.

Behaviour: You try to avoid doing anything that does not please others.

8. Fear of Expressing Your True Feelings

Belief: This type of fear holds you back from engaging in open, honest dialogue with the people in your life.

Behaviour: You avoid voicing your true feelings and opinions.

9. Fear of Intimacy

Belief: This type of fear manifests itself by an unwillingness to let others get too close, less they discover the “real you.”

Behaviour: You avoid allowing anyone to get too close and try to protect yourself from ever getting too close to others.

10. Fear of the Unknown

Belief: This type of fear manifests itself as needless worry about all of the bad things that *could* happen if you decide to make a change in your life.

Behaviour: You avoid doing anything where the result or outcome is uncertain. You stay in your comfort zone.

These types of fears are extremely common because of the way society has conditioned us.

Some people reading this may think they don't suffer with any of these fears, but we urge you to keep reading because they are likely just ticking away in your unconscious mind and keeping you locked in your comfort zone, away from the fulfilment of your true potential.

If you study the above fears closely you will see that most of them are social fears – they are fears about the ways other perceive and react to you. These fears are driven by an often unconscious belief system we build during childhood which results in common beliefs such as:

"I must be loved, liked and approved of by everyone."

"I am responsible for other people's opinions."

"My happiness depends on people and things outside of myself."

"I must be the best at everything I do. I cannot make mistakes."

"I can avoid dealing with problems and pain in life."

"I must be in control at all times."

"If people knew the real me they wouldn't like me."

"I can't change because I've always been this way. It's just the way I am."

"Making mistakes is embarrassing."

Women: *"I must be perceived as being beautiful and together."*

Men: *"I must be perceived as being confident and strong."*

For those reading this who really think they don't suffer from these fears, ask yourself honestly how you would feel doing things outside of your comfort zone such as:

- *Having to do a speech at work or at a wedding or gathering.*
- *Singing in front of others.*
- *Dancing in front of others.*
- *Approaching a member of the opposite sex and asking for a date.*
- *Going on vacation by yourself to a new destination.*
- *Complimenting a stranger.*

- *Joining the gym and people seeing you work out.*
- *Telling your parents or siblings you love them.*
- *Sharing something you hate about yourself with a friend.*
- *Taking up an acting class.*
- *Having someone tell you they dislike the way you look, or a piece of art or novel you have created.*
- *Going to a party or bar without drinking.*
- *And so on...*

If you are brave enough, you will be able to admit that at least some of the above situations would feel *uncomfortable*, or maybe you can come up with other situations that you would feel uncomfortable in. The point is, we all have things that we avoid (the moving away from pain motivator) because it triggers unconscious fear, and that avoidance limits our behaviour, personality, success and fulfilment in life.

The result of these fears is that most people spend their entire life in their comfort zone. They do the same thing, day in day out, never really going after their dreams and creating a life worth living.

They wake up...brush their teeth...eat breakfast...go to work...come home...watch TV...go to bed...

...they may 'live a little' at weekends by going to a bar...

...or they may stay in at weekends and just 'relax' with more TV...

All the while though there is a part of them which yearns for more in life. More success, more happiness, more friends, more experiences that make life worth living.

They justify why they don't do more and experience more. Not enough money. Bills to pay. Kids to look after. Sure, some of these are valid reasons - but deep down most people know that there are ways that they could grow and experience more in life, but they choose not to because of one thing – FEAR.

It's heart breaking really.

There are writers not writing – because of fear.

Actors not acting – because of fear.

Entrepreneurs not starting businesses – because of fear.

Philanthropists not helping people – because of fear.

Musicians not playing and making music – because of fear.

Relationships not being started – because of fear.

People never travelling the world and seeing its wonders – because of fear.

Job applications not being filed in and promotions not being had – because of fear.

People not telling their parents they love them – because of fear.

Last breaths being taken with regrets – because of fear.

Fear keeps us in our comfort zone, and whilst it may be comfortable there, it's not where success, growth, happiness and fulfilment lie. How can you be happy when deep down you feel like you are wasting your life and potential?

Take a look at anyone you envy, whether that's an entrepreneur like Richard Branson, a celebrity like a singer or actor, or just a man or woman you know who is incredibly confident – do you think they spent and spend their life in their comfort zone? Of course not. They have learned to break through fear, in the same way we will show you how to.

Most people try to avoid their fears by staying in their comfort zone in order to avoid things like:

- *Embarrassing yourself.*
- *Having people laugh at you in a negative way.*
- *Having people judge you.*
- *Having people see you fail or succeed.*
- *Having people see you as 'different'.*
- *Having people hurt your feelings and make you feel inadequate.*
- *Having people see the flaws you perceive yourself as having.*

Here's the thing.

Until you can uncover and rewire these fears the chances of you ever realising your true potential is virtually zero. You will live a life never experiencing the kind of confidence, happiness, success and fulfilment you are capable of. This manual intends to change that.

In order for us to rewire these fears we must first take a look at how they were created. And their origins may be way older than you could ever imagine...

The Origin of Our Limitations

You may think that these common human fears and beliefs developed in childhood, and to an extent you would be correct, but actually their real origin, even before childhood, is much, much older than you could imagine. Let us explain...

Millions of years ago our early ancestors, the cavemen, roamed the earth. The world they lived in was very different from our world today. It was fraught with danger. Other tribes, hungry predators such as sabre toothed tigers and a merciless environment meant the average life span of a primitive human was between 25 and 30.

Now, unlike us humans today who can carry out all kinds of complex tasks with our brain, our ancestors' brain was essentially focused on one thing – survival. All their brain really cared about was danger and safety. They didn't need to figure out the latest crossword puzzle or create innovative solutions. Their main aim was just to live another day.

A good analogy to describe the caveman brain is this: Imagine it had two folders inside the brain (it didn't of course but this is a good way to think about it). Imagine there were a positive or neutral folder, and a negative folder.

In the positive or neutral folder lies every experience the caveman has had that is positive, and provided pleasure, or was neutral, neither good or bad.

In the negative folder lies any experience the caveman has had where they experienced some kind of danger.

As the caveman is going about his day his brain is unconsciously scanning the environment to see if anything matches what is in both the positive/neutral folder or the negative (danger) folder.

If there are things in the environment that are positive or neutral, the brain believed the caveman was safe, based on past experiences, and he could therefore go about his day and continue what he was doing.

If, however, the brain found something in the environment that matched something in the negative folder, something that matched a dangerous situation he had experienced in the past, it would then unleash the ultimate safety mechanism – **The Fight or Flight Response...**

The Fight or Flight response was the ultimate survival mechanism for cavemen in a world full of so much danger. It was triggered any time a caveman met a threat, and momentarily made the caveman stronger and quicker so he could either run way from or fight the perceived danger.

Picture the scene.

A caveman is hunting on the African plains. He is making his way through the long grass when all of a sudden he sees something that makes his stomach churn. Up ahead is an enemy he has met before, an enemy that has taken the lives of other members of his tribe. He doesn't know the name of it, but what he has locked eyes with is a sabre toothed tiger.

His brain, having found a match in the negative folder marked 'danger', unleashes a torrent of chemical hormones such as adrenalin into the caveman's blood stream to give him the greatest chance of escaping the beast. In an instant the primal human has turned and run, and so has the lethal predator.

The caveman sprints as fast as he can - the wind rushing through his long hair, his feet pounding the hard ground.

He finds a tree and masterfully scales it, his legs narrowly missing a powerful swipe of the tiger's paw. Up he climbs as high as he can go. He's been here before. He knows the drill. He'll stay in the tree until the beast below leaves. Eventually he drifts off to sleep.

He wakes just as the sun is setting. Looking around, he spots the remains of a gazelle which has clearly walked into the path of the hungry tiger. He scans the surroundings to see if he can see the lethal killer anywhere but it appears to have left. Down he climbs, ready to continue with his day.

Without this ability to be *briefly* stronger and quicker, it is highly unlikely the species would have survived. With so many different threats at the time, they simply had to develop the ability to first remember what was a threat and what wasn't, and then the ability to escape or defeat things that put their survival at risk.

Now one argument here would be why did the brain not evolve to make the caveman *permanently* stronger and quicker, rather than only *briefly* stronger and quicker? Surely there is a much greater chance of survival if the species evolved to always be as fast and strong as possible?

The answer to that question is simple – the chemical hormones that are released when The Fight or Flight response gets triggered are actually fairly dangerous in themselves to the caveman. If his body was flooded with chemicals like adrenalin and cortisol, and *permanently* in his system, he would have developed all kinds of health issues, and the world was a dangerous enough place without him being a threat to himself.

No, the Fight or Flight response and all the associated chemicals along with it, were intended to be triggered to make the caveman briefly stronger and quicker, and then used up during the fight or escape. In other words, the adrenalin and cortisol in the caveman's blood stream would

be spiked momentarily, but then decreased quickly when he made use of it during fleeing or fighting with the threat.

Please read the above paragraph again. It is going to come in very important later on in the book.

So to sum up, our early ancestors developed two safety mechanisms to help with their survival: Memory (finding patterns in the environment and seeing if they equal safety or danger based on past experiences) and Fight or Flight, a chemical reaction in the body designed to make the caveman momentarily stronger or quicker, that was also designed to get used up during the fight or escape.

With us so far? Then let's keep going...

How the Fight or Flight Response Changed Your Behaviour

The caveman's Fight or Flight response still exists in human beings today. Whilst today's world is a lot less dangerous, the same response still gets triggered in us. Rarely will it be triggered to the same extent as if we saw a tiger, but it does get triggered at a lower level.

Here are some of the reactions to the Fight or Flight response being triggered:

- *Heart rate speeds up*
- *Mouth goes dry*
- *Limbs tremble*
- *Hands sweat*
- *Stomach churns (butterflies in the belly)*

Have you experienced any of these sensations before? Of course you have. Whether it's a driving test, public speaking, flying or anything else, we have all experienced those sensations that we label as 'anxiety' or 'fear'. The crucial part to understand is that anxiety and fear are a chemical reaction in the body. A chemical reaction you can take back control of more simply than you can imagine.

Before we show you how to do that though, we need to take a look at how your brain learned to associate certain objects or situations with fear – and therefore triggers a mini fight or flight response in you each time you are near that object or in a certain situation.

When we are born we have no experiences of how the world works but as each year passes we start to build our reality. Our parents or teachers show us a picture of a dog enough times and eventually our brain creates a connection to the image of the dog and the word dog in our head.

We decide, "Ok, that's a dog". We experience the teachings of others and we learn that the sky is the sky, a car is a car, an apple is an apple and so on. Slowly, like building a house brick by brick, the way we see the world is built.

In order to cut learning time, our mind begins to create generalisations around certain objects and images. All humans, no matter what they look like or what colour they are, are humans. When we see a human, dog, cat, apple or any other object our unconscious mind knows what it is, through learning, without us having to consciously think, "What is that?"

Now, whilst we all see the same object we might not all see it the same way. Each person's reality is an *interpretation* of what they are seeing, and the way they will interpret the object will be based on their past experiences in the same or similar situations with the object.

For example, whilst we all see a spider, we don't all see a spider the same way. Some people will want to pick it up, others will just ignore it, and some will be terrified by it.

So how does this happen? Let's take a look...

The majority of us have been provided with five senses in which we see the world. Sight, hearing, taste, smell and touch. They are amazing tools that all at the same time allow our brain to be aware of *two million pieces of information* per second, yet they are extremely limited in their ability to comprehend the *real* reality we live in.

For example, as you read this there are colours in your surrounding environment you cannot see, smells you cannot smell and tastes you cannot taste. That does not mean they don't exist. It just means they are not in your conscious awareness.

Your unconscious notices them, your conscious does not.

You see, whilst we can unconsciously process two million bits of information per second, research by George A Miller demonstrated that on a conscious level we can only be aware of what he called 'seven-plus-or-minus-two' bits of information.

In more simple terms, at any one time we are unconsciously processing two million bits of information around us but consciously we are noticing just five to nine pieces of information about the environment we are in.

The result of this five to nine pieces of information is that what you are consciously aware of is highly selective. Your unconscious focuses on providing you with information in your environment that is important to your day-to-day functioning, pain and pleasure.

Here's where it gets really interesting...

Your senses take in information from your environment and send it to an area of the brain called the thalamus, which is kind of like a junction box. After it has been received here and been processed there is *80% more* information. Somehow, in milliseconds, the brain has added more information about the environment than when it was received.

What does this mean? It means that, in essence, 80% of what we experience is essentially 'made up'. We realise that sounds strange but stick with us. What's coming up will blow your mind...

Your senses take in information and your brain searches your memory 'filing cabinet', the negative and positive folders, for past experiences *similar* to what it is experiencing now. The extra 80% of information it adds is the similar experiences it finds.

In other words, everything you experience is a combination of the present and your past experiences in similar situations. Essentially you experience the present through the filter of the past.

The reason human beings developed this ability is so that we don't need to waste a lot of time treating each new experience as something brand new and randomly trying out behaviours to see if they are appropriate for that situation. It is a behaviour that stems from the caveman survival we talked about earlier.

With this in mind, let's look at an example of how two people can perceive the same object differently...

Imagine a 5 year old girl. We'll call her Ann. She has a 13 year old brother and his parents have just bought him a pet tarantula. The brother is so excited about his new pet and the little girl becomes excited too.

She asks if she can hold it and he says yes. He places it in her hand and she likes how he feels. She thinks he is a strange looking animal but all the spiders in her picture books, like Incy Wincy spider, looked so fun and friendly that she believes this spider will be too. She grows to love the pet and enjoys getting him out of his tank and playing with him.

Do you think this girl would grow up to be scared of spiders?

No. Why? Because her generalised experiences of spiders is positive. Therefore when she sees a spider, any spider, her unconscious mind doesn't see it as a threat.

Now imagine another 5 year old girl, called Belinda. She loves following her mother around as she does the housework. She loves the sound of the Hoover and her mum singing whilst she cleans. It's fun!

Then one day her mother screams and jumps onto a chair. Belinda is startled and a mini fight or flight response is triggered, a natural reaction to fear. Her mum pulls her up onto the chair with her and is screeching and screaming for Dad whilst pointing at a small little spider in the corner of the room. The father comes in and gets rid of the spider.

If this happened once it wouldn't be too much of a problem. But...

Something similar happens each time the mother sees the spider. She screams, tries to 'protect' the little girl from the spider and calls for Dad to come and save the day.

Each time the little girl is startled and scared by the presence of a spider, a mini fight or flight response is triggered in her body and her brain is scanning the environment to see what could be causing the fear.

How do you think Belinda will see spiders? You guessed it! She will grow up to associate the spiders with danger. Her brain will file spiders in the 'danger' folder of her brain.

Think of it like this.

Each time you encounter a certain object or situation your mind is taking notice if it is dangerous or not. The more times it experiences it as dangerous (some kind of Fight or Flight response), the more times the Fight or Flight response will get triggered each time you encounter the same object or situation in the future.

Remember, the ULTIMATE human motivator is to avoid pain, be it physical or emotional. So the way the brain sees it, if you experience emotional or physical pain in the presence of a certain object or situation, it wants you to avoid ever experiencing that again. So each time you encounter it, it will release the Fight or Flight response chemicals with the intention of making you run, or avoid, the danger.

Over time your brain stops seeing spiders as just spiders. It attaches a meaning to spiders – and the meaning will be based on your past experiences with them. If that meaning is 'danger', you will experience trembling hands, shaky voice, an increase in heart rate and, because they are uncomfortable feelings, you will be inclined to try to avoid spiders, in order to avoid those feelings.

Throughout your life you have made connections between objects and whether or not they equal pleasure or pain, safety or danger. If the object equals 'danger' the brain will trigger the Fight or Flight response, and these feelings will either make us want to fight (anger, defensiveness) or run (avoidance).

As well as objects, the brain also puts *situations* into the positive or negative folder. If a certain situation, such as answering questions in class and getting called a 'nerd', triggers the Fight or Flight response enough times, it will soon be filed as 'danger' and each time you go to answer a question in class you'll feel a resistance and a level of anxiety. Soon you may avoid answering questions at all, not just in class as a child or teen, but as an adult at work. If you are asked to

do a presentation or some public speaking it terrifies you, because you have avoided it for so long.

Let's say you have to stand up on stage and do some public speaking. Your brain will scan your memory for all the other times you have stood up in front of people with the focus on you. It will scan for all similar experiences in your past. The way you feel will be a reflection of how good, bad or neutral your experiences in the past in that situation were. That's where the 80% extra information comes from that the thalamus finds.

We're going to repeat that example because it's so, so important...

You have to stand up on stage and do some public speaking. Your brain will scan your memory for all the other times you have stood up in front of people with the focus on you. It will scan for all similar experiences in your past. The way you feel will be a reflection of how good, bad or neutral your experiences in the past in that situation were. That's where the extra 80% information comes from that the thalamus finds.

This is how we develop fears of judgement, failure, intimacy and so on that we saw earlier. Because we have experienced situations in the past that resulted in those outcomes – e.g. we were judged negatively, or failed – and it was emotionally painful, our brain tries to make us avoid a repeat of that situation by releasing the uncomfortable Fight or Flight chemicals into our body. Over time we start to connect those situations with fear.

Listen up. The *only* fears we are born with are a fear of falling and a fear of loud noises.

Every other fear we have is a conditioned fear based on past experiences where the Fight or Flight response was triggered.

We experience something bad first hand, and it gets put in the 'negative' folder because our Fight or Flight response was triggered on some level.

Or our parents, teachers or friends tell us about how something bad can happen, it triggers our Fight or Flight response because we imagine the bad outcome and it scares us enough to go into the 'negative folder'. The way our parents teach us to be careful crossing the road is an example of this. As is the little girl whose mother freaked out each time she saw a spider. This is called 'Second Hand Feedback'. We develop a fear from someone else's fear.

Or we witness (see) something bad happen to someone else, it triggers our Fight or Flight response on some level when we think of it happening to us, and it goes in the negative folder.

First hand, second hand and witnessing - the three ways our fears develop.

Once we have these fears, they shape the way we behave. Remember, we are twice as motivated to avoid pain as we are to gain pleasure. Because of this, many of the decisions we make are based on fear, and the behaviour and decisions in our life are going to dictate how successful, confident, happy and fulfilling our life is.

Let's take another look at the ten most common fears, and examples of how the fear could have been built through experiences in someone's life.

Note: The examples of how the belief is built is just that, an example. These fears can be built in all sorts of ways and from all sorts of situations.

1. Fear of Failure

Example of How Fear Was Built: You made mistakes in class or at home and were mocked by your parents, siblings, friends or teachers. Over time your unconscious puts making mistakes into the negative 'danger' folder.

2. Fear of Success

Example of How Fear Was Built: You witnessed other children in class who answered questions getting mocked and bullied for being successful and a 'geek' or 'teacher's pet'. Your unconscious put this kind of attention into the negative folder.

3. Fear of Being Judged

Example of How Fear Was Built: You noticed that children who were 'different' at school often lacked friends. Your unconscious put being different and acting differently to the groups you were a part of into the negative folder.

4. Fear of Emotional Pain

Example of How Fear Was Built: You behave in a certain way in a situation and it results in you being humiliated or experiencing stress or anxiety. This behaviour for that situation is put into the negative filing cabinet.

5. Fear of Embarrassment

Example of How Fear Was Built: You have to read a speech at school and you mess it up. The audience laughs at you. Your unconscious puts 'embarrassment' into the negative folder.

6. Fear of Being Abandoned or Being Alone

Example of How Fear Was Built: Your parents used the withdrawal of love as a way to motivate you as a child. If you did something bad they acted like you were no longer loved which made you scared because as a child they looked after you. Your brain puts being abandoned into the negative folder.

7. Fear of Negative Feedback

Example of How Fear Was Built: Your teacher made you feel small and stupid when you made mistakes in class. He or she shouted at you and humiliated you. Negative feedback gets put in the negative folder.

8. Fear of Expressing Your True Feelings

Example of How Fear Was Built: As a teenager you told a boy or girl who you had a crush on that you fancied them. They laughed at you, told their friends who also laughed at you, and it was a painful experience. Expressing your feelings gets put in the negative folder.

9. Fear of Intimacy

Example of How Fear Was Built: You once let someone get close to you and see your imperfections, and it ended badly. They may have mocked you or left you. This leads your brain to put letting others get too close into the negative folder.

10. Fear of the Unknown

Example of How Fear Was Built: This belief usually gets built from a combination of the other fears and a need to try to stop what you fear from happening. So anything where you are uncertain of a positive outcome, where your fear coming true is possible, gets put into the negative folder.

Now you may be well aware you have these fears and that they have contributed to you avoiding things in life, which always results in a limited life, or you may think you don't suffer with any of these fears at all. If that's you, ask yourself this...

Could the reason you don't think you suffer with these fears be because you stay in your comfort zone, never experiencing discomfort and the possibility of being judged, failing, entering the unknown and so on?

If you were at a wedding would you dance? If not, why not? You may say you don't enjoy dancing. Could that be because you fear judgement, or did you fear judgement in the past and therefore associated dancing with discomfort and avoided doing it?

It's truly remarkable how the brain provides us with conscious justifications for unconscious fears but that's part of its 'move away from pain' strategy. By you finding excuses for why you don't do the things you secretly want to, you will be able to avoid facing up to the limitations that hold you back which can sometimes be painful.

Listen, we're not saying that everyone on the planet suffers from these fears but most people do and the chances are, if you are reading this book, you do too. Because if you didn't suffer

from these limitations you'd already be fulfilling your potential and would have no need for this information.

We're really making ground now. So let's keep moving and take a look at some of the safety behaviours that these fears create...

The Enemies of Your Potential

As we have seen, throughout your life your brain will have been making connections between certain objects and situations and deciding whether or not they are positive (safe) or negative (dangerous).

If they are safe, you will be able to continue with the object or situation in your environment and act as you normally would. You will feel calm and confident.

If, on the other hand, your brain sees the object or situation in your environment as dangerous it will trigger the Fight or Flight response, a caveman survival mechanism, in order to get you to avoid the situation.

Because the feelings of this response are uncomfortable, we try to remove ourselves from the situation or presence of an object that makes us feel uncomfortable. We try to stay in our comfort zone. The more situations and objects we avoid, the smaller and less fulfilling our life gets and the more our confidence and happiness decreases.

Now, you will not always be able to avoid a situation that makes you feel uncomfortable. In school, for example, you cannot just get up and walk out of class if you feel nervous. So how does the brain react when you *can't* run? By developing 'safety behaviours'.

Safety behaviours are methods of behaviour we use to try and avoid emotional pain when we can't run from our fears.

There are many safety behaviours human use, but here are a few important ones...

Alter Egos

Ever wondered why you can be confident in one situation, and insecure in another? Here's why...

There is a part of the brain called the Reticular Activation System (RAS). It is believed to play a role in many important functions in the body such as sleep, walking, breathing, the beating of the heart and behavioural motivation. It's this last function that we are going to concentrate on.

Imagine that you're walking through a noisy airport passenger terminal. Think of all the noise – hundreds of people talking, music, announcements, luggage carriers...

How much of this noise is brought to your attention? Not a lot. You can hear a general background noise, but it's impossible to listen to each individual sound.

Then a new announcement comes over the public address system – saying your name or maybe your flight. Suddenly your attention is full on. This is the RAS in action. Your RAS is the automatic mechanism inside your brain that brings relevant information to your attention.

If you decide you want to buy a new white Mercedes...you'll start seeing them everywhere.

If you decide you want to try for a baby...you'll start seeing pregnant women everywhere.

If you're at a party and speaking to someone in front of you...then someone behind you mentions your name...you'll hear it.

Your Reticular Activation System is like a filter between your conscious mind and your subconscious mind. It takes instructions from your unconscious mind and passes them on to your conscious.

Remember, your unconscious mind is taking in two million pieces of information at once and, depending on the environment, passing on information of value to the conscious mind. One of the things it passes on is *behaviour*. It finds past experiences that are similar, sees whether the way you acted resulted in a positive outcome or a negative outcome, and then passes on what it thinks the right behaviour is to your conscious mind.

If it finds something that was emotionally painful, something in the negative folder, it will make you want to avoid the situation, over analyze it or keep quiet. In other words, if it finds a match that was emotionally bad you'll struggle to be able to access confidence.

On the other hand, if it finds past experiences where you were confident and it ended well you'll be able to access the confident feelings you did before.

This explains why people can be confident in one situation but anxious in another. It also shows us why you can be confident around one person or type of person, but anxious around another. Confidence is not something that someone is permanently in all situations. Confidence is situational. You can have someone who is confident at public speaking, but terrified of flying.

Have you heard of the card game 'Snap'? This is essentially what your unconscious mind is doing. It's taking in your environment, looking to find a 'snap' in your memory that matches what you are currently experiencing and then passes on the behaviour based on the 'snap'. If it finds past experiences where you were confident and it ended well, it will pass on confident behaviour, and vice versa for anxiety.

It's weird to think about this, isn't it? It's like there is a puppeteer pulling the strings of your life and handing you a different alter ego (personality) depending on the situation and the way the puppeteer perceives it.

“Oh oh...we’ve been here before....here’s your quiet, shy, insecure alter ego...you being self conscious and analysing the situation will make you avoid the mistakes you made before that resulted in us feeling bad!”

“Nice...we’ve been here before ...you nailed it last time, my friend, and we had a great time...here’s your confident alter ego...enjoy!”

Have you ever noticed that when you feel truly confident you are not in your head analysing every move? But when you feel anxious or insecure you’re much more in your head and listening to your inner voice? Now you know why. It’s because your unconscious mind is passing on feedback from your past experiences in similar situations.

Here’s the thing.

The more you act a certain way in a situation and the more you come out ‘unharm’d’ the more your unconscious mind will think it was the *right* thing to do, even if it wasn’t. Your unconscious mind doesn’t care that avoiding facing things will lower your self esteem and confidence, all it cares about is “did avoiding it keep us alive and emotionally unharm’d?” If it did, it thinks that behaviour is correct and it will repeat it over and over again until you break the cycle, which is what this book is all about.

So, for example, let’s say you are 23 years old and have started at a new job. There you are at your first day of work and you’re in a meeting with your new boss and colleagues, and the boss asks a question. You have an idea and think you have the solution. You’re about to speak but...

Your unconscious mind has found a “snap” in your past experiences where you answered questions at school and people laughed when you got it wrong. The puppeteer pulling the strings of your life hands you your insecure alter ego because it doesn’t want you to make the same mistake again. “Keep safe,” it thinks.

The result is self doubt. Thoughts such as, “*I don’t want my new colleagues to think I’m too eager/clever/a kiss ass,*” and, “*If I get this wrong it would be so embarrassing,*” enter your conscious mind. You decide to pick the safe route, and say nothing. Your brain chalks that up as being the right move because you remained emotionally unharm’d.

Each time you repeat the same process that behaviour becomes more and more likely until eventually you don’t even consider answering the question. It becomes an autopilot behaviour.

Think that route will lead you to a successful, happy and confident life? No chance!

Your unconscious mind thinks in the short term. It doesn't think *"If he/she avoids speaking up now, and repeats this process over and over again, it will destroy his/her self confidence and limit their success."* When you avoid a repeat of a past experience that was emotionally painful it just thinks, "Job done. We'll do that next time."

This is how we end up creating alter egos for different situations. We repeat behaviours enough times that keep us 'safe' that we end up accessing these alter egos nearly all the time. It's our default, and this is how we develop patterns of behaviour as we grow up.

If we do something our brain sees as 'safe' - it makes us repeat it

If we do something our brain sees as a 'threat' - our brain makes us feel anxious and tries to get us to avoid it.

A common alter ego people have is the Approval Seeking/People Pleasing alter ego. This is where you change your behaviour in order to be liked and loved by other people. You often don't say what you really want to say. You say yes when you want to say no. You put others before you and their opinions above your own. This alter ego alone can limit people's lives in a massive way, and there are many, many more.

Your alter egos are the way you act, patterns of behaviour and personality, in certain situations. And it is your behaviours in life that lead to success, happiness and confidence or failure, sadness and low self esteem.

Attachments To Outcome

Another safety mechanism we use is attachments to outcome. This is where we place a lot of value on a specific result, and this creates anxiety.

For example, let's say we have to do a presentation at work. It's not the presentation that causes the anxiety. It is the fact that we are attached to the outcome of the presentation being positive and avoiding the fear of being judged, failure etc.

Or how about if we want to approach a member of the opposite sex and ask for a date. It's not really the actual asking out that scares us, it's the outcome we are scared of and want to avoid – him or her saying no and rejecting us.

Another example would be putting off writing a book. We probably wouldn't be putting off writing the book because we were scared of writing, but because we were scared of the potential outcome – other people judging our writing negatively.

We could go on and on. The main reason people don't take action in areas they want to is because they are attached to achieving a positive outcome and avoiding a negative one.

Now don't get us wrong. It's natural to prefer a positive outcome over a negative one. The problem lies in that the fear of a negative one happening, the uncertainty of knowing the outcome, leads people to never take any action at all. It drives them into their comfort zone.

Let's say you wanted to take up dancing. All your life you've wanted to start dance lessons. The problem is you are attached to the outcome of you looking good whilst dancing, yet the likeliness of that happening when you first take dance lessons is very low. Everyone is clunky when they first learn to dance but your fear of being judged drives the attachment to looking good and leads you to never take action because you're not certain you will look good.

Instead, if you were to take dance lessons and accept that you will probably look a bit of a fool to start with, the fear lessens. Remember, it's not the dancing that scares you, it's the being judged. Accept that you'll probably look a bit foolish, and the anxiety levels drop.

Here's a BIG lightbulb moment for you.

Most of your fears make you try to CONTROL life and this control, this attachment to outcomes in life, creates MORE fear and stress when you realise you can't control other people's reactions and opinions, etc. so you avoid things. Whereas if you give up control, still move in the direction you want to, but give up trying to control the opinions of others and every event in your life, you actually start to GAIN more control.

Read that above paragraph again. It contains gold that can change your life forever.

Most of our stress and fear in life comes from us painting a picture in our head – an attachment to how we think others or things *should* be – and reality not matching it. If you start learning to accept reality, your imperfections, others, life...a magic thing starts happening...you start to gain MORE control over your life because you are no longer attached to things being a certain way. You can go with the flow and feel comfortable no matter what happens, and there is HUGE power in that.

The reason your alter egos get triggered is because you're *attached* to a certain outcome in that situation - generally getting approval from a person or people in your environment. You're looking for certainty that you will not get judged negatively or perceived to fail or be weak so you act in a certain way to try to avoid the negative outcome happening.

Let's look at two specific results of attachments so we can see how they can affect your life...

Perfectionism

Perfectionism is a very common problem in society today. Because so many people fear being judged, failing and so on, they try to ensure everything they do is perfect. They try to look perfect. They try to act perfectly. They try to cook perfectly. They try to do their work perfectly. They are attached to the outcome of things going perfectly.

Here's the problem. Very rarely does perfectionism result in things being perfect, because very rarely in life is *anything* perfect! Which means perfectionism attachments lead to a constant up and down battle with the stress and anxiety of living up to an impossible standard.

Writers never finish their book – because it's never perfect.

Inventors never release their product – because it's never perfect.

Musicians never sing in front of others – in case they don't sing perfectly.

Women never have children – because they fear not being the perfect mother.

People avoid going to parties – because they feel they won't be able to 'act perfectly'.

Can you see what's going on here? Perfectionism is an alter ego people develop to try to cope with the fear of failure, being judged, etc. and it will limit their success and happiness and confidence.

Procrastination

Procrastination is very similar to perfectionism in regards to the main fears behind it, and it too stems from an attachment to a positive outcome.

People put off things if they are unsure the outcome will be the one they want, so they find all kinds of ways to distract themselves or make justifications why they are not taking action. But if they knew things would end up the way they wanted, do you really think they'd procrastinate? Highly unlikely. Which proves attachment to outcome is the driver behind the behaviour.

Listen, most people walking this earth have closed down areas of their personality and dreams in order to protect themselves – in the main to protect their self image. This is due to the way the Fight or Flight response was triggered in childhood, the beliefs and fears that stem from that and the ways we chose to behave in order to get a handle on those fears.

That's the bad news.

Now for the good news...

The Easiest Solution to Overcoming the Unconscious Fear That Stops You From Being You and Doing What You Want To Do in Life

Let's have a quick recap on what you have learned so far:

Most people have fears, built mainly through childhood experiences when you were too immature to see things logically, which limit their potential.

These childhood experiences triggered the fight or flight response, an outdated mechanism from caveman times designed for survival.

Over time, if the fight or flight response was triggered repeatedly around a certain object, or in a certain situation, we started to develop an unconscious or conscious fear of that situation or object

Each time we encountered that situation or object, our brain triggered another fight or flight response in order to make us avoid experiencing the same physical or emotional pain we did before. The uncomfortable sensations of anxiety - dry mouth, limbs trembling, butterflies in the belly, etc. - are designed to make you avoid the 'danger'.

Because we dislike the feelings associated with anxiety, we avoid situations and this makes the fear bigger and more real. The more we avoid something the more we shut down our potential.

If we cannot directly avoid the fear, we develop safety behaviours to try to limit it. Examples of these are alter egos, changing your personality to match the situation, people pleasing and attachments to controlling the outcome such as perfectionism and procrastination.

Phew. That's a lot of life changing information in such a short book but we haven't even got to the real good stuff yet! We had to provide you with an understanding of your behavioural motivation before we could provide you with the solution.

So, what is the solution? What is the easiest way to start overcoming these fears that hold you back in life?

The answer is found in what fear really is – a neurochemical reaction in your body.

You see, whilst we have labelled fear, anxiety and stress as 'emotions' - emotions are really just your brain releasing certain neurochemicals into your body and we label the feeling of that process 'happiness', 'depression', 'fear' and so on.

When the brain releases a neurochemical called 'serotonin' - our anxiety decreases, our anger decreases, our mind stops racing, we feel strong and capable...we have labelled the release of serotonin as 'confidence'.

When the brain releases a neurochemical called 'oxytocin' - we feel loyalty, connection, trust, caring...we have labelled the release of oxytocin as 'love'.

When the brain releases a neurochemical called 'gaba' - we feel peaceful and safe...we have labelled the release of gaba as 'calmness'.

When the brain releases a neurochemical called 'adrenalin' - our heart races, our limbs tremble, our voice shakes...we have labelled this release of adrenalin as the emotion of 'fear,' 'anxiety,' 'stress' or 'anger'. (This is Fight or Flight).

Sidenote: Isn't it funny how we label this feeling as 'fear' when it is something we don't want to do, such as public speaking, but call it 'excitement' if it's something we do want to do, such as going on a roller-coaster ride or watching a horror movie.

So, emotion is essentially a neurochemical reaction in the brain based on how it perceives your environment.

If it perceives your environment as dangerous, it will release hormones like adrenalin and cortisol, both part of the Fight or Flight Response. Here's how that happens...

Your senses are constantly taking in everything in your surroundings and scanning the information and comparing it to previous experiences in the same situation. This is happening throughout your day, every day.

If it scans the information in your environment and finds you were safe or happy in similar situations in the past - you'll be free to feel 'normal'. Your brain will release chemicals related to feelings of calmness, peace, confidence, etc.

If, however, it scans the information in your environment and finds negative experiences in the past - things like embarrassing yourself, feeling scared, feeling powerless, feeling angry – it will trigger the Fight or Flight Response on some level, be it a small response or a big response.

You see, throughout the day your environment will be 'triggering' you into releasing certain chemicals. If the environment signals danger, you will be triggered into releasing neurochemicals such as adrenalin and cortisol (what we call 'fear' and 'anger' and 'stress').

The problem is these neurochemicals were originally designed to be released at once, in a flood into the caveman's system to make him stronger and faster. He would then burn up these chemicals during running or fighting and restore balance in his body.

In today's society things are different. Our Fight or Flight response gets triggered on a smaller level throughout the day...traffic jams...arguments with our partner...difficulty at work...

And because we don't burn the chemicals off, our health is affected. Too much cortisol and adrenalin in your system causes many of the stress related illnesses that are so common today. It can affect your health, your weight – because these chemicals often make people comfort eat – your sleep and much more.

In other words, unless you are faced with a life and death situation, these chemicals being triggered in your body limit your potential because they make you avoid things...change your personality...destroy your health...and all round hold you back in life.

And that's why it is so important we take back control before it's too late!

In order to really understand how to take control of your life, we need to take a quick look at exactly how this chemical response occurs. It happens in four stages:

Stage One – Your senses take in information from your environment.

Stage Two – The hippocampus scans the information to check for danger based on past experiences (the thalamus also comes in here where it adds the 80% extra info).

If it finds something that was emotionally painful to you in the past...

Stage Three – The hippocampus triggers the amygdala, which is the part of the brain responsible for the Fight or Flight response. The amygdala is like the burglar alarm of your brain. When it goes off, it triggers....

Stage Four – The hypothalamus releases neurochemicals like adrenalin and cortisol to help you to fight or run from the danger.

Let's give you an example of how this works using the girl who was scared of spiders earlier on...

Stage One – Her senses take in information from her environment. They spot an object on the floor in the corner. An object she has come to know as a 'spider'.

Stage Two – The hippocampus scans the information, in this case the image of the 'spider'. It finds a match between the spider and bad experiences in the past in the negative folder of the brain.

Stage Three – The hippocampus triggers the amygdala, which is the part of the brain responsible for setting off the Fight or Flight response. The amygdala is like the burglar alarm of her brain. When it goes off, it triggers....

Stage Four – The hypothalamus releases neurochemicals like adrenalin and cortisol to help the girl to fight or run from the danger and she moves away from the spider.

The more this response goes off and the girl is 'safe', the more likely it will become an autopilot response to the situation when it happens in the future.

And here's another example, with someone stuck in a traffic jam...

Stage One – His senses take in information from his environment.

Stage Two – The hippocampus scans the information, in this case the images, noises, sounds of the traffic jam. It then compares it to previous experiences he has had in similar situations. It doesn't find one stand out memory, but finds numerous memories such as when the man was late for an important work meeting and was incredibly stressed whilst stuck in the traffic jam. It comes to the conclusion 'this situation equals danger'.

Stage Three – The hippocampus triggers the amygdala, which is the part of the brain responsible for the fight or flight response. The amygdala is like the burglar alarm of the brain. When it goes off, it triggers....

Stage Four – The hypothalamus releases neurochemicals like adrenalin and cortisol to help the man to fight or run from the danger. Only he can't, as he's stuck, so instead his brain becomes angry and he experiences stress.

The more this response goes off and the man is 'safe', the more likely it will become an autopilot response to the situation when it happens in the future.

However...

If the next time the man is in a traffic jam...or the girl sees a spider, he or she gets her brain to release positive chemicals they put the brakes on the brain believing that the situation is dangerous. Because the brain associates cortisol and adrenalin with danger, and things like dopamine and serotonin with safety, it starts to stop associating that situation or object with danger. It starts to file the situation or object in the 'positive/neutral' folder rather than the 'danger' one.

Read the above paragraph again...and again...and again. It can and will change your life if you understand what we are saying.

Now we're not saying this will happen straight away but the more times the man or girl experiences the traffic jam or spiders, whilst getting their brain to release the positive neurochemicals, the less fear or stress inducing the situation and object will become.

And **this**, our dear reader, **is The Simple Switch**.

It's a simple way to rewire what the brain associates fear, anxiety and stress with. And it means you have the power to take control of your emotions and health for the rest of your life.

The Simple Switch in Action

The solution to most of your problems lies in the ability to be able to switch on positive neurochemicals to replace the often negative neurochemicals of the Fight or Flight response (we say 'often negative' because obviously these neurochemicals are still great and necessary when we face a genuine threat on our life. But how often does that happen?).

So, how do you switch on these positive neurochemicals? There are a few ways but one of the simplest ways is using something so natural it seems *too* easy – **you can do it with your breathing.**

You see, over the years the human brain has learned to associate fast breathing, or the holding of the breath, with danger, and calm, rhythmic, belly breathing (called Diaphragmatic Breathing) with safety.

We want you to start taking more notice of the way you breathe when you feel stress, fear, anxiety or anger. You will notice you either hold your breath, or breathe too fast. This is part of the physiology of the fight or flight response.

We also want you to take notice of how you are breathing when you are calm and feel safe and confident. You'll notice your breath is a lot slower and more consistent, rather than erratic and inconsistent. This is the physiology of safety.

Think of it this way...

External Trigger ———> Hold breath or breathe too fast ———> Brain thinks 'danger'.

External Trigger ———> Controlled, consistent breathing ———> Brain thinks 'safety'.

Transformation is as simple as this - the more your brain thinks 'safety', in situations where it used to think 'danger', the more you start to rewire old beliefs and fears that hold you back.

Back to the example of the girl with a fear of spiders...

If she sees a spider her body will naturally release Fight or Flight chemicals such as adrenalin because it has learned to associate the spider with danger. The result of these chemicals is the girl will experience feelings us humans have labelled as 'fear' or 'anxiety'.

Her breathing *will* quicken, or she will hold her breath, which is another signal to the brain that she is in danger. If she keeps doing this each time she sees a spider, and continues to avoid it, her brain will continue to see it as a danger.

If, however, she starts to control her breathing and take some diaphragmatic breaths, she will start to switch on the part of the brain that releases positive neurochemicals. This will put the brakes on the negative neurochemicals and therefore the brakes on the feelings of fear. The more she does this in the presence of a spider, the less her brain will associate spiders with danger.

This counts for any situation that triggers the fight or flight response, apart from the extreme end of the scale when your life is genuinely at threat.

So how does diaphragmatic breathing differ from normal breathing?

Well, if you look at a baby you'll see when they breathe their belly goes out on the in breath, and in on the out breath. Whereas if you look at adults, most breathe high in their chests and do the opposite. We lost this natural way of breathing that babies had due to stressful situations growing up and the way they changed our breathing to high and quick rather than low and relaxed.

To diaphragmatically breathe, all you need to do is breathe in through your nose, gently pushing your belly out as you do so, and out through your nose, gently pulling your belly in. Try this now. Do this with ten breaths in a row.

Done it? If it feels awkward it shows you how little you breathe this way, the way you *should* be breathing!

If you do this five or six times you will start to switch from the Parasympathetic nervous system, Fight or Flight, to the Sympathetic Nervous System, relaxed and safe. The more you do this in situations that trigger negative feelings such as fear, stress and anger, the less you will get triggered by them in the future. The brain will start switching situations and objects that trigger you from the 'danger' folder to the 'safe' folder.

We know what you're thinking. "It can't be this simple?" Yes. It Can.

It can and it is. Sure, there are other methods for rewiring the faulty beliefs and fears that hold you back, but this is the foundation for all the other methods. You will struggle to ever convince your brain that something is not worth being scared of if you breathe quickly or hold your breath in the presence of that situation or object.

We promise you, we absolutely promise you, that if you develop this habit of switching on the relaxation response, the opposite of the fight or flight response, by simply breathing correctly when you feel fear, anxiety or stress, you'll take back control of your life in ways you can only imagine.

Something else you might be thinking is, “This isn’t new. I know you should breathe correctly when you feel fear or stress?” Maybe, but did you understand why, as well as you do now? We seriously doubt it, and this understanding and awareness is what will make you actually do it. Because up until now, even if you did know how important it was, you probably haven’t been doing it.

We wish we could say we ‘invented’ this solution. The truth is, it has been around for centuries. In the Eastern world, and in traditions like yoga and meditation, this concept of using breathing to take control of your life is nothing new. It benefits health, mind, longevity of life and more and has been known for centuries. Yet in the Western world we ignore it as being too ‘simple’.

Buddhism, for example, which is about 2500 years old, speaks about how important the breath is in trying to control our emotions when it comes to attachments to other people and specific outcomes. Yep, 2500 years ago people were writing about the same problems we have today. Why? Because their Fight or Flight response caused problems the same way it still does today!

Science has proven this to work, as have ancient systems, the only thing stopping you from proving to yourself that this works is you! So let’s give you a plan of action for how you can use this to fulfil your potential and change your life...

The Simple Switch + Micro-Rewiring = Transformation

We've seen why most people never fulfil their potential.

They experience emotional pain in a situation, the brain links that to 'danger' and each time they encounter the same situation their brain releases neurochemicals that makes them avoid the situation or use one of the safety behaviours such as alter egos or attachments to try and control the situation. Either way, avoidance or safety behaviours are not the route to fulfilment, confidence, inner peace and all the good things in life.

If you truly want to overcome the fears that limit your life, you have to face them and then use the Simple Switch to change the way your brain perceives them.

But, and it's a big but...

It's not a good idea to face your biggest fear head on too early. You need to take small steps, what we call Micro-Rewiring, in order to slowly rewire the brain so that with each new step your confidence will grow and grow.

For example, the girl who was scared of spiders should not go and pick up the next spider she sees and try breathing correctly. It would probably be too big a jump. Instead she should take small steps...

Start off not running away or screaming each time she sees the spider. Focus on breathing correctly and keeping a distance of ten feet.

Next time she sees one she moves to eight or so feet, and focuses on breathing correctly.

Next time she sees one she moves to five feet, focuses on breathing correctly.

If she tries going to three feet, and it's too much and she starts to lose control, she goes back to five feet.

Eventually three feet....two feet...one foot...all the while focusing on breathing correctly.

Now she may end here, just being able to stay close to a spider without stress or anxiety, or she may go to the zoo and hold a tarantula, whilst breathing correctly.

What she has done here, and what you should do with your own fears, is called 'Exposure' in psychology. By gradually exposing yourself to the trigger that your brain sees as a threat, switching on the positive neurochemicals whilst doing so, your confidence in your ability to handle the 'danger' will grow and grow and soon it won't be seen as a danger at all.

Another example – public speaking.

Let's say you knew that your fear of public speaking led you to avoid doing presentations at work, and in turn that limited your chances of a promotion and more money and success.

You could start by breathing correctly in situations where you have the opportunity to speak up and answer questions in a group work environment.

Next, you could actually speak up and answer questions in that work environment, whilst breathing correctly.

Next, you could join a public speaking class, starting with small one or two minute speeches, breathing correctly before, during (if possible) and after.

Next up, you could speak for longer at the public speaking class, whilst breathing correctly.

Slowly but surely you could work your way up to doing the work presentation, whilst breathing correctly.

This process can be applied to *any* dream you have, or fear you want to overcome.

Want to write a book? Start writing without ever showing anybody. Gradually show it to people you know will be supportive, and then those who will criticise, then strangers, etc. By building up that way, your fear of negative feedback about your writing will slowly be overcome.

Fear expressing your real emotions to your partner? Start with buying them flowers or a gift to show them you care. Then write a note telling them you appreciate them. Next send them a card telling them you love them. All the way up, taking baby steps, until you are comfortable expressing your true emotions face-to-face.

Two important things to take note of:

Breathe. Any time you feel stressed, angry, anxious in life – recognise it's the fight or flight response, smile knowing you can control it and know what it is, just a neurochemical reaction to a perceived danger, and do diaphragmatic breathing.

Let go of the attachment to your actions being successful. Know that just taking action, whatever the result, is slowly rewiring your brain associations and that you will succeed. Failure is an inevitable part of growth. Even Richard Branson has admitted that 80% of Virgin's business ideas fail. The difference is that he sees that as progress, whereas most other people would give up!

Whatever you want in life – confidence, self esteem, financial security, more adventure, a new relationship, better health – all can

be achieved if you focus on the micro-rewiring principles of small steps and switching on positive neurochemicals with the technique we have just taught you.

This is the same process Michael Bannert used to go from overweight, down and stressed to a bodybuilding champion who started a business he loves within a year at the age of 56.

What's so beautiful about that is now he's starting to fulfil his true potential and confidence he won't be looking back on his death bed wondering 'what if?' like so many will. He'll look back saying, *'Boy oh boy, I grabbed life by the balls and went for it!'*

It's never too late to transform.

We're nearly at the end of this life changing book, so let's wrap things up...

The Journey...

We completely understand that readers of this book will be in different situations and at different stages in their life. Some will suffer with little anxiety and stress, some a lot.

We just sincerely hope that it reached you on some level and taught you something you can use to move your life forward in a way you deserve.

Life isn't easy. It's not a walk in the park.

Sometimes it's great, sometimes not so great, but it is always a journey. A journey that YOU deserve to enjoy.

Hopefully this book will help you enjoy things a little more.

Thanks for reading and good luck (not that you'll need it!).

If you feel that you have gained something from this book (and we know that you will have done) and would like to learn more, our book ['Choices From Within: A System of Personal Change and Transformation – A Decade in the Making.](#) goes into much more detail than The Simple Switch.

In fact, it takes things to a whole new level!

[Click here to find out more about how this amazing book can help you.](#)