

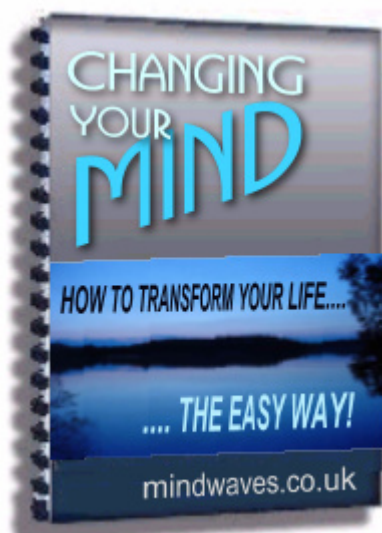
# CHANGING YOUR MIND

***Are your subliminal CDs wasting your time?***

***Have you, like millions of others, bought 'self help' subliminal tapes or CDs on the promise of effortless weight loss, more confidence, 'abundance' or financial prosperity? And where are they now - gathering dust in a cupboard because you listened, and nothing happened?***

***In this ebook you will discover why this is, and more importantly, what you can do about it.***

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## You are the sum of your 'programs'....

Most people have little idea of the extent to which their subconscious minds control their lives - even doing much of their 'thinking' for them! The latest research indicates that during the normal daily routine, we are only truly conscious for at most about 12-15% of the time!

**That is just a couple of hours per day or even less. The rest of the time, our subconscious minds are in the driving seat.**

It sounds pretty weird when put this way, but the fact is that your life is only partly what 'you' think, do or want to make of it - the rest (by far the larger part) is actually determined by what your subconscious mind directs you to do.

When you think about it, you can easily see the truth of this: From the moment you wake up, your actions are probably much the same each day - you are literally not 'thinking' about what you are doing. For most of the time you are on autopilot, with your conscious mind just ticking over - rehashing memories from the day before, vaguely planning, fantasizing or idly generating other inconsequential thoughts of one kind or another. Even when you consciously engage with a problem or a change from normal circumstances, your ideas and reactions and even your thoughts will largely be drawn from your stockpile of previously stored concepts, and reactions to similar circumstances.

And when someone speaks to you, do you really think about what you are going to say, or does a reply normally just 'come to you' automatically? (that is, without conscious thought). We all have first hand experience of the conversational abilities of the conscious mind in situations where the connection to the subconscious 'speech prompter' is temporarily blocked - for instance in highly-charged social situations involving emotions such as anger, apprehension, embarrassment, fear, humiliation and so on!

So it is no secret to anyone who has looked into almost any aspect of 'self improvement' or 'self help' that the key to real, effective and permanent personal change is in the subconscious mind - specifically the beliefs and assumptions we hold deeply within ourselves.

**We are barely aware of this hidden belief system (which has usually been assembled more or less at random, and for most people consists largely of illogical junk built on unfounded association) yet the subconscious parts of our minds use this stuff to drive and control almost every aspect of our lives.**

## Are you 'sleepwalking' right now?

We may think that 'we' are in charge of our lives, that we have 'free will' to run our lives. But the truth is that

our actions and even our very thoughts are in fact largely governed by habit (especially habits of thought) and by the way we feel at any given time.

Take a moment to look at your reaction to that statement (please re-read it if you are currently running on autopilot!).

Do you reject it outright because you **know** that you **must** be in charge because you **feel** in charge? That any other possibility is 'obviously' patent nonsense? Perhaps you even feel a direct emotional response of irritation, even anger at such a 'stupid' suggestion?

But whatever your reaction, did you actually consider the objective facts, or did some pre-digested set of thoughts simply spring to mind without any real analysis?

If you look closely at your response, I can virtually guarantee that you will find that at the root of it is emotion masquerading as logic, not logic itself. A 'feeling' that leads to a thought, rather than the other way around. This is how we all get through the day - not by analysing each new thing we encounter, but simply by internally comparing it with our existing store of 'information' and responding to the emotional stimulus which 'comes back'.

But the feelings that are generated by our emotional responses are NOT a part of our conscious waking minds, or even a direct consequence of our thoughts. They actually originate deep in the subconscious mind, which constantly directs our behaviour by 'pulling our strings' and 'pushing our buttons'. When we act in response to one of these habitual cues, we may immediately supply 'logical' reasons for our actions so that we can maintain an illusion of being in control, but in reality we are to a very large extent under control.



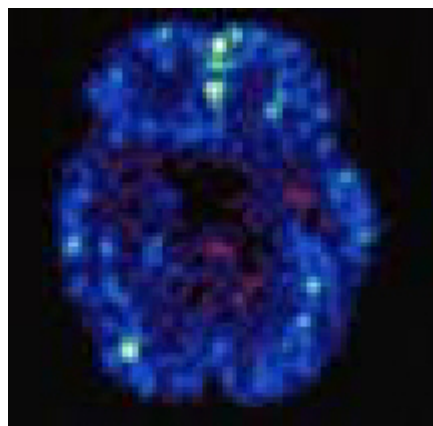
# The puppeteer

So what is this mysterious entity - this 'other' self which holds our short leash with such an iron grip?

The term 'subconscious mind' is a convenient catch-all phrase used to describe practically anything that goes on in our brains without us being consciously aware of it. But this concept covers a vast range of processes ranging from completely unconscious automatic systems that regulate our basic body functions, through those that process 'raw' nerve inputs from the body and senses and store and retrieve (remember) information, to **actual independent thought processes that go on without our conscious awareness.**

It used to be thought that the subconscious mind could be compared to a huge warehouse in which all our experience is stored, with the conscious mind being likened to a narrow flashlight beam that can focus attention on a small part of this heap of stuff in response to sensory input or communication.

However, recent research using brain imaging techniques has revealed a much more complex picture. Newly-developed 'real time' brain imaging techniques are now allowing the brain to be observed as it works on various tasks. In effect, actual 'thoughts' can be observed as they happen.



The data obtained in this way has provided a new understanding of subconscious mental functioning. In particular that:

- 'subconscious' thought processes are not located in any particular spot, or associated with either hemisphere of the brain, but are distributed throughout the whole brain,
- they are completely independent of normal consciousness, and continue in the absence of conscious awareness,
- conscious thought represents only about 15-20% of the mental processing involved in any given task, the rest of the work is carried out subconsciously.

## The 'alien being' inside you

The picture emerging is of a conscious mind (the part of you that is reading this ebook and considering these words) that is in effect only a 'brain within a brain' - a small and isolated entity that exists within, and is largely

governed by, a much larger system – the subconscious mind.

This is NOT the 'subconscious mind' that runs the body and interprets incoming sensory data - these are automatic **un**conscious processes that the subconscious mind can control, but which are not a part of the subconscious mind itself. Instead the true subconscious mind is an actual thinking apparatus that is largely independent of the conscious mind and far more powerful than it, and which has *its own thoughts and objectives*.

The brain tissue that generates and supports the subconscious mind is physically separate from the 'wiring' of the conscious mind (which seems to be located primarily in the frontal lobes of the brain) and consists of vast numbers of superfast neural connections extending throughout the structure of the brain. This system can access a host of processes not available to the conscious mind - it is effectively a supercomputer of enormous potential that can direct all the 'automatic' functions we need to stay alive, and manage and control all parts of the brain, **including the areas which generate our 'consciousness'**.

For anyone who has not previously come across this idea, it can be a little frightening to suddenly realise that most of the time they really are simply not in control – that almost everything they do and achieve is actually done and achieved at the prompting of an internal 'entity' that may even have completely different aims and intentions from their own.

The subconscious mind is not really an 'alien', or even separate from us. It was born as a part of us, grows with us and will die with us. It is in a very real sense who we are - our personality, habits and beliefs. As well as ensuring that we eat, drink, sleep and carry out all the other biological imperatives we have inherited, it 'automates' all the skills we acquire as we develop (such as talking, walking or riding a bike). Subconscious processes also try to keep us alive by making us fearful of obvious danger such as heights and potentially dangerous creatures (for example, snakes) and by causing us to automatically react when physically threatened (for example by a car coming towards us at speed).

But along with all these basic and generally beneficial 'programs', the subconscious also accumulates a ton of garbage that leads to inappropriate fears, feelings of inadequacy, unnecessary limitations, 'personal problems' and a host of other behaviours that either don't serve us well, or which actively conflict with our conscious needs and wants. Poor subconscious 'beliefs' can and do also result in physical manifestations such as recurring illness, clumsiness, obesity and much more.

Some people - just a very few, and often from 'privileged' backgrounds - have been lucky enough to develop internal programs which are largely positive. These people tend to be successful in whatever fields they choose to enter, are usually confident and outgoing, enjoy wealth and success, and generally lead rich, fulfilling lives. Put simply, they expect 'success' and never doubt that this is how things will be, and so this is what their subconscious minds ensure that they receive.

Unfortunately, most of us are NOT that lucky. The fact is that much of the input the subconscious gathers up when it 'writes' the internal directives that shape our lives is irrelevant rubbish - negative comments made by others (particularly during childhood), hurtful and damaging experiences of almost any kind, inappropriate associations, misunderstandings and so on. But because of the non-judgmental way in which this part of the mind works, ALL perceived experiences, whether useful or damaging, accurate or illogical, are stored away and used to construct the system of internal 'beliefs' used by the subconscious mind to direct our lives.

This means that without assistance, our conscious desires and efforts to lose weight, quit smoking, be more confident, stop procrastinating, or to effect change of almost any kind, stand little chance of success against what our subconscious minds direct us to do. For most of the time we are at the mercy of our subconsciously generated 'habits'. Our efforts to change by using our 'willpower' are almost always doomed to failure because our subconscious minds will invariably sabotage anything which would result in a movement beyond the limits it has set. In virtually every way we are unconsciously tethered by a short leash, yet most of us have

no idea at all that it is even there.

These limits can be placed on almost any aspect of our lives, from body weight to financial or social success. As soon as we find ourselves approaching such a limit, we will be automatically hauled back to our internal 'set points' to (as the subconscious sees it) protect us from risk or uncertainty. Because of this, anyone seeking intentional change, whether it involves dieting, exercising, increasing their income, behaving more confidently in social situations, or getting rid of inappropriate behaviours and habits, will find themselves in conflict with their subconscious guidance system.

**And make no mistake - in this battle there can be only one outcome: they will lose!**

The subconscious mind is immensely powerful. It has encyclopaedic knowledge of you and all the people you come into contact with, and powers to 'make things happen' that we are only just becoming aware of. Against this power, your 'willpower' is a feeble thing indeed, as the almost universal failure of diets, attempts to get fit or to climb out of the financial rut amply demonstrate.

**The fact is that WHEN THERE IS DISAGREEMENT BETWEEN YOUR CONSCIOUS DESIRES AND YOUR SUBCONSCIOUS DIRECTIVES, YOUR CONSCIOUS DESIRES WILL ALWAYS LOSE THE STRUGGLE.**

So if you are involved in such a fight right now, you might as well give up and save yourself further pain and hardship. Fortunately there are less painful, and far more certain ways to achieve the changes you want.



# How the subconscious mind works

Despite its tremendous power over our lives, this mysterious entity is in many ways neutral, and by our (conscious) standards may seem very strange, even stupid.

The subconscious mind doesn't appear to question the directives it follows – it's only concern is that they ARE followed. It seems to lack initiative and logical reasoning powers, and so cannot (or at least appears not to) apply logic or judgment to the data it receives. Experiments have even been conducted that demonstrate that the subconscious does not distinguish between an actual experience and an imagined one, between truth and a lie.

It 'thinks' primarily in pictures and symbols, and its language capabilities appear to be limited to those of a 5 or 6 year old child. For example, the subconscious is apparently unable to properly understand negatives (no, not, none, never etc.), or to be able to correctly interpret complex 'nested' sentences or subclauses (if..., provided that...). Its understanding of language appears to be completely literal, with no consideration of context. As a result it seems to be totally confused by spoken 'homophones' (words that sound the same, such as pair/pear, hear/here, sense/cents/scents, their/there/they're, etc.).

The implications of these observations are very important when communicating with the subconscious mind, as we will see later.

In many ways the subconscious mind seems to operate in a manner that has been called 'savant autistic', with enormous resources and power being controlled by an emotionless computer-like entity with few of the reasoning and communication capabilities we associate with the conscious mind. (As an aside, it is remotely possible that the condition labeled 'autism' may reflect a failure to develop or express a normal conscious mind to one degree or another, leaving the undirected subconscious mind partly or completely in control at all times.)

So we seem to have evolved a rather curious mental structure in our incredibly complex brains; an enormously powerful 'subconscious' mind lacking reason and initiative, and a rather faulty but very active 'conscious' mind which is largely governed by the subconscious, but which in turn supplies important controlling input to it.

**Despite its great powers, the fact is that the subconscious mind relies on the conscious mind to 'interpret' the world, especially the world of human society, and to determine the goals and 'instructions' it should act on, based on this interpretation.**

These instructions are themselves derived not from the essentially neutral input that the brain receives from its senses and bodily feedback, but from the reactions of the conscious mind to these inputs together with the emotional reactions they have given rise to. This results in millions of 'feedback' loops which automatically strengthen as stored reactions are fed back to the conscious mind each time an emotional memory is triggered, and the emotionally coloured response is in turn fed back to the subconscious storehouse.

In other words, the subconscious acts on what you have perceived throughout your life, rather than on any objective reality. This includes all the social and emotional baggage you have attached to every situation and set of circumstances you have ever experienced, including all those you acquired through childhood and puberty, when (to put it mildly) you were not in control of yourself or your world. This is why 'role models' observed during childhood (especially parents) come to play such an important part in the paths our lives take.

But even more importantly, the power of the emotional 'feedback loop' attached to every little event in our lives acts to re-inforce our programmed reactions, giving rise to deeply entrenched habits which become ever more difficult to change.

So in the absence of any conscious direction, the subconscious simply runs in default 'safe' mode - ensuring that we stay out of 'danger' by never venturing beyond the internal limits we have set for ourselves, and which actually grow stronger over time if we do nothing about them. If we were fearful, hesitant, unsure, worrying or procrastinating the last time we encountered a particular set of circumstances, our subconscious minds will ensure that this is exactly how we feel and act the next time around. Even if we have simply imagined a situation at some time and reacted emotionally to this 'virtual' scenario, the reactions will be absorbed by the subconscious because even our thoughts are a part of our life experience.

The bottom line is that we are continuously and unconsciously compelled to do more of the same so that we get more of the same. It's rather like possessing a large, powerful car which is capable of effortlessly taking us huge distances to exciting new places whenever we want, but only ever using it to amble aimlessly and without purpose around our local backstreets.

## **How the subconscious mind programs itself**

The subconscious mind tries to decide what is important and what is not simply by 'listening in' on the conscious mind at all times, and giving priority to the things that it decides the conscious mind regards as important.

Unfortunately, the way in which the subconscious decides what is important to us is not necessarily the way we would want it to be. This is probably because the conscious 'chattering' mind generates volumes of totally inconsequential thoughts during any given day, and so the subconscious needs a way of filtering out all the ephemeral rubbish to get at what is genuinely important.

The ways in which the subconscious mind filters output from the conscious mind in order to estimate the 'importance' of conscious thoughts and desires are quite straightforward:

### **Emotional loading**

Thoughts that are charged with emotion are taken to be important. As we have seen, the subconscious mind itself is essentially neutral - it simply 'observes' the stream of data coming from the senses and bodily feedback without applying interpretation or value judgements. But at the same time, it notes the reactions of the conscious mind to these inputs together with the emotional reactions they have given rise to, and takes these emotional 'tags' as cues that indicate what is to be considered important and what is not.

A simple example would be pain. The subconscious mind feels no pain, but it observes what circumstances give rise to the negative sensation of pain as registered by the conscious mind. Once the association is made, the conscious mind will be automatically steered away from similar sets of circumstances in order to avoid repeating the pain-producing event. This process is common to virtually all animals of course, but in humans the subconscious system is much more complex and predictive, and includes social and emotional 'pain'. (Interestingly it has recently been discovered that emotional pain such as that arising from grief activates exactly the same areas of the brain as physical pain.)

## Association

'Importance' can also be conferred by association. The emotion that is experienced in connection with something feared or worried about, or conversely with something desired and anticipated does not have to be direct. It can be 'by association' that is, indirectly by connecting one thought that starts out neutral with another which already has an emotional loading. If the association is strong, the emotional loading attached to the associated idea or experience will be transferred to the new thought. This is a major principle used by the psychological toolset known as NLP (neuro-linguistic programming).

## Repetition

The third criterion the subconscious uses to establish the importance of a thought is repetition. If the same or similar thoughts are repeated often enough, even if no particular emotions are attached and there are no established associations, then the subject of these thoughts will gradually edge up the scale of importance. If the repetition continues for long enough (usually 3-4 weeks) then 'internalisation' takes place and the thought will enter the subconscious 'goal list'. This of course is the main basis of all 'visualisation' and 'affirmation' type self help programs, although many of these will also make use of emotional loading and association in order to strengthen the positive effect.

## Bringing the power of the subconscious mind on to YOUR side

OK, so where does all this leave us? Our lives are largely directed by our subconscious minds, and in turn our subconscious minds take their own direction from the 'belief system' each has largely cobbled together from the huge pile of mixed (but mostly negative) junk it has accumulated via the conscious mind.

Fascinating, but almost entirely useless if there is nothing much we can do to change things.

Unfortunately, as humans do not seem to come with an instruction manual, there is no way we can know all this until we (if we are lucky) discover the truth in adult life. And by then of course a great deal of damage has usually been done. At best a random selection of mostly negative 'goals' has by default become our 'guidance system' and the power we actually have to get what we want is either wasted or even actively used against us.

But as we have seen, the subconscious mind is essentially neutral. It simply doesn't care what you consciously want - it just directs your life according the 'data' it has stored. **So what if instead of placing yourself in conflict with your subconscious directives, you can quietly change the 'data' stored in the subconscious so that it supports rather than opposes what you consciously desire?**

Now, the situation is rather different. A gap will have been created between the directives stored in the subconscious mind and the reality you are experiencing. In effect your internal thermostat's 'set point' will have been altered. So instead of maintaining the status quo by any means available to it, the principal objective of the subconscious now becomes to bring about a reality that corresponds with its new directives, i.e., matches the new 'set point'.

Instead of opposing your wishes, the enormous power of the subconscious becomes your greatest ally. Now it works on your behalf to bring what you want into your life, often almost without conscious effort and in ways that can seem almost magical at times. It continually seeks ways to reinforce your new, positive experience, in exactly the same way that it previously built powerful conditioned responses to limit or block any change. And it will do this with all the same unemotional efficiency and power that previously kept you caged on your 'old' reality.

You will quickly find yourself just naturally doing those things you need to do to achieve your conscious goals, even if these previously seemed difficult or even impossible. You will discover internal reserves of energy, drive and persistence you never knew you had, and old tendencies to procrastinate or flit from one thing to another will just fall away. New ideas and ways of doing things will become 'obvious' and you will find others (even people you have never met) actively co-operating to bring about your objectives.

Your circumstances will suddenly start to be more benign, and more and more you will experience apparent co-incidences and 'serendipitous' events that all contribute to your success, and which often seem to come right out of the blue. Finally, the excitement, anticipation and wonder that you may not have experienced since childhood will return to your everyday life as you find yourself more and more in control.

This may all seem hard to believe, but this kind of life 'in the flow' is becoming reality for increasing numbers of people who are discovering how to bring it about, and it could very soon be your reality too. And once you are in this 'flow' it becomes almost impossible to remember why you once chose to struggle so long and so ineffectually, letting opportunities pass you by, always doing things the hard way. Generally just 'getting by' and vaguely hoping for better things in the future, rather than enjoying what life has to offer right now.

Now, the tremendous power that may have worked against you for most of your life will finally be working with you - an unstoppable combination, just as it was 'designed' to be.

This mighty ally is ready and willing to bring into your world everything that you desire and need in order to live your life to the full. All it lacks is your direction - your specific instructions and clear goals, delivered in a way it understands. Once it has these directions, your subconscious mind will set about its new purpose with total dedication - to quickly and effortlessly bring you whatever you want. Its as simple as that.

There is only one problem - but it is quite a large one. Just how exactly do you go about changing the deep-seated and apparently inaccessible directives that may have taken decades to form, and of which you are probably almost completely unaware of at a conscious level?

# How you can 'change your mind'

**Virtually all successful methods of bringing about lasting personal change have revolved around one idea - to actively re-write the internal instruction set that determines behaviour. In short, to replace subconscious 'junk' directives that result in limitation, unhappiness, bad habits and dysfunction of any other kind, with new 'positive' directives that reflect and support positive conscious desires.**

The concept is simple - change the 'program' to change the outcome, i.e., the pattern of our lives.

As we have seen, the subconscious mind is powerful enough to ensure that you fail, no matter how much you consciously want a thing, or a situation, or some change in yourself, if it's internal directives conflict with your desires. The most burning conscious desire is no match at all for an opposing subconscious directive, even when this directive arises from faulty or even laughable 'beliefs' embedded deeply below conscious awareness in the subconscious mind.

But the subconscious mind is not in any way hostile to your conscious desires – it simply ignores them because they have not yet been presented in a way it recognises!

So your task is in theory relatively uncomplicated:

- 1. Identify an area of your life where you would like to change. This can be anything from acquiring more money, through losing weight, to stopping an unwanted habit such as smoking,**
- 2. Formulate this desire in a way the subconscious understands,**
- 3. Communicate this information to the subconscious in a form it will pay attention to and incorporate in its directives, WITHOUT simultaneously communicating any conflicting messages, or giving rise to resistance.**

A simple enough idea, but how in practice can it be achieved?

## Upgrading your 'software'

**Over the years many methods of 'reprogramming' the subconscious have been evolved – 'positive thinking', repeating affirmations, hypnosis, subliminal suggestion, and methods such as psycho-analysis and NLP, which make use of language and symbolism to try to access and influence the subconscious instruction set.**

However, most of these methods require either a 'practitioner' or 'therapist' who must be present to facilitate and manage a session, or alternatively they require a great deal of introspection and work on the part of the subject. As a result, many of these techniques are not practical in an everyday context – they either cost too much because another person has to be involved, or they are too complicated and take too much of the time that busy people cannot spare.

What is really needed is an effective, repeatable system for bringing about personal change that is within the financial reach of most people, which can be delivered to anyone who wishes to make use of it, and which

does not demand enormous amounts of time or effort.

One of the most commonly available systems is 'subliminal programming', which normally involves the presentation of spoken affirmations delivered in some way that is not clearly perceived by the conscious mind, but which are intended to be understood and processed subconsciously. When delivered correctly, recorded subliminal suggestion can indeed be an extremely powerful 'conditioning' technique.

Unfortunately, until the results of some very recent research became available, even the very best products were compromised by a lack of information on subconscious mental functioning, and by some widely accepted (but incorrect) assumptions that have frequently crippled their effectiveness.

## **Problems with conventional 'subliminal recordings'**

'Subliminal perception' refers to the ability to perceive and respond to stimuli that are below the 'limen' or threshold of conscious perception. There is now a vast amount of anecdotal evidence and testimonials and a growing body of research evidence that subliminally presented verbal suggestions can and do alter thought patterns and behaviour in those exposed to them, providing certain conditions are met.

But because of the misconceptions and misunderstandings that often guide the production of many commercial 'subliminal' recordings, their potential for effecting personal change is often seriously compromised. At best this means that only modest changes are bought about, and often no change is experienced at all.

These are some of the most common problems:

### Over-masking

Many designers of subliminal recordings work on the scientifically unsubstantiated premise that the subconscious mind has the ability to hear and understand speech signals that are hundreds, even thousands of times quieter than the music or nature sounds that cover them, or which have been shifted to very high frequencies, played back at very high speeds, or even played in reverse ('back-masked').

Unfortunately, what little scientific research that has been carried out to determine the actual limits at which spoken words can be heard and understood at a subconscious level by any normal listener provides little support for the idea of the existence of literally superhuman abilities of this kind.

Instead what has become clear is that while subconscious perception definitely extends beyond the conscious ability to understand speech masked by other sounds, or distorted by frequency or speed shifts, the limits are only *slightly* extended relative to normal conscious perception.

While the scientific evidence and the exploits of 'psychological illusionists' such as Derren Brown strongly demonstrate that the subconscious mind can perceive and process far more information than the conscious mind, its input is still limited by the physical operation of the senses it uses, in this case our sense of hearing.

Sound is simply a signal transmitted by pressure waves moving through the air, which then vibrates the component parts of the inner ear. If the signal is too weak, or too deeply buried under a much stronger 'masking' sound, the ear will just not pick up the vibrations and the signal might as well be entirely absent.

In practice this means that in order to have an effect, subliminal suggestions embedded in recordings must in fact be within the normal range of detection and (at most) only just below the level at which they could normally be consciously understood, or replayed at a speed or pitch which is only just beyond normal

perception limits.

The vast majority of 'subliminal' recordings fail to meet this very basic criterion, and are in fact completely undecipherable by the subconscious mind because the speech signals contained in them are too weak, distorted or highly pitched to be heard or understood at **any** level.

### Distracting or irritating sound masks

Because, by their nature, commercial recordings are made for a mass market, it can be difficult to choose a 'sound mask' (the audio track you hear, as opposed to the 'subliminal' track hidden by it) that suits everyone.

Nature sounds such as ocean waves or running water are generally the safest option, but many manufacturers also use 'ambient music', classical music or other sound tracks that be immediately irritating or which become so with time and repetition.

If the listener becomes irritated this will immediately reduce the degree of relaxation and create a positive barrier to the suggestions embedded in the recording. And of course there is always the 'OFF' button...! Neither of these outcomes is likely to improve the effectiveness of a recording.

### Incorrect phrasing of embedded suggestions

Because of widespread confusion over the nature of the subconscious mind, the language used in the 'subliminal' suggestions embedded in many commercial recordings is often not appropriate. This issue also effects the potential usefulness of 'hypnosis' recordings, as the same levels of mind are targeted.

In fact the subconscious mind processes information primarily in symbolic or directly pictographic (imagery) form. Spoken language is a tool the conscious mind uses to communicate with other conscious minds, and so reflects the way in which the conscious mind works. For this reason it is not an ideal tool for communicating with the subconscious mind, which has very limited language processing capabilities.

For this reason it is important to limit 'suggestions' to short and simple phrases and to avoid 'qualifying' words, especially negatives such as no, none, never etc. In addition, because the subconscious mind does not seem to deal with the concept of time in the same way as the conscious mind, the use of tenses other than the present tense (I am, etc.) should be avoided.

There are quite a large number of similar issues that arise when constructing effective subliminal suggestions, but for the moment it is only necessary to recognise that the precise phrasing of subliminal suggestions is of great importance, and that failure to get the phrasing right will render suggestions ineffective, or even cause them to have effects opposite to those intended!

### 'One size fits all'

The designer of a subliminal recording has to make a lot of assumptions. He or she obviously cannot know the actual needs of the listener, and so has to guess at the causes of a problem and address these issues. This means that the embedded suggestions are often generalised, and may even miss the mark entirely.

For example, if 'overweight' is the problem, many subliminal product manufacturers will work with the frequently voiced, but scientifically unsupported assertion that the actual issue is a lack of 'self esteem' which is causing overweight people to over-eat (the reverse is more likely to be true). So there is often a long list of suggestions designed to improve self-esteem, plus perhaps some more dealing with 'body image' and 'social confidence' and finally perhaps some well-meaning but ineffectual suggestions about eating smaller portions and avoiding fatty foods. Or the designer may harbour simplistic stereotypes, for example that all overweight people got this way because they are 'binge eaters' or 'couch potatoes'. Some overweight people may well be

one or both of these, but there are many other possible causes and these will not then be addressed.

So even if suggestions actually reach the subconscious level, they will be ineffective as they will simply be irrelevant. Also, dealing with unrelated issues weakens the central purpose of the suggestions and confuses the issue. The answer is to address the 'symptoms' of any condition rather than try to anticipate exactly what it is that needs changing at the subconscious level. The subconscious mind will know what actually needs to be done to obtain the suggested outcome. It simply doesn't make the same 'connections' that the conscious mind does and it is pointless trying to outguess it.

### Unfamiliarity

The purpose of using subliminal suggestion is to 'implant' by repetition desirable suggestions at a subconscious level in such a way that they displace or over-write the negative and damaging store of 'self image' phrases previously acquired at random. But consider for a moment how most of this negative trash got there in the first place: **It was put there by the people you have known!**

All through your childhood, your parents, relatives, teachers and so on will have said things to you that were highly negative – often with the best of intentions, sometimes out of anger ('You're lazy', 'It's simple, why can't you understand?', 'Stop that', 'Try harder!', 'Idiot!', 'Stop pestering me!', 'Why can't you be like x?', 'You'll never be a success'). It has been estimated that such negative admonitions outnumber positive loving comments by anything up to 100:1 in an average family.

At the same time you will probably have experienced more negativity from siblings, friends and schoolmates ('You're useless', 'Pratt!', 'Fatty', 'You wimp!', 'You can't be in my gang', 'x thinks you're ugly!', 'Four-eyes!', 'Teacher's pet!'). Later on, at one time or another you will have probably been criticised by people you work with or for, and by your flatmates, spouse, partner or other adults in your life, and although the effects of such criticism or put-downs will be much less than during formative years, it still all adds up.

But what do all these 'inputs' have in common, apart from the fact they are negative in nature? Simply that they have virtually all been said by people you know. Other people – strangers - may have called you names at one time or another, perhaps while driving or in a crowd, but these occasions are rare and in any case who cares what such people say? The opinions you take notice of are those of people you know, and the closer they are to you, the more their negative opinions matter to you, both consciously and subconsciously.

So when the subconscious mind perceives spoken words, it automatically grades its 'importance' to you by the familiarity of the voice, and the emotional association you have with the speaker. If the voice is unrecognised, it is assigned a relatively low 'importance' status. This means that when you hear a subliminally-presented voice that your subconscious doesn't recognise – that is completely unfamiliar – saying things 'at you' from a recording, it is not surprising that the subconscious mind may fail to pay much attention to the message. As far as the subconscious is concerned you may as well be hearing a monologue on the radio.

Many commercial recordings are made using professional 'voiceover artists' or simply the voice of the technician who makes the recording, and this virtually guarantees an 'unfamiliarity' problem. The best 'commercial' solution, adopted by some manufacturers is to use voices that are deliberately manipulated in the sound studio to result in a high degree of neutrality, with 'androgenous' pitch, as accent-free as possible, and then further processed to result in a 'whisper', largely stripped of identifying characteristics. Not a perfect solution, but a pragmatic method of minimising the problem, which unfortunately is only adopted by a tiny minority of manufacturers.

# The real answer....

## ....'Personal' subliminal recordings

The solution to all of these problems is surprisingly simple.

### All you need to do is make your own 'personal' subliminal recordings using your own voice!

Lets just look at the advantages in the light of the potential problems with commercial recordings described earlier:

1. You have complete control over the 'components' that go into the mix. This means that you control the exact phrasing of the 'subliminal' content or the words to be delivered under hypnosis, so that it will exactly match the issues you want to address, in exactly the way you want them to. It also means that you can insert specifics that would be impossible in a commercial recording, for example, 'I weigh 145 pounds/70 kilos', or 'I now earn £50,000/\$100,000 per year', or 'I live in a 4-bedroom Victorian villa in (wherever..)'.
2. Similarly, you have complete control over selection of masking and background tracks and of relative sound levels, which you can adjust for your own hearing. Not only that, but because creating such recordings becomes very simple once everything is set up, you can easily make a series of recordings with different 'sound masks' or backgrounds or just make a new one each time you begin to find a particular recording boring or irritating.
3. And most importantly, you can employ the simple 'ace up your sleeve' that NO commercial manufacturer can use – **your own voice**. **The opportunity to use your own voice in subliminal and self hypnosis recordings is an asset that should not be underestimated.** Your own voice is the 'ultimate' in familiarity – you hear it all the time as you speak. It is so familiar that you even create it in your head when you 'self talk' or think in words.

For this reason, when you use your own voice in a subliminal or hypnotic recording, it is almost as if you are thinking to yourself, just as you would when you mentally say to yourself 'I could never do that', 'what a moron!', 'God, I'm clumsy', 'I wish I was like that', 'S\*\*t, why did I say THAT!' and all the rest of the mental self abuse that most of us are prone to. Only this time, the stream of 'self talk' is NOT negative or abusive, it is completely positive; a stream of supportive and inspiring suggestions that YOU design.

If you have only ever used commercial subliminal recordings and experienced little or no change in yourself or your circumstances, here at last is the simple secret you need to 'turbocharge' the power to direct absolutely any area of your life, and experience one of the most powerful life-changing technologies available to you.

Unfortunately, the in-depth 'how to' information and software tools you need to produce effective 'own voice' subliminal and hypnotic recordings are hard to find. Few commercial producers of subliminal and hypnosis CDs and recordings are in a rush to give away their 'trade secrets' - they would much rather you continue to

purchase their expensive and often ineffective products. After all, to provide people with a simple set of tools and step-by-step instructions for creating their own 'custom' subliminal and hypnotic recordings on a simple home PC would be practically 'giving away the farm'.

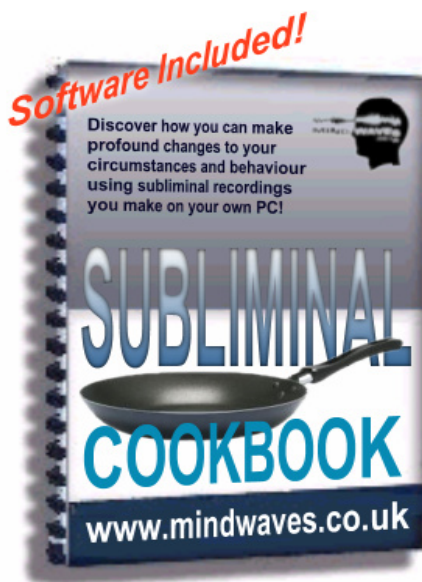
They would then be able to make an unlimited number of personalised recordings incorporating the specific suggestions that they want. They could add any different background tracks they wanted, and even mix in 'back masking', binaural beats, 'stereo confusion' and other complex effects designed to multiply the power of the recordings they make.

**In short, they would have the key to success in any area - complete control of a new technology that really does have the power to transform lives, effortlessly and effectively.**

So you may be a little surprised to learn that such a product is not only available right now, but it costs less than many single commercial subliminal and hypnosis CDs. What's more, it is available for immediate download - you could begin creating your first powerful 'custom' recording in just a few minutes from now.

The **Subliminal Cookbook Package** provides everything you need to create your own completely personalised subliminal and hypnotic recordings to a professional standard, which you can then listen to on your computer or 'export' to a CD or MP3 player. The package includes a 90-page ebook plus full, unlimited copies of six special software applications that will transform your PC into your own professional-standard 'subliminal recording studio', and complete instructions for putting everything together using the findings of the latest research into mind technology.

For the cost of a single commercial subliminal CD you will be able to make as many recordings as you want, covering any area you want, and unlike 'one size fits all' commercial recordings, you will have FULL CONTROL over exactly what goes into your brain!



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**paste the link into the address bar and open the page.**

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