

**How to
Make Money,**
Have Fun and
Love What
You Do

**A Proven System to
Empower You to
Create The Success
You Deserve in
Work and Life**

By Traci Brown, Personal
Trainer for Your Mind

Published by
Ultimate Journey-Traci Brown, Inc
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Boulder, CO 80305
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**Create the power mindset that will enable you to find
and successfully transition into the career and life of your dreams**

If you've got this book on your computer screen right now, you undoubtedly want more of the good stuff in life: fulfillment, fun and money. If you didn't, you'd likely leave it deep within your computer, unopened. You know that happiness and fulfillment is possible for you. You may even have a few friends or acquaintances who seem like they have it all. They love their jobs; have great relationships and plenty of money. They're happy. Have you ever wondered why? Have you ever wondered how you can enjoy some of what they have in their lives? Are you ready to find it for yourself, now?

How to Make Money, Have Fun and Love What You Do is written for those of you who are at a crossroads in your life and are looking to be more fun, vibrant, alive and affluent. In reading this book, you'll be guided through your own journey toward self-discovery and goal setting while gaining from the author's own experiences in her career transition from pro sport and corporate worlds to self-employment and true, lasting fulfillment.

"Most people would rather complain about the status quo than actually have to be responsible for themselves and take action to commit to transform.

I work with the ones who would rather stop complaining, and take action. Be bold; there is mystery to the wonder of your life."

A Kind Word

This book offers a way to improve your life by overcoming imbalances and creating your own richly rewarding experiences. The simple meditations and practices you will use to achieve this are not intended as alternatives or substitutes for professional treatment or care. If you are suffering from a mental or emotional disorder, you should consult an appropriate professional therapist or practitioner before starting this training.

This book does not attempt to give specific advice, prescription nor treatment for any human disease, ailment or suffering of any kind whatsoever. The processes described here are intended to supplement individual training by a Certified Personal Trainer of the Mind and to serve as a reference guide for these practices.

Acknowledgements

There are numerous people who have assisted me in the process of becoming who I am today. Without them I would not have the skills, drive or confidence to get a project like this completed.

Thanks to my family who has always believed in me, sacrificing and supporting me in many ways so that I could race my bike and go to college in Colorado.

My friends have been a phenomenal support, especially Rebecca Heaton, Holly Bentley and Sharon Cutler. Thanks to my clients and friends who encouraged me to write and then had the patience to read it and give me feedback.

I'd also like to thank everyone who's given me advice on how to be a better person including Wally Ross, all of my coaches and teammates. Thanks also to Nancy Bentley and my aunt Verla Brown for editing work.

Introduction

Since you're reading this, I'm guessing you probably want more choices and opportunity in life. Maybe you've bought into the 'American Dream' of 2 kids and a nice job with benefits but have lost yourself along the way. Our Western society leads us to believe that the answers to happiness are found outside us in material things. While "things" can help you feel good, giving you the illusion of happiness in the short term, true fulfillment comes from looking within, asking the right questions, being real with yourself and then DOING what you know you need to succeed and be fulfilled.

In this book, we're going to go through a process that will enable you to look into yourself deeper than the surface and lead you through your own journey so that you come away with a truer understanding of who you are and what direction you need to go in--for yourself. As others who've explored this approach, you're likely to be motivated to start discovering your own path to fulfillment; once you have the tools you need to keep moving towards realizing your dreams.

When these insights and tools are put into action, you'll be delighted to discover just how easily motivation builds upon itself and seems to become automatic. You will begin to experience enjoyment, in having the life that you, yourself have created by design, and then fulfillment will build upon itself exponentially. Interestingly, these are the very tools and techniques used by the most passionate and affluent people in the world. They are simple and profound truths. Contained within them are some of the biggest secrets of the Universe.

Things you will want to do to get the most out of this book and create the life of your dreams:

1. Commit 100% to creating life the way you want it to be
2. Participate fully in each of the exercises
3. Stay open to possibilities and new ideas

The more completely you embrace these concepts, the more effectively you will create change in your life. So go ahead, make a choice to embrace these now, because your intent is the key. It's always your choice and there is never just one way. But once you decide to be open to these possibilities, you will be surprised about how your life changes as a result.

Chapter 1

From time to time in life you come to a crossroads. At such junctures, you're often faced with answering questions such as what exactly you are going to do with yourself, your life and your career. Your choices at these times can chart the direction the rest of your life.

Several years ago I found myself at this type of crossroads in my life. I was 26 years old and had just retired from professional level road cycling. I had enjoyed quite a successful career racing for top notch teams including Richardson Bike Mart, the developmental home of Lance Armstrong; the University of Colorado; and the United States National Team. Along the way I even won three Collegiate National Championships.

Although I had done well, I wasn't one of those riders fortunate enough to have adequate sponsorship dollars to make racing my only source of income. As a matter of fact, I made almost nothing and spent quite a bit. So after college graduation; I got a 'real job' managing one of Frito Lay's chip factories. It had its great points...a steady income, nice benefits and the ability to work 2nd shift, 3 p.m.-11 p.m, so I had plenty of time to ride my bike and train during the day.

The main problem was that I hated it. I found out that I had a profound lack of interest in the finer points of potato or tortilla chips, much less managing all of the machinery and people involved in the process. To top it off, the required sample testing of the product was making me fat. But I was doing what I thought I had to do to "make it" in the world. So I chugged along enduring the daily grind.

I was in the habit of stopping to get gas on the way to work once a week, buying a lottery ticket, just praying that I would win the jackpot and not have to finish the trip to the factory. I never won the lottery and actually ended up getting fired after about nine months on the job. Despite my best attempts to fake it, I guess it was obvious that my heart wasn't into it.

For a few more years, I bounced around from one factory management job to another. I didn't really like any of them either. However, I still had my passion for cycling. I could suffer through the daily torture that was of 8 hours of work so that I could train, travel to races and put food on my table.

I just loved the feeling of freedom I found on my bike. I was under my own power. I could go wherever I wanted and felt as if I were flying. I was out in the beautiful mountains of Colorado and felt at one with nature. When I raced, I

knew my destiny was in my own hands. Success or failure was my responsibility. And I knew exactly what training, recovery, nutrition and tactics it took for victory and happiness.

Then one day, a funny thing happened. I didn't want to ride my bike anymore. This development came with very little warning. After fourteen years of racing, I was burned out. I felt I was stranded, without a passion in my life and stuck at a job I didn't like much at a failing dot com. For a passionate person, this was a very painful place to be. My life was crumbling all around me.

Upon retirement from racing, I was suddenly thrust fully into the 'civilian' world where it seemed people were just doing the minimum it took to get by. This mentality had always been a small part of my life that I had to deal with eight hours per day at my job. Now it seemed to be my only life, and I couldn't see a way out. Parts of it were fun, like not having to train for several hours a day, not having to watch what I ate, how much sleep I got or being tired all the time from training. I found beer and nachos for dinner after work to be quite pleasing. Staying up late to see what was on TV was kind of fun too. Other than that, I was left empty to the point of not knowing what to do with myself.

I remember one specific Saturday morning during this time period when I woke up and didn't know what to do with my day. I paced back and forth, up and down my hall for about an hour. I have a very short hall so I did quite a few laps! There were plenty of options for things to do that beautiful midsummer Colorado day, from hiking to yard work to relaxing by the pool, but I couldn't see them. I was very focused on what I didn't have inside: passion and drive. Nothing I would have chosen that day would have given me fulfillment. Overnight, my life had changed from being in a black and white world of doing whatever it took to be first over the finish line to a world that seemed gray and where happiness was undefined.

The skill set I had developed as an athlete was very effective for racing. The skill set I needed for a happy life without competitive sports was worlds apart. It might even be considered the polar opposite. I had no idea what made me happy outside of bike racing. I knew only what I didn't want: to ride my bike or show up to my crummy job. Knowing only what I didn't want was a miserable place to be.

About this time, a good friend of mine suggested that I set up an appointment to see someone who could help me get out of the mess of my life. I promptly informed her that I wasn't crazy and didn't need help from anyone. Then after a while, I settled down a bit and eventually went to see who is now my teacher, business partner and friend. Maggie Connor is a Master Trainer of NLP, Time

Line and Hawaiian Huna. Together she and I used some of the tools described in this book to help me find my direction and passion again. To her I am forever grateful. I also give myself a big pat on the back for having the guts to go in!

Now I have a job I love, assisting people to be their best. As a Master Practitioner of NLP, Time Line and Hawaiian Huna, I work with all kinds of people in all walks of life assisting them to recognize and permanently release and change what's holding them back like bad habits, disease, pain, athletic and business performance, negative emotions and limiting beliefs and decisions. The next part of this work involves assisting my clients to create the life they really want. And, most importantly, my career is not work to me. In fact, I have a ton of fun and am fulfilled at the end of each day.

Through my own experiences, I am living proof that if I can change my life so dramatically, then anyone can do it. The bottom line? All I really needed to do was change my beliefs and thought processes then start acting on what I felt deep inside. And now it's my privilege to help show you how to give yourself that same opportunity.

Chapter 2

Your Mind: The Key to Mastering Your Potential

Finally, research is beginning to confirm the power of the mind. Movies like *What the Bleep* and *The Secret* are wildly popular. Self-help books are flying off the shelves, as we search for the one thing, that magic bullet that will change our lives forever. Every popular guru claims to have (or be) the answer. We have more and more information available to us, yet as a society we seem to be going farther and farther off the path to happiness. We're looking outside ourselves for the answers.

Here's a newsflash: There's nothing outside of you that will flip the switch inside of you to magically turn on fun, wealth and happiness. The key is to look inside. This, of course, can be very scary. You, like many people, may be afraid of what you'll find when you go inside. I know I certainly was before I started down this path! However, looking inside is the only place that you're going to find what you need. This process can be enjoyable and even fun!

You may be saying, "Ok, that sounds fine. I look inside myself. I've been meditating for 10 years looking inside and still don't have what I want in the material world." I say, "That's right". Looking inside is great and it will get you as far as it gets you. It's been my experience that looking inside for the answers to the riddles of your life is greatly enhanced when you do so with structure and then turn it into action. This is a key piece that's missing in many self-improvement practices.

What if the whole concept of personal development is new to you? That's okay. Get ready for some fun! The system presented in this book is simple. You don't even have to meditate or carry crystals around with you.

This system is based on ancient truths, as well as modern techniques. It will work for anyone, no matter how old or young, enlightened or not. When you begin to understand the power of your mind and how it works together with your body, you can start to know and use the rules of the inner game that we're all playing, and use them to your advantage. Only when you know yourself at a deep level can you truly understand the world around you.

When I was racing, my coach, Wally, always said, "You can't race well if you're kidding yourself about who you are". Truthfully, for the vast majority of time I

raced, I really didn't understand what he was talking about. Through my study of NLP, Time Line and Huna, I've come to realize exactly what he was talking about. Any belief that you hold or action you take that's not in alignment with your true self robs you of your life force energy.

Less energy means you'll ride your bike slower. In racing, being slow can lead to frustration and unhappiness, at least that's the way it was for me. In reality, racing a bike or pursuing whatever passion you have is just a metaphor for life. Maybe you don't race bikes. That's okay. You probably don't! Wouldn't it be great to be able to align your mind and body so precisely that you could be wildly successful in anything you choose? You can! The first step is to gain a deeper understanding your mind and its often subtle nuances.

Your mind is divided into three parts: conscious, unconscious and higher self. For our purposes here, we're going to focus primarily on the conscious/unconscious connection and only touch on the higher self.

The Conscious Mind

Your conscious mind is the equivalent of the adult you and it does a lot of good things for you. It's the aspect of you that's logical and reasonable. It loves to do things that make sense. This part of you develops around the age of seven years.

The conscious mind loves to put meaning on our experiences. You are continually judging events around us in every area of life. The conscious mind is what allows us to discriminate good from bad and right from wrong. Your willpower and imagination reside here. It also has the ability to make suggestions and guide your unconscious mind.

You spend most of your adult life almost exclusively favoring your conscious mind, ignoring your feelings and doing mostly what "makes sense", no matter how you feel about it. Our society teaches to ignore the bigger, more important aspect of you, your unconscious mind.

The Unconscious Mind

I always tell my clients that the unconscious mind is the stage where the show really plays out; where the action is. What show, you ask? The show that is the important stuff in your life. Your unconscious mind controls all of your bodily functions in addition to emotions, memory, habits, belief systems and values.

Without your unconscious mind you couldn't function at all; you couldn't even get out of bed in the morning.

Your *body function* includes everything your body does. It's the stuff that you couldn't stop if you wanted to. Your unconscious mind controls your breathing, heartbeat; all of your organ function and for the most part keeps things perfectly in balance. There's no way that you could think about and consciously control everything your body does from muscle movement to breathing and balancing all of your enzymes. For example, when you work out, your body raises your heart rate and breathing rate. It tells your muscles exactly when to fire, in what order and how hard. You don't have to think about a thing, it's automatic. Pretty neat, huh?

Your unconscious mind controls all of your *memory*. Your mind is just like a computer, remembering everything that's ever happened to us. All of the information we've learned is still there on the hard drive. Sometimes it's very easy to bring it forward into consciousness.

Can you remember the name of the street that you grew up on? Sure you can, but it's not something you think about it all the time. It's just there. At other times, it's more challenging to remember specific information. Have you ever been at a party and forgotten someone's name only to have it come to you hours later? It was there; you just didn't access it at the time.

Your *emotional center* is buried deeply in your unconscious mind. Unless you've done specific work with Time Line, NLP or another rapid change technique, emotions tend to be reactions, not responses. You've been happy, sad and everything in between and it's just a reaction. These emotions happen all by themselves and you don't pick them. Sometimes they're reasonable and support you in excellence. Sometimes they're not. We don't often know that we do have a choice in creating our emotions and our resulting behaviors. You do have choices. To this point, it's possible you haven't been taught how to make them.

Emotions are intimately connected to memory. For example, you can probably think of an event during the last year that's made you happy and feel that happiness. You can probably also think of something that's made you angry in the last few weeks. You can still feel that emotion if you tried. That's because memory and emotion are stored together.

Habits are also deeply unconscious. Habits are the things we do automatically without thinking about it. They can include thought patterns, emotional responses and physical activity. Some are great and others are less than great.

Often you don't even know that you do them. We all have habits for emotions and reactions to everything in life. What are some of your habits?

For example, you probably have a certain way that you brush your teeth every day. To find out how challenging habits can be to break on the conscious level, try this: tonight after you're done brushing, set your toothbrush down the opposite way that you usually put it. If you're like me, you'll find this simple task excessively hard to do. That's because you've engaged your habitual neuro pathway for tooth brushing, and you're consciously working to break it.

Thought patterns and belief systems can be considered a subset of the habit category. We all have certain beliefs that we hold near and dear to our heart. Some of our beliefs are really great. Others don't serve us at all or are flat out untrue. It's almost as if we put on glasses shaded with our beliefs to see the world through. It's when we take an honest look at the tint of our glasses that we can truly understand the core of how we operate in the world. We're then at a choice to create our life just how we want or to be the victim of our surroundings, playing the blame game. Thought patterns and belief systems are intricately woven through our values.

Values determine what we do and how we feel about it when we're done. They are the things that we are willing to obtain resources for and expend resources on. They are the way we decide what's right and wrong, appropriate and inappropriate, good or bad.

They're often created when we're very young through witnessing simple interactions in our world. They can shift throughout our lifetime based on experience. What's important to you now may not be 20 years from now! Values can define our personality.

Modeling and Patterns

When you're young, typically before five years old, you literally imprint those around you. At this age you are all unconscious mind, you have no adult logic. You may remember looking up to an older relative and wanting to be just like them. So kids do the things that their parents do. You see it all the time when kids pretend to drive or play dress up. Parents report that their kids watch them like hawks and imitate every action. Suddenly many parents become very aware of what they do and say and try to set the best example possible!

Kids also imprint the energy, emotions and feelings of their parents and those around them. If the parents are happy, the kids are usually happy and content. As much as the parents may try to hide stress and tension in the house, kids can pick up on that, too. The unspoken energy in the house shapes kids' view of

everything: how women should behave, how men should behave, even beliefs about money, fun and work!

Through this period in our life, we unconsciously create neurological patterns for just about every behavior and emotion in life. Our personality begins to form. We begin to expect certain things from the world and those around us. Our thoughts, habits and belief systems take root. Fast forward years down the road. We've still got many of the same unconscious belief systems, habits and thoughts. Often we don't even know that we do them any longer. We're completely unconscious about the vast majority of how we are responding to our world.

Some of 'how we are' works really well. Other parts of it leave something to be desired. Maybe you're in a rut or have a bad habit or are continually recreating negative situations. As a society, we're taught to think that change is difficult, if we can manage to do it at all.

It's important to realize that your patterns are changeable. They are something that you have the opportunity to recreate every day. The key is for you to give yourself the opportunity. Giving yourself that opportunity is step one. So when you're ready, continue reading and give yourself the opportunity to create the life of your dreams.

Higher Self

Your higher self is the spirit part of you. Everyone seems to have a different name for it: God, The Great Spirit, Jesus, etc. It's the part of you that is connected to everything in the universe. It's all knowing and all wise. It's what makes you unique from everyone and everything around.

When you decide to enroll this energy in making your life better, it will. Things may seem to flow easier when you let this invisible help in. It's your choice as to believe in your higher self and this great wisdom or not. Whatever your choice, know that it's ok.

Chapter 3

Take Responsibility

When I was racing, I had the privilege of being invited to race at the US Olympic Festival in the Twin Cities, Minnesota. It's quite an honor to be invited as only the best of the best US athletes are. The Olympic Festival was a huge event put on every year except the Olympic year. It involved most all summer Olympic sports with athletes from all around the country competing. There are Opening Ceremonies, athletes live in the athlete village, get huge amounts of free stuff and were generally treated like royalty and media stars. And did I mention there were bike races?

Flashback two months prior to the Olympic Festival. I found myself with a broken leg after being hit by a car while on a training ride. My right tibia (the big bone in your shin) was completely snapped in two. In an instant my entire world crumbled. In my world then, bike racer with a broken leg was practically worthless.

Everything I had poured my heart and soul into for several years was culminating that season. I had big dreams of racing at the World Championships and winning the National Championships and the Olympic Festival. I felt it was instantly all down the drain and sank into a tear filled depression. Lying in the hospital with a hip-to-toe cast a few days after the accident, I even read a letter from the US Cycling Federation expressing sympathy about the accident and how I wouldn't be able to attend the Festival.

I was lucky enough to have surgery and a pin placed in the bone to hold it together. The pin replaced the cast. In my mind, this enabled me to train and race with a broken leg!

After the surgery, I worked very hard to be able to get on my bike again. The doctor had ordered that I take the summer off from outdoor riding and racing. If I had another encounter with a car, the pin would snap and I'd really be in a medical pickle. Being my typical stubborn self, I chose not to listen. I fully intended to ride my bike and race again that season. While my parents didn't like the idea, they gave me only one rule: I had to be able to walk on my own without crutches before I could ride my bike outside.

Indoor riding on the stationary trainer was recommended for my recovery to keep me active and regain flexibility in my knee. This enabled me to get on the bike and ride before I could walk on my own. I'd hobble over to my bike in the

middle of the living room, climb on and struggle to turn over the pedals. I did as much indoor riding as my body and mind could endure.

Unfortunately, indoor riding just isn't very fun for very long. I put my full focus on being able to walk so I could ride outside. I did whatever physical exercise, visualization and alternative medicine gizmos it took to gain flexibility and be able to put weight on my leg. When I walked unassisted and without a limp into the doctor's office two weeks after the surgery, the nurse exclaimed, "We've never seen anyone walk so fast after surgery!" All I could do was smile.

All told, I was back riding my bike outside in three weeks. I was training with my team again one week after that. My leg was still broken and I was very weak but I was out there riding. I picked up the phone and talked my way back into the Olympic Festival.

I had taken full responsibility for my recovery and myself and pulled off the unthinkable. I found what power I truly have as a person. Two months after the incident I got my ticket in the mail to go to Minneapolis, packed my stuff and went to the airport. I even made it through security without the pin setting off the metal detector!

Getting on that plane was one of the proudest moments of my life. I can remember how free I felt to be out of the house and away from all of the doctors telling me I couldn't and shouldn't race. While I wasn't racing at the top of my ability due to the injury, I felt like I was at the top of the world. I enjoyed the opening ceremonies at the Metrodome and then even raced fairly well, my Team Time Trial squad got fourth place. Given my injury, I was almost ecstatic with our results.

Have you ever done this? Just decided that something would happen despite the odds or obstacles you faced? Through my experience I've observed that in our careers especially, we're just not trained to believe that we're in charge of our own destiny. We so often just show up and do as little as possible at work so we get a paycheck and a satisfactory review. And that's usually about all we get. This mentality is the polar opposite of creating fun, wealth and fulfillment for yourself.

Simply showing up and doing the minimum without investing yourself in your work is like getting on a bus that someone else is driving. You don't really know where it's headed and you're not in control to direct it.

I've done this myself. Interestingly enough, as much as racing at the Olympic Festival in Minnesota was a huge accomplishment and lesson in taking

responsibility for me; I was still prone to slipping into getting on the bus that someone else was driving.

Participating in the Festival yields a lot of perks. One of them is that your athlete credential gets you free city bus rides and is a ticket into any event you'd like to watch. After our races, several of us wanted to check out some of the other events. As we were deciding which event we'd like to see and how to get there, a city bus literally pulled up in front of us and stopped. The doors swung open and a friend of mine said, "There's a bus, let's get on it!" We had no idea where it was going. We didn't have any money with us. There were a few other athletes inside so we decided it was probably going somewhere that we'd like to end up.

As we rode along, we had been talking and laughing for a while, not really paying attention when one of my friends looked out the window and said, "We're on a freeway!" We were going at 60mph in a direction that we didn't pick and we had no idea how to get back once we were dropped off. That's when concern set in.

A judo athlete on the bus told us a bit about where we were going. We were to be dropped off in downtown Minneapolis near the Taste of Minnesota. It was the Fourth of July, and the place was packed.

As the sunset, we got off the bus and started walking to the event. We were able to see a few fireworks between the buildings as we made our way to this mysterious event. Then the fireworks ended and crowds began exiting as we were still on our way in.

We met up with some boxers competing at the Festival who were just as lost, making about 20 lost and wayward athletes in our group. After hanging out at a deserted and very dark bus stop, break dancing with the boxers to kill time, we decided that the bus wasn't going to come and we REALLY needed help to get back to the athlete village in St. Paul.

Fortunately, we found a lady that was wearing a Festival volunteer shirt. She took us under her wing and bullied her way into speaking with the head of the US Olympic Committee, who just happened to be staying at the fancy hotel we were near. In a matter of a few minutes, we were shown to the VIP lounge reserved for the sponsors of the event. The lounge was quite nice with couches, a big screen TV, free Cokes and all the collectable pins we could stuff in our pockets. We ended up on a chartered school bus back to our dorms in St Paul and snuck in only about 15 minutes past curfew.

The situation turned out lucky for us. As soon as we got on the bus, we gave away responsibility for our destination. Somehow we managed to get back home. In daily life, you may do this all the time. You may fail to create exactly what you want and just go along for the ride. There may or may not be a savior at the end. The key is to take full responsibility starting NOW and DRIVE YOUR OWN BUS. Start creating your own reality and start NOW. Not tomorrow. Now.

Uncle George Naope, a great kahuna of Hawaii has been known to say "Take responsibility for everything that happens in your life. Everything good and everything bad, as if you created it." When you take responsibility in this manner, all of your life's events become opportunities for feedback and improvement on the deepest of levels. In reality everyone is responsible for whatever occurs in life, whether you recognize it or not.

This concept can be tough to swallow. Certainly you've had bad stuff happen to you that you would never choose to create. I broke my leg in route to what could have been the most successful racing season of my life! Clearly there was a HUGE lesson the universe needed me to pay attention to. Questioned further, Uncle George says, "I don't really know if we create everything that happens to us. But I do know when I act as if I do, things change'.

You are a powerful being. If you're like most people, you don't often realize exactly what your energy and thoughts are, much less the power and impact of what they create. Consider thoughts to be actual things that you place in the world around you. Your thoughts are the most powerful things in the universe. Ideal thoughts create ideal situations. Less than ideal thoughts create less than ideal situations. When your life seems to go haywire, you get a great gift. You get an opportunity to notice how your thoughts and actions can change to improve your life. You're then at a choice: Are you going to dig deep and understand yourself more completely and change your thoughts or not?

From here on, I challenge you to become aware and take full responsibility for your entire life. You already are. So try becoming conscious about this and notice the results.

Chapter 4 How Actions are Created

Values and Belief Systems>Thoughts >Feelings>Actions

Understanding this principle is the key to understanding why you think what you do, feel what you feel and do what you do. It gives you the opportunity to change ineffective patterns into behaviors and actions that serve you more effectively. When you begin to ask yourself the right questions and make changes in your values and belief systems at the root of the behavior chain, you can begin to make dramatic changes in your thoughts, feelings and actions. These changes will seem new, easy and natural ways to be.

Values determine what we do and how we feel about it when we're done. They are the things that we are willing to obtain resources for and expend resources on. They are the way we decide what's right and wrong, appropriate and inappropriate, good or bad.

They're first created when we're very young by witnessing interactions in our world through family, friends, religion, school, our economic situation or major historical events. Values can define our personality and they shift over time.

Belief systems are intricately woven throughout our values. They are a network of beliefs that support our reality. We continually strengthen our belief systems every day. Every minute of every day we unconsciously create situations around us to prove our beliefs true. For example, I had a client who believed that rich people were smarter and better than he was. He was a real estate agent in a very wealthy town. Many of his clients are billionaires. He continually found himself making mistakes, getting nervous, feeling intimidated and fumbling his words around his clients. Although he's a sharp guy, he unconsciously was proving himself right by making himself worse than his wealthy clients!

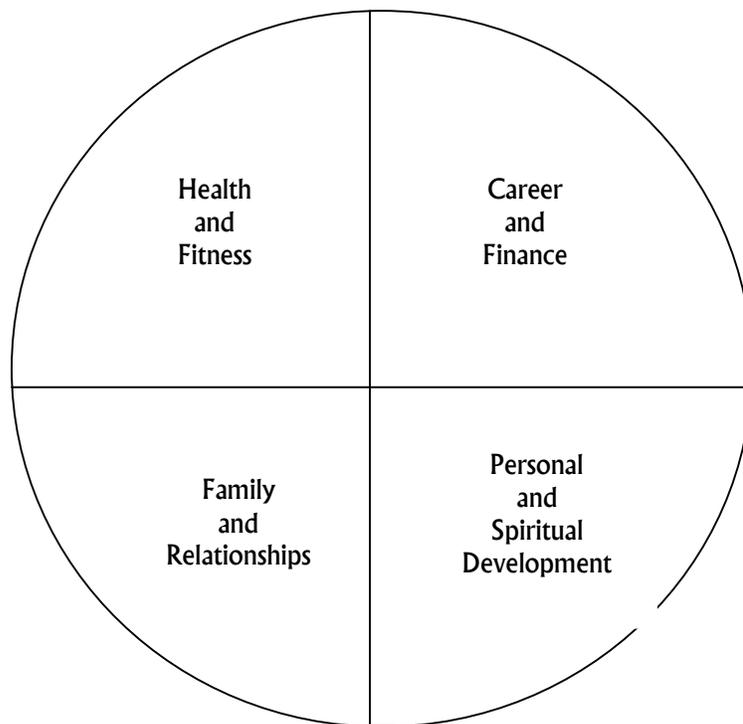
Values along with belief systems are the greatest determinant of our behaviors. They are the root of how behavior is created. They can assist you in creating happiness, fun and wealth or the opposite and dictate your behaviors in every situation.

Values and belief systems lead to your thoughts. Thoughts lead to feelings and feelings lead to behaviors. For example, when you are stressed, you feel and behave in a certain way. Maybe you tend to get nervous or angry. It's unique to you. You know that feeling, right?

Do you think you'd behave differently if you felt differently? Sure you would! By now you've probably heard of the law of attraction. Here is how it really works. Energy constantly runs through your body. If you have positive thoughts, values and belief systems, you'll have positive energy running through you. If you have negative thoughts and belief systems, you'll have negative energy running through you. We all have a certain baseline vibe or energy about us. It can be happy, sad, energetic, exhausted, that of a winner, a loser, victim, etc. It can swing based on the subject at hand or your general vibe for the day but usually stays about the same unless you've taken steps to change it.

Consider yourself a radio tower. Unconsciously, you are constantly transmitting your energy and receiving other people's. On the unseen level, you are drawing events and people to you based on what you're putting out. Now is the time to understand exactly what you're transmitting.

Values can be considered to hold and define your baseline energy transmission. Let's jump in and find out what your values are. You can do this in any area of life as shown here.



Notice that this diagram is a wheel. To roll well, it needs all parts to work together in a balanced manner. It's important to know your values in every area of life and you're encouraged to do the exercises below for each area. For now, let's focus on your career.

Ask yourself this question: What's important to me in my career?

When you answer, be sure to write your values as they are now. Values are typically a short phrase or single word. These are broad concepts not related to any specific job. There may be many of them or just a few. Values are the concepts that give you a feeling of fulfillment. If you had your values met in any job you did, you'd be fulfilled.

For example, here are my career values when I first did this exercise in 2000:

1. Make Money
2. Be able to race my bike and train
3. Not have to sit down all day

When I've sent people home with this exercise, sometimes they come back with interesting answers. Sometimes I have to help them focus a bit better! Here is an example of one of my client's first attempts at this exercise:

What's important to you about your career?

1. I don't have a career, it's a job
2. I want my bills to be paid
3. I have made it through many personal difficulties
4. That I'm a thinker

As you can probably tell, this client was rather unfocused in this area and didn't like her job much. This exercise is designed to elicit words or short phrases that are your true values, not of what you want or what could be or what was. Simply, what's important to you about any job that you would do for a living?

Now give it a try. It won't take too long. Just write down the first thing that comes to your mind. You may want to go to a place where you won't be interrupted for about 15 minutes. Just take a few deep breaths, don't think too much and write the first thing that comes to mind.

Once you have your values written on paper, you have a unique opportunity to notice either why you have everything you consciously want in a career, or in any area of life or why you don't. Let's take a look at my original values as I previously shared and notice how they manifested for me.

Make money

I was making plenty of it at Frito Lay. It was my #1 value so I would do anything, no matter what, to get the green stuff. I didn't like it but I did it. I went through some tough situations and stuck with it because the money was good. It's not fun to come home smelling like a Dorito because the seasoning dumped all over you!

Be able to race my bike and train

I worked 2nd shift so I could ride my bike all day and then work at night.

Not have to sit down all day

I managed the factory so I was on my feet, walking around a lot.

All of my career values at the time were filled. Then why did I struggle with happiness at my job? I had a belief system around working that didn't serve me, and values for my life that weren't being fulfilled. A job is just part of life. Things like happiness, fun; enjoying nature and flexibility that are big motivators for my life just weren't in my consciousness as possibilities in the context of jobs.

I had learned through growing up in my family that jobs had to be difficult and a drag. I had a belief system that screamed, "You have to work long hours, be kind of grumpy when you got home and then barely be able to scrape by." That's the American Dream, right? Unfortunately, it was my American Dream. Unconsciously, I had no concept that it could be different. I had never seen fun and fulfillment in practice in the 'professional world'. Fun worked for my job as a bike racer but in my mind, when I was off the bike, the fun was over. So, true to my deep, unconscious values and belief systems, I went out and created lack of fun and lack of fulfillment for myself. I honored my belief systems and values around work and it totally conflicted with the rest of my life.

In the next 4 exercises, tune in to yourself and write the first things that come to mind. Keep your answers concise: one word or a short phrase.

Now compare your answers from exercises 1, 2, 3, 4 and 5. Which values and belief systems support each other and you in your excellence? Which ones make you feel happy when you write them? Are your values fulfilled career and life? Go ahead and put a star or happy face next to these line items and give yourself a pat on the back.

Do you see any conflicts? Does part of you want one thing and another part want the opposite? Do you have values for work and life that conflict? Do you get upset or angry when looking at some of what you've written? Are your values written so that they're stated in the positive or do they have a more negative slant?

Upon analyzing, you will certainly be able to tell either exactly why you love your life and job or why you don't. You'll also get a glimpse as to why you've had the level of success you've had. How do you feel when you look back at each point you've written, happy and excited or something less? If your answer is 'something less', these are areas you may want to shift. Highlight these items.

Here are a few common conflicts to look for in your values and belief systems. It's when conflicts like these arise that you can go astray and create things in life you don't want. These are only examples and you may find others in your values.

1. If your values are not fulfilled, you will probably be unhappy in your job.
2. Freedom vs. Money: Do you have a belief that says you can't have both?
3. Is making money your #1 value? If so, you'll do anything for it and may be ignoring what you want at your soul level.
4. Is making money on your list of values for work at all? If it's not in the top 3, then this can be a reason why you may not have the kind of fiscal abundance you consciously want.
5. Are your values written positively or do they contain negatives? If there are negatives including 'don't, can't, won't, shouldn't and no', then even if they're intended to be positive and bring you the best things, the mind focuses on the opposite of what you've written! That's right; your mind can't process a negative.

A Note on Negatives

Your mind works in pictures. For example, tell yourself to not to think of a beautiful bouquet of red roses. Don't think of how they smell, the shine of the crystal vase or how delicate the petals are. Don't think of it. Just stop right now.

What's the first thing you think of? That's right, red roses. You then have to try to get rid of the picture and replace it with something else. When you use a negative to describe anything, you are unconsciously making mental pictures what you don't want! Since thoughts have power and transmit our wants and desires into the universe of infinite possibility, it's important to focus on what you want. This is why it's *very important* to flag any value you've written with a negative as one that you may want to shift.

To apply this further in life, take negatives out of your vocabulary as much as possible. This may require some attention to language and creativity on your part. You may even find yourself stopping to rephrase a statement in mid sentence. When you eliminate negatives and say precisely what you want, notice how people respond to you differently and notice how your energy shifts! Remember you get what you focus on so focus your words on exactly what you want, not what you don't want!

6. Now, go back to what you've written in exercises 1-5. Notice, do any red flags or negative emotions come up as you write, even if the value is phrased positively?

If you've put the effort into doing these exercises, gone deep and been honest with yourself, the hard work is done. You may have written some things that you're proud of and you may have uncovered some less than pleasant truths about yourself. If this is the case, now is the time to go easy on yourself. Beliefs are just beliefs. They're not who you are. You have the power to shift beliefs and create them to be something more effective and supportive of you. Keep reading and you'll learn how.

The Hawaiians say that you're born with a bowl filled with the light of your true essence. When events happen in life that cause negativity for you, a rock is put in the bowl. The rock covers up the light. Sometimes we can end up with lots of rocks in our bowl and not much light. All we have to do to get back to our essence is dump the rocks out of the bowl. Ancient people knew how to do this. The techniques in the following chapters will assist you in doing it as well.

Chapter 5

Change Your Values, Change Your Life!

Values and belief systems are continually shifting. Changes are based on everything we experience in daily life. Values strengthen when our outer world agrees with our inner world. They can weaken or even crumble and reform when what's inside us and what's going on outside us don't match. Your values may have even shifted as a result of reading this book!

A perfect example of a sudden value and belief system shift for many people in our country happened during the Great Depression. The 1920's were booming. The country was on the upswing after World War I. Stocks were on the rise and there was plenty of affluence for all.

In 1929 the Great Depression hit. Work became scarce and people were lucky if they had a job. Many, like my Grandpa Brown, went to the bank to get his money and found that it was gone and the bank was closed! Suddenly getting the basic life necessities became the most important focus.

Along with everyone else, Grandpa learned how to get by on almost nothing. He tried to join the Army but was turned away due to his slight stature. Eventually he found a job working in an onion and potato warehouse for \$.15/hr. The work was and hard, and he had to work 18-hour days or he would be fired. At one point he loaded an entire boxcar with 50lb potato sacks by himself! There were no forklifts or dollies to use. It was just one sack at a time on his back. To get through the tough times, he lived frugally and worked hard. He saved everything he had and eventually bought a farm so he could be his own boss, have more free time and support his family. He even found time to play semi-pro baseball.

While we have more confidence in today's insured bank accounts, Grandpa never fully trusted banks again. After my grandparents passed over, we found thousands of hidden dollars hidden that he had squirreled away in nooks and crannies around the house. We moved the coffee table and \$700 cash fell onto the floor!

He also had a hunch that paper money would likely not be valuable one day. He always kept solid silver bars in a basement safe as an insurance policy. It's too bad that he wasn't very clear about the combination to the safe and the specifics on how to open it! We spent quite a long time wrestling with that antique safe to get to the treasure inside.

Until Grandpa got sick in the early '90's, he worked his farm. He probably could have picked an easier job and made more money, had a nicer house, taken more vacations or bought nicer clothes. But he stuck to his beliefs and values, with his somewhat antiquated Depression era mentality doing what he knew worked, until he died.

Many, many people who went through the Great Depression in the 1920's share similar values with Grandpa Brown. The intensity of their Depression experience has shaped everything about how they operate in the world. Typically these values amounted to working hard and not allowing for much fun or spend much money. There's not much enjoyment in that! This is just one example of how values and belief systems can be formed and shifted. In the exercises that follow, you'll learn a much easier way to shift your values. You won't even have to go through a depression!

When our values and belief systems shift, how you think and behave shifts. Up to this point, you may not have been aware of your own values or belief systems, how they were created or when they have shifted. If you've done exercises 1-6 so far in this book, you've gotten a glimpse of new awareness about yourself. This awareness is the first step in creating exactly what you want.

Now you have a foundation for moving into the creation process. The following exercises will assist you in understanding how each value or belief is stored in your neurology: your body and consciousness. You'll learn to shift it into something you've created consciously; something that serves you better in the here and now.

Exercise:

Pick out a single value or belief from your list that you'd like to shift or change. The ones you've marked as good are already supporting you, so pick one that you've decided needs improvement. For example, do you believe that money is hard to get? Do you believe that you can't have fun and make lots of money?

Go ahead and find a quiet place where you can sit back uninterrupted for a while. Now close your eyes and form a visual image of the value or belief you've decided to focus on. The image can be anything you'd like, just something that represents the belief or value. It may be a shape, symbol or maybe even a scene. You may get a feeling along with it, too. Just go ahead and tune into it.

For example, if you're focusing on your lack of ability to bring in money, you may get a picture of a stack of money that's dim and just out of your reach.

Then just ask that deep place within yourself; what is the highest intention of this belief or value? What good is it trying to do for you? Is it trying to protect you from something? Is it showing you an even deeper belief about yourself such as "I don't believe I deserve money?" Notice what answers come in. You may need to keep asking this question several times until you get to the root of it. Even though this belief system or value may seem negative in nature, most often it was originally created to do something good for you or protect you from something.

Once you understand the intention and true meaning behind the belief, then ask yourself "Is this really true?" Is this really the way the world works or is this just an old value or belief that you've been hanging on to that can change in light of your new, adult views?

Remember that no belief or value can protect you. The fight or flight response is the only thing that protects you. It's hardwired into your system and you couldn't change it if you wanted to.

Notice that with each answer you get the image and feeling starts to change. For example, it may transform from something appearing dark and heavy to something shiny and light. Through this process you are actually communicating with your unconscious mind and rewiring your old value or belief into a new one!

What if you use this process and you feel like you're not getting any answers? What if nothing seems to be shifting? Every now and then this will happen and that's okay. Just by focusing on the image in your mind, your perception can start to shift. You may be able to help the process by changing the color or texture of the image you are holding in your mind. You can also change the location of the picture of your mental view. Just move it around until you feel more positive and compelling. Maybe it needs to be placed in the upper right corner of your view and enlarged. Maybe you would feel best if the picture were more focused, brighter and very large in the center of your view. Maybe it would be better if it went away all together. If so, just shrink it down until it disappears!

Remember through this process you're actually changing the way your mind holds this idea in consciousness. There are infinite possibilities for your images. Just be creative and notice how you feel as the picture moves and changes color, shape, texture, focus and size. When you feel lighter, freer and less constricted, lock your new picture in to place and open your eyes.

Now go back to the original value or belief. Notice, do you get the same feeling when you look at or think about this original value or belief you decided you want to change? NO? Great! That means you've made some change! Do this with each belief or value that's not 100% positive for you. This may take some time. You can do it over a few hours, days or even weeks. Commit the time right now to yourself to make your life great.

This always works when you follow the steps. So have fun with it!

Through using this technique I have been able to shift many values, beliefs and resulting behaviors in my life from those that didn't serve me to those that did. Sometimes the shift was gradual and I assimilated it over time. Other times, it happened immediately. Take a look at my values now!

1. Do what I love
2. Make Money
3. Have fun
4. Make the world a better place

Even my beliefs have shifted. I believe that I can change the world with my career and have a fun time doing it. I believe that I can have freedom and make lots of money at the same time. My work ethic is still there. I know that hard work pays off; now I am committed to having that work be on my terms, not that of other's. I know that I can come home inspired and fulfilled every day and wake up ready to do it again the next day.

These values and beliefs are very different from those of several years ago. I enjoy my life and I'm much more easy going and happier. Now instead of waking up every day dreading going to work, for the most part, I wake up and feel privileged to go to work and assist our clients individually and in trainings.

Once you've done the process with each item that needed attention and shifted it, look back at the lists of values and belief systems you've written on previous pages. Are these values and beliefs still what you hold to be true or have they shifted? Do you feel the same when you read them or do you feel different and more empowered? Have they changed completely? Go ahead and write your values again here. What has shifted?

Chapter 6

What Do You Really Want?

I knew from a very young age that I was supposed to work for myself. I was always making up little business plans for everything from lemonade stands to hobby shops, dreaming up how I could be a millionaire one day.

In high school after watching my dad start up several businesses and nearly bankrupt the family, I had more 'reasonable' thoughts and a good job in sports marketing sounded perfect to fit my aptitude and interests. Then I went to business school at the University of Colorado. Somewhere along the line they convinced me that working for a large corporation like Proctor and Gamble or Hewlett Packard was really the way to go. I bought it hook line and sinker.

I went for the big corporate job doing something I didn't even care about. I was a shift manager at Frito Lay managing the production of chips. I had insurance, paid vacation and a 401k. For a time I thought I had the tiger by the tail. Unfortunately, as time went on I felt as though I was a meaningless cog in a corporate wheel. Additionally, I was contributing to much of what's wrong with America: obesity and disease. My work actually went against health and fitness; some of my deepest values!

I was VERY far off the self-employment path that I knew was best for me deep down inside. I had quit listening to myself and listened to everyone else instead. I had accidentally abandoned my deeply unconscious values, created an opposing belief system and didn't even know it. I belonged working for myself in the sports world but I was almost literally drowning in a deep fryer. Have you done this to yourself? Just forgotten your true purpose? If you haven't, good for you!

In order to get what you want, you have to know what you want. Good stuff doesn't just start happening. Hawaiian Kumu Hula Aetua Lopez says you must know three things: who you are, where you come from and what you're here to do.

Just by going through the exercises in this book, you're only *beginning* to get an understanding of who you are and your deep needs. You're beginning to tap into your power. Great Kahunas say, "No matter what you think you are, you're more than that." Remember that you're more than your physical body and you're more than your mind. You're an all-powerful being who has infinite mental and spiritual resources to tap into. Now is the time to tap them!!

In the exercises and chapters that follow, you'll give yourself the opportunity to begin to know what you're on the planet at this time to do.

What about Kumu's question about where you come from? When I first heard this I answered to myself, 'I know exactly where I come from. I'm from Texas. My family has roots in Scotland. Big deal'. I proceeded to move on with my life without giving it much more thought. Later when I revisited the subject, I began to understand what he was getting at. Where you're from refers to the place we're all from: spirit.

No matter what your beliefs about church or God, you have probably realized, there's something that enchants us as humans. It makes us different from the seemingly inanimate objects around us. Some people call it God, The Great Spirit, or your Higher Self. It doesn't really matter. It's this cosmic and immeasurable energy that permeates the universe and literally makes the world go round. We're all connected to this source and can choose to use it to create great things for ourselves or we can ignore it. The choice is yours.

When it comes to practical application of Aetua's statement, I challenge you to consider spirit when deciding exactly what you want in life. You are powerful beyond measure. Through reading this book and doing the exercise, you're giving yourself the opportunity to step into that power. When creating your life, trust spirit and your inner knowing. Think big. You've got everything you need to create exactly what you dream up.

What if you don't know exactly what you want? You wouldn't be reading this book if you knew the specific details of exactly what you wanted. You'd be out doing it! Clients tell me all the time that they don't know what they want. Kahnuas will always say, "You know everything you need to in order to have the life of your dreams." Along the way, you may have forgotten it because you've wandered off the path to your own personal fulfillment. The exercise at the end of the chapter will help you further clarify and prioritize your deep desires.

It's okay to not know exactly what you want yet. You do need to give yourself permission to explore. When I first went through similar exercises as presented in this book, I never dreamed that I'd end up where I am now! It was through the process of giving myself permission to think outside the box that I've ended up as a Personal Trainer for Your Mind. I certainly would have laughed at anyone who would have told me years ago that I'd be doing this now. If I hadn't given myself permission to do something radically different than I was, I'd still never know!

After writing down my values and doing related change work, I had an epiphany. I believed that I wanted to be a sports agent. I'd get to work with athletes and do big business deals. I'd have an office like Jerry McGwire with signed pictures on the walls with footballs and baseballs incased on my shelves. In my mind, nothing could be more fun than that.

I marched down this path for quite a while. Then I realized that athletes don't often think very highly of their agents. Often agents are considered a necessary evil. Agents aren't as close with their athletes as I knew I'd like to be. Through the turn of events that started with making this decision, I've ended up assisting athletes with mental performance enhancement. I work closely with my clients and they enjoy coming to see me. When I allowed myself to be open to opportunity and pay attention to what I really wanted I found my passion.

Roadblocks

Every now and then I'll have a client who has an obstacle to knowing what they want. They may go months without that epiphany and deep knowing of their true purpose. It's then that I ask, "Are you afraid to know what you really want? What would happen if you knew?" Inevitably the answer goes something like this, "If I knew what I really wanted, then my life would change." I then answer, "Of course things will change, THAT'S THE WHOLE POINT, ISN'T IT?!"

My clients don't come in my office hoping that everything will stay the same for them. They come in hoping that life will change. That's the same reason you're reading this book: to improve your life. So get after it. When you give yourself the permission to do something about your dreams that things begin to change. You may know your ultimate destination and you may not. The key is to start walking down the path. At that point doors will open for you.

A client of mine told me this story which I believe is from Les Brown: "One day a friend of mine came over for a visit. When he got to the house, he asked why the dog was groaning. I replied, "He's lying on a nail". The question then came, "Why doesn't he move?" I said "He's not uncomfortable enough yet."

Is there part of you that's like the dog lying on the nail? Are you too comfortable in your position to change? Sometimes it can be comfortable to be uncomfortable in your pattern. It's true, sometimes the discomfort of our current situation and habits becomes familiar and you unconsciously do anything we can to hang on to it.

Sometimes your entire identity is wrapped up in who you think you are and everything that's happened to you. You get used to the roles you've given

Chapter 7

What About FEAR?

During the 1995 Collegiate National Championship Criterium, I learned one of the hardest lessons of my life. The race was going great for me. The altitude and thin air of Reno was wearing out my competition. The roads were very rough, and I had managed to navigate them beautifully, staying out of trouble. I was feeling strong and was clearly one of the fastest. I had my eyes on winning what then would have been my third Championship and my first one as an individual. As we entered the last lap, the roar of the crowd in downtown Reno was deafening. The neon lights of the casinos were beginning to glow in the twilight. I found myself in perfect position to win the race.

As we entered the second to last corner, I was in fourth position in the 100 rider, 30 mph pack. I was just waiting for the right time to sprint and take victory for myself. I knew that I needed to keep the sprint as short as possible to play it to my strengths.

As the tension grew and the speed picked up, suddenly there was an attack ahead of me. Then another! 'Oh no!', I thought. 'They're starting their sprint way too soon for me!' I didn't believe that I had enough gas to make it to the finish line at top speed from that far out. I had no choice but to react and sprint 100% no matter how far I had to go to the finish line. It was a do-or-die situation. I dove into the last corner at nearly 35mph. A couple of girls had gotten about a pedal stroke lead on me. I sprinted as hard as I could and was gaining ground but crossed the line in third. For most people this would be a fantastic result. But I was devastated. I knew that I was the fastest one there. I just hadn't played my cards right when it counted. I won third place but in my mind I lost the National Championship.

Looking back, I did not take the risk and initiate the sprint. I didn't trust myself to make it to the finish ahead of everyone in an extended sprint. I let fear creep in and rode way too conservatively. I did not know how to take control of the race, trust myself and win. Through losing, I learned how to win. I never, ever made that mistake again. I decided to give racing and the rest of my life 100% to win even if I wasn't sure what the outcome would be. You may choose to learn from my mistake!

Successful and unsuccessful people have the same feelings. Of the top girls in that race, everyone probably had the same feeling of fear and uncertainty. The rider who won didn't let it stop her. She's the National Champion as a result. I let fear stop me and I lost the race even though I was a faster rider.

Champions aren't always the fastest ones. Champions are fast enough, confident and use whatever strength they have in savvy ways.

Fear is not negative in and of itself. It's a message from your unconscious mind that 'something is about to happen'. If you wait for the fear about your new project or career change to go away until you act, you will end up waiting forever. The dictionary defines *fear* as a distressing emotion aroused by impending danger, evil, pain, etc., whether the threat is real or imagined; the feeling or condition of being afraid.

The key is to learn discernment about any fear you may feel. What is this emotion really trying to tell you? Is your fear just something you're making up by focusing on the potential worst possible outcome? Is there really impending danger? In my race there was no danger. I was afraid of not making it to the finish line at full speed and getting passed at the last moment. So I waited to sprint. And I waited. And I waited. I let others dictate when I started my sprint. I made it to the line at full speed; I just didn't win the race! Had I been more confident in myself and my ability to control the race, I would have trusted myself, taken a bigger risk and surprised everyone by attacking first. There's no way to really tell but I believe I would have won.

Is your body telling you there's true danger? If so, know you are hardwired for only one fear-related response: fight or flight. Let's say someone bursts into your bank as you're standing in line to make a deposit. They're yelling and threatening everyone with a gun. Your natural response would be either to run away or to wrestle the gun from them and fight back. You probably wouldn't have much time to think about either reaction, it would just happen.

When it comes to making changes in your life and especially your career choice, very little that you will encounter is truly fearful. Most times you will find that the fear is only in your mind. Most of the emotions that may come up at first are due to the fact that you're focusing on what you don't want: the worst possible outcome!

A great kahuna once told me, "You get what you focus on so focus on what you want." Keep pictures of what you want in your head. Tomorrow hasn't happened yet so visualize a good one. If you're doing that and fear is still coming up, your body may be telling you it's truly scared and the situation is unsafe. At that point, just don't do it. The rest of the time just go ahead and visualize exactly how you want things to turn out.

Chapter 8

Goal Setting

In this day and age just about everyone's heard of goal setting. It boils down to deciding exactly what you want and going after it. This works for any area of life and can be very effective when done properly.

Lots of people set goals. Some people achieve their goals and some people don't. Have you ever wondered what the difference is between these two groups? The difference is one thing: alignment of what they want consciously with what they want unconsciously. When these two parts of you are aligned, you become unstoppable to achieve anything you want. When goals are set but you're not aligned on all levels, results may be unpredictable. The system presented here gives you the tools to set goals and align all parts of you towards that goal.

MAKE IT S.M.A.R.T

It's important to write your goals down. The most successful people in the world write down their goals. You can use the space provided here or keep a journal for this purpose. In addition to being written, they need to be written so that they fit the SMART criteria.

S simple, specific

M meaningful to you, measurable

A achievable, as if now

R realistic, responsible

T timed, towards what you want.

The outcome with this process is to get your unconscious mind on board with what you want consciously. Remember that your unconscious mind has the mentality of a small child. When you're writing your goals, keep this in mind.

Your goal must be written so it's *simple and specific*. A short sentence that's to the point will most likely do.

It must be measurable or quantifiable. Avoid using terms like 'more', 'most' and 'best'. Instead, put a number to exactly what you want: dollar amounts, % improvement, etc.

Your goal must also be *meaningful to you*. We are going through a process creating *your* future. Not anyone else's. Although you may think they're in great need, avoid setting goals for your husband, mom or friend.

Your goal must be achievable. For example, if you've been working at McDonalds and haven't graduated high school, it may not be achievable for you to be the CEO of a huge, multi-national corporation next year. Set your goals high; make sure it's at least a remote possibility.

Goals must be written so they're in the present moment, or *as if now*. So write it beginning with 'I am now', or 'I now have.' Avoid using phrases such as 'I want'. In the later stages of this process, we will be giving your goal to your unconscious mind to happen exactly as you plan. When goals are written so that they are in the present moment, they give your mind drive to accomplish them. Anything else will leave you with a lack of results.

Make sure your goal is *realistic*, similar to achievable.

Goals also need to be *responsible* to you, others and the planet. Setting a goal to rob a bank isn't very responsible to others and you could get killed in the process. While this may seem responsible to you, financially, putting yourself in that danger and stealing isn't 100% responsible. Goals also need to be good for all around including Mother Earth.

Goals need to be *timed*. So put a date on when you'd like to have this accomplished. It could be tomorrow or five years from now. Get out a calendar and decide on a specific date..

Goals also need to be *toward what you want*. Remember that your unconscious mind can't process a negative. So keep it positive and focused on exactly what you want to happen, now what you don't want to happen! Take words like 'don't', 'can't' and 'won't' out of your goals.

Exercise: Write down your goal here and make sure it's SMART.

Need some help? Here's an example.

Goal: I want to make \$100k this year.

Ok, this is a good start. Now, let's make it SMART and aligned with what I'm guessing you really want:

I now have made \$100k/year with full benefits and four weeks paid vacation in a job that I love. December 2008.

Notice how this is much more specific than what we started with? You could even make it more specific adding in a certain industry and even hours that you'll be working. Do this with each and every goal you set. Be sure you stick to the process exactly and don't take shortcuts.

The All-Important Last Step

Now, ask yourself, "What's the last thing that needs to happen so you know beyond any doubt that this goal has been achieved?" For the example I used, it may be looking at your pay stub at the end of the year or checking your bank balance. Just make sure it's the VERY LAST STEP, not the second or third-to-last step.

This process is very powerful and you will get what you put out there. I used SMART goal setting when I was working to remodel a rental unit that I own. I only had one month to rip everything out, repaint, install the upgrades and rent it. I wanted three new tenants to move in by August 1 for \$1200 and I wanted them on one lease. When I visualized the last step, I pictured them calling to set an appointment to come sign the lease.

I showed it several times and then the call came that they wanted to sign and move in. We set the time for them to come over. I rejoiced in the happiness of an accomplished goal! Twenty minutes before they were scheduled to come over, the phone rang and they cancelled. Apparently, one member of the group didn't like the place. My heart sank. It was back to the work of finding tenants for me. I eventually found tenants and everything worked out for the best.

Months later, upon looking back on some of my journals, I noticed the error in my ways. My last step wasn't really what I needed to happen! When any tenant wants to sign a lease and move in, the true last step happens when the check clears the bank. I learned this lesson the hard way. I also learned that I got the exact goal I set, so I need to be sure to think goals all the way though. You may want to double check your goal now. Have you chosen the true last step?

Go ahead and write you last step here:

Putting a goal in your future

Now, make a picture of this step in your mind. It may be easier if you close your eyes through the process. Notice what's going on around you when you know you've achieved your goal. How do you feel? What thoughts are running through your mind? See the scene through your own eyes. Then, just as the feeling hits it's peak, make the scene into a snapshot. See yourself just as if you were looking at a picture that someone else took at this moment of accomplishment.

As you're there, nice and relaxed, looking at your picture, notice how you can adjust the qualities so that it's even more compelling. You can intensify the colors, make it bigger, smaller or add music. Maybe you like it just as it is.

Now, with your eyes still closed, visualize yourself taking that picture out to the exact date and time that you want it to happen. Just float above all of the events in your life out to your future and place that picture in your preferred date. As you're out there floating around, turn now and notice how all of the

events of your life line up to support you in accomplishing this goal. Then come right back to now and open your eyes. You've just put a goal in your future!

Now is the time when you just let go of how this goal comes in. It's easy to cause yourself trouble when you think that things have to happen a certain way. There are an infinite number of ways that goals can be achieved. Stay open to possibility and let the universe and your unconscious mind do the work. It may come to you in a much easier manner than you think!

My associate Maggie, myself and many of our clients have had amazing success with this process. Maggie and I created working with the New York Yankees and St. Louis Rams as a result. We use it to fill trainings and meet just who we need to in order to further our business. Clients have reported finding the perfect job, getting a raise, finding a future husband or wife, losing weight and even getting a surprise check in the mail. Your challenge is to get creative about exactly what you want to happen. No matter how big or small, SMART goal setting will be of assistance.

What happens if you still don't know exactly what you want in a career? The first goal I ever set was to know exactly what I wanted in a career. Try it and notice what happens! You'll be on your way to your new career in no time.

Recap of goal setting steps:

1. Write your goal so it's SMART
2. Get a picture of the last step through your own eyes
3. Step out of the picture and see yourself in the snapshot
4. float out to the specified date
5. insert the picture in the date
6. notice how all events between then and now line up to support you
7. come back to now
8. let go of the form

You've been provided separate worksheets to assist you in setting goals in any area of life. Print one out for EACH goal and put them in a nice notebook. Then, just watch yourself succeed!

Chapter 9

More on SMART Goals

The SMART process is very powerful and aligns you, your goal and the universe often creating magic. Things can seem to happen automatically. To assist yourself even further in accomplishing your goal, some effort and action on your part can be great. An old Arabic phrase says trust in spirit but tie your horse.

It's easy in our society to get caught up in trying really hard to accomplish your goals. Hard work is the foundation the United States is built on. I believe in work but not necessarily hard work. When you give yourself a chance to step into the flow, your 'work' can become effortless. You begin to attract people, things and events to you that will assist you to achieve all that you want.

Begin to notice the energy that you hold as you begin down the path of creating your life just how you want it. Are you out to conquer the world and destroy everything in your way? Have you worked yourself up into a frenzy of excitement? Or are you going about things with a sense of ease, motivation and grace? It's easy to try so hard that you can end up overworked with poor results. Jus relax and begin moving towards your dreams.

Wanting a certain result so badly can sometimes push it away from you. Strangely enough, sometimes when you back off from trying so hard, keep your eyes on the prize and just go with the flow, results can seem to land in our lap. The key is to take right action, not excessive action. Just allow the universe to do the hard work for you. There will be days that you feel as though you've accomplished a lot. There will be days that you feel like you're stuck, going nowhere and you want to give up. Your commitment will be tested. At those times, just remember that you get what you focus on so focus on what you want.

What if you just don't know what to do to get started on your goals? Are you feeling overwhelmed or stuck? Ask yourself this question, "What's a step that takes 90 seconds or less I can take today that will assist me in accomplishing this goal?" Ninety-second steps are small. They can include activities like making a phone call, asking a friend a question or doing a quick Internet search. Ninety-second steps don't require that much commitment, although you could choose to consider them the first step in creating the rest of your life. If you've read this book through to this point and have done the exercises, you owe it to yourself to take 90 more seconds and put everything you've learned into action. Notice how even taking a small step can give you momentum. You just may find yourself taking another!

Failure vs. Feedback

While the SMART Goal Setting process works extremely well, there will be times that you don't achieve exactly what you want, when you want it. You may think that you've failed.

Failure offers you an interesting opportunity. You get the chance to look back at events and notice what could have gone better, what you can change and what you can improve. You can also review your energy and beliefs and notice how you may have room for improvement in that area as well.

You will always meet with obstacles on your path towards success. Are you going to let them stop you? You may want to consider getting more creative and find a way around whatever road block is in front of you at the time. The path is rarely straight. The key is to have fun in the twists and turns.

When you're on target all the time with what you think should happen you may miss the opportunities truly meant for you. While it may be uncomfortable to miss your mark, you may open doors you never would have before. I failed at making the US Olympic Cycling Team. I also failed at being a sports agent or working in sports marketing. These bummed me out at the time. I had to get more creative and entrepreneurial. I had to create the job I wanted in the field that I wanted. Now I'm happier and more fulfilled than I could have conceived of than being in my 'dream jobs'. Today I get to help people and travel the world doing it. 'Failures' led to big success in my life as a whole.

"It's all about the Process"

My cycling coach Wally always told me that happiness in victory was all about the process of preparation. As much as it infuriated me to hear him keep repeating that over the years, he was right. I thought that I'd be happy when I won the National Pro Championship or whatever race was next on the calendar. I learned upon winning several races that the victory itself won't make you happy. I was still the same person after I won. After the flowers and the check were presented, I was still just me, no better or worse. In fact, victory seemed anticlimactic. It was fun but my world didn't change much as a result. I still woke up and had to put my pants on one leg at a time.

The joy you'll experience in getting where you want to go is in doing what it takes to get there. Wally always said that I'd look back and forget many of the races I won or placed well in. He said what I'd remember is the training, preparation, travel and all the friends I made along the way. He was right.

These things are exactly what I remember when I think back on my racing career.

Enjoy the process of creating life just how you want it. Happiness is a choice so chose it now. This lesson took me years to learn. If I would have listened the first time Wally told me, I would have had more fun, put lots less pressure on myself and probably won more races! No matter where you go or what you do, have fun. Use the tools you've learned to make this life a great one.

Traci Brown, is a 3x US National Collegiate Cycling Champion and former US Team Member. She is a Certified Master Practitioner of Neuro Linguistics, Time Line Training, Hypnosis and Huna. Through sports, she learned that peak performance in any area requires emotional balance, mental clarity & focus. Since 2000, she has dedicated her career to assisting athletes, businesses, teams & individuals in achieving desired goals and enhancing performance by turning to the power within.

A portion of the proceeds is donated to perpetuating the Hawaiian culture.