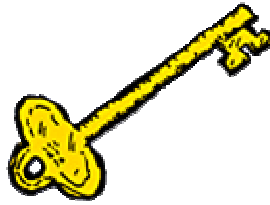


Inside: The Golden Key To Make ANY Success Program Work!



Disclaimer: (Sorry – the legal department makes me say this stuff, and sadly, I guess they're right)

The process contained in this document, (and in the recording), is NOT a substitute for professional help. If you suffer from any mental health issues, such as bipolar disorder, schizophrenia or depression, or any other condition not named here, please seek proper advice before working through this program.

The author accepts no liability whatsoever for any consequence of use of the material contained in this document, and in the recording of the process outlined here. You the reader must accept full responsibility for all and any such consequence or result of using the material here presented. Although the author is a trained psychotherapist and the ideas outlined and explained within are considered safe, the onus rests with you the reader/listener to decide whether to use and practice the program within.

Heavy stuff done! (But PLEASE read it – It's not just for my protection – it's for yours!)

Why ALL Self Development Programs Fail (And How To Make Sure They Work For You!)

By Trevor Emdon

If you've ever wondered why your life doesn't change despite all the courses you've been on, books you've read and workshops you've attended, here's the answer...

I guess self development, (self improvement, personal growth ... whatever name you give it) has been around since the beginning of humankind's appearance on Earth. Cave dwellers would have worked out how to hunt and fish in better and better ways, and we had the development of tools.

Why do you go on personal development courses, or buy books, audio or video seminars?

*Because you want **something** to change. Maybe you want more love or money, or less bad luck – but something has to be different. And of course, what do they all teach you? The thing that must change, the single and only changeable element there is in all the world and will be for all of your life is ...*

YOU!

Agh! Now, you're probably willing to change. You may well follow the programs/techniques/prescriptions to the letter, but six months after the event, where are you?

RIGHT WHERE YOU STARTED!

Give or take, I grant you. But if ninety-nine or even ninety-five percent of your life is pretty much as it was before you put in all of that time, money, effort and willpower, was it really worth it, you'll be asking yourself? Worse, far worse than that, since you really are the only changeable element in the whole of your life, you have to beat yourself up. The self-recriminating begins. After

all, you reason, it must be your fault, even if you can't figure out exactly what you didn't do or get quite right.

After a while you start to feel better. Even the best of the masters and gurus had their down times and even failures, (they call them results, by the way). They used these experiences, (let's call them that), to learn and grow from and became the wondrous beings they are today. You must learn to learn from your "results" too.

Well, if you're in learning mode, what better thing to do than to look around for a teacher! And so, off you'll go again on the same old merry-go-round.

The Subject of The Story

The person in the above account isn't really you, it's me. And it's probably you too. It's thousands of people. Tens or perhaps hundreds of thousands of people to be strictly accurate.

And I love personal development. I may not be a guru, (thank goodness), but I teach it, and I've been a student of the great and the small in the field. I've read literally hundreds of self help books, attended countless seminars and workshops, had thousands of group hugs, ended up with dozens of mailing lists of people you never hear from or contact again and along the way have gleaned an almost encyclopaedic knowledge of how to run my life to perfection, be a millionaire, live in harmony with nature and generally be a super human being.

I've led workshops too. I've had audiences of less than half a dozen to many hundreds. I've written more than a handful of self help books and programs too, and many articles on topics related to self help and self improvement.

The results are always the same. The vast majority of people don't change. In fact, not only do they not change, they don't even try. It is well known

amongst self help authors that most people (around 90 percent) don't read beyond chapter one!! (A survey done by a prominent manufacturer of recorded language courses found a similar statistic: ninety percent of their customers never listened to more than the first disc! Many even never got further than disc 1, track 1).

So why *exactly* didn't my life or your life or the lives of those many thousands change very much? Why didn't my life end up being parallel to Anthony Robbins' or Bob Proctor's?

Are they bad teachers?

No. They're fabulous teachers.

Was I a bad student? (Along with those tens of thousands of others)?

No. I was a very good and diligent student, as I suspect, you were too.

So the problem was... ?

Maybe all of those people are just addicted to personal growth material: they like the reading and the group experiences.

Hmm. Maybe. But not ninety percent. Most people I've met who move in these circles, (and I've met thousands), genuinely want to improve their lives in some way. They want *more* from life. Not simply more money or things or even love, (although all of those will be high on most people's wish lists), but they want more *satisfaction* from life, more *fulfilment*, more juice. They want peace of mind and personal freedom.

So why don't they get it?

It's because of something I've called "**Core Image**". If you were told from a tender age, (and I do mean from around three years old), that you were clumsy, or you never got anything finished, or that you were untidy, you began to integrate that into yourself as part of your identity. Not, as you might now, consider it a characteristic, or even a misjudgement on the part of the person expressing that view of you, but *actually who YOU are*.

Up until the age of about six or seven you are trying to figure that out – the question of what and who exactly you are. Certain messages will get absorbed and become part of the fabric of your being as surely as an ink stain will become a part of a linen tablecloth forever more.

Does this indelibility mean that you cannot change?

Fortunately, I think the answer to that is no. You CAN change. But you aren't going to do it with most self help courses and books unless you go deep. The answer lies not in trying to remove the stain, but to replace the entire linen tablecloth!

You need to replace, or at least "update" that Core Image – but you can't do it from an adult perspective. You judge yourself too much and too harshly now. Who do you know who says, when you pay them a compliment, "Oh, it was nothing really. I didn't really do anything very special ..."?

Can you imagine a child saying that? Say "Well done, Jo!" to a three year old and she'll glow with pride!

To give you a personal example, I remember that my mother would frequently tell me when I was a child that I was intelligent. She always said it with pride in her voice and her eyes, and a smile on her face. Sometimes, I daresay, (I can't remember this much detail), it might have been accompanied by a hug or a kiss too. I can even recall that she said it about me to others, like my father: "Trevor's a very intelligent child, you know."

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