

# Four Steps To Wealth

Is brought to by Stuart Goldsmith of The Inner Circle..

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## Welcome!

Years ago I wrote what was to become a best-selling book called *The Midas Method* and over the years I have had many people say that the report profoundly changed their lives and set them on the road to a brighter, wealthier future.

Whenever I appear in public as a speaker, I can always guarantee that someone will shake my hand and say something like: "I just want you to know, your book changed my life."

Very gratifying!

The book is still available if you can get hold of a copy, but what I have done in this special report is to distil the basic ideas contained within its pages, down to a far shorter, more manageable length under a new title *Four Steps to Wealth*.

I hope you enjoy the insights I am so excited about sharing with you.

## It All Starts With Belief

Let's start with a question.

Do you believe in yourself? Do you believe that you can have more, that you deserve more, that you can BE more?

Be careful about just answering 'yes'...

When I started out on this journey, years ago, I didn't believe in myself enough to get the life that I really wanted. I thought that those things were for other people - a nice house, a good quality car, time to do whatever I wanted without being a wage-slave. At best I thought (if I did think about it at all), that one day, at some distant, undefined time in the future, I might have a better life. I was jogging along, working for a major UK Corporation, underpaid and with no hope of promotion. I was renting a flat and driving a beaten-up old car which would hardly pass its road-worthiness test. My love-life was a mess and my bank balance was very red.

Financially I was just holding my life together; the same as most people.

I received weekly letters from the bank demanding repayment of my unauthorised overdraft. There was no hope of promotion at work, and hence no hope of a salary increase.

I was also enmeshed in a deeply unhappy relationship from which I couldn't seem to escape. I mention all this in case you think I am somehow 'special'. Authors seem to have this rosy glow around them, don't they?!

Does my story sound a bit like yours? At least in places?

Don't worry, there are millions of people with a very similar tale to tell.

About this time, someone gave me a 'Positive Thinking' book. I don't remember the title, but I do remember that when I read it I was very sceptical.

That report had a very simple message. The message was this:

## BELIEVE THAT YOU CAN DO SOMETHING AND YOU WILL DO IT

This sounded so ridiculously simple, that my first reaction was to laugh it off and forget the money that I'd spent on that book. But something kept nagging away at me; I couldn't seem to get that simple message out of my mind. I ended up reading the book several times over.

The idea was so simple; yet it had a ring of truth about it.

Could it really be so easy? Was there a way that I could apply this principle and improve my *own* circumstances?

After reading and re-reading that book, I decided that I had nothing to lose. It wasn't actually going to cost me anything to try this idea. I wasn't being asked to send in any more money or invest capital in a 'Get Rich Quick' scheme; I was merely being asked to believe; to have faith in myself. **I figured that it couldn't be a bad thing to have faith in myself, regardless of whether or not I got rich at the end of it.**

I also knew that if, by putting these principles to work, I could start from nothing and get even a fraction of the things that I wanted, then I must be onto a winner!

From that moment on, there was no stopping me. I read every book about 'Positive Thinking' and motivation that was going. Some were terrible, some were very good; but all were lacking in something.

Even at this early stage, before I had applied the principles of 'Positive Thinking'; I thought to myself, "If this works, I'm going to write my own report and pass on my experiences." In a

sense I was using myself as a guinea-pig. If these principles could work for me; they could work for anyone!

## What Did I Do. . . ?

First I decided (yes, just decided) to make some REAL money and stop messing around. Then I applied the time-proven principles of positive thinking which, over the next few years brought HUGE personal benefits for myself, I felt as though everything I touched turned to gold!

## The Result ?

Well, on the material level I am pretty well sorted and have (amazingly!) become a multi-millionaire with a string of properties to my name. Obviously I could own any car, and have, in fact, owned 3 brand-new Mercedes, eleven BMWs and a Porsche 911 – not all at once! These days I've gone all 'Eco' and drive a Toyota Prius Synergy car. No street cred – but I've done all that and could buy myself a top of the range Rolls for cash tomorrow, if the mood took me (which, I assure you, it won't!)

## How Did I Do It ?

I achieved my ten million pounds (and all the other things), by using the simple techniques outlined here. This stuff really does work! I did not, (as in a lot of 'Get Rich Quick' reports), have a helping hand up from anyone. Nobody left me a penny. I have no special talents or abilities, (although I have my fair share, just like you). I wasn't 'lucky' in the sense that I discovered that my house was built on an oil well, or that I gambled money and won. **I've had my fair share of good and bad luck over the last eight years - just like you.**

Starting with a large overdraft, I achieved everything that I have today by simply changing my beliefs. By believing that I deserved these things. By believing that it wasn't just other people who made money or got the good things in life - by believing that I could do it if I really wanted to. That's all.

It's that simple. This is the only major 'secret' I am going to impart to you in this report.

The rest of the report is devoted to convincing you that what I say is true.

Why do I need to convince you? Because if you genuinely believed what I said, you would already be well on the way to having everything you wanted. You would not need this report, and you probably would not have bothered to get it.

The very fact that you're reading this means that you probably don't have everything you really want. I'm telling you that the main thing stopping you from having everything that you really want is BELIEF. You can have it if you believe that you deserve it.

Consider the following statement:

## BELIEVE IN YOURSELF AND YOU CAN HAVE AS MUCH MONEY AS YOU DESIRE

Do you believe this statement? The chances are that you don't (at this stage). So what would be the point in me telling you to recite this over and over again until you believed it? You wouldn't! You would just get bored and give up; then you would put this report on the shelf and forget it! That's not what I want.

I want you to succeed. I want you to have all the things you deserve. I achieved everything I ever wanted by starting from these first principles. Don't let your scepticism and disbelief stand between you and success.

# Harmful Beliefs

You probably believe (quite strongly) that there are all sorts of things standing between you and a large amount of money. (I use money as an example, you might want something else.)

You probably believe that all or some of these things stand in your way:

- 1) **Age:** (“I’m too old/young.”)
- 2) **Sex:** (“It’s tough if you’re a woman/man.”)
- 3) **Background:** (“I never had a chance.”)
- 4) **Physical abilities:** (“With my wooden leg? Forget it!”)
- 5) **Luck:** (“I never get the breaks.”)
- 6) **Education:** (“I was in my first job at thirteen.”)
- 7) **Race:** (“It’s hard if you’re Black/Chinese/Asian etc.”)

You are completely WRONG of course! As I’m sure you realise, I could find any number of examples of people in those categories who have become successful.

If you hold such strong beliefs (and the chances are that you hold at least a few of these); you can begin to see that your’re already sabotaging your own success.

But look what you could be missing out on!

Starting from NOTHING, I banked TEN MILLION POUNDS (\$16 million) using only the secrets divulged to you in this report. I achieved a great many more things besides. For example, I only work two or three days a week, the rest of the time is mine to do with as I please - I don't have to work at all if I don't feel like it of course but I love my work (writing and giving seminars)!

If I can do this, starting with an overdraft, I *know* that you can - because there is nothing 'special' about me.

It's all very well if someone tells you how they made a million after 'Daddy' left them half a million! Anyone could do that! It is also interesting, but irrelevant, if someone who is a brilliant inventor, or a financial genius, makes a million. Good for them! But where does that leave the ordinary person like you and me?

If you’re in anything like the position I was in, then you'll probably have almost no spare money (perhaps a few hundred if you sell some things!) and you probably are not absolutely brilliant at any one thing. You are exactly the sort of person this report is aimed at. Forgive me for categorising you, but I wrote this report for the normal, ordinary person who has a genuine desire to obtain everything they have ever wanted. It CAN be done; I know, because I did it!

**You are on your way to an exciting new life. A life where you can achieve ALL of the things you want to achieve; where wealth, success and happiness are within your grasp. Will you reach out with me now and take them?**

# Making a Start

There are four parts to attaining everything that you want in life. They are simple to explain and I will tell you what they are:

1. Know what you want.
2. Believe that you are worth it.
3. Believe that you can achieve it.
4. Go out and get it.

Now most people would think that item number four - getting what you want - is the biggest obstacle standing in their path. **THEY WOULD BE WRONG!**

You will be surprised to learn that knowing what you want and believing that you can get it, form over **SEVENTY-FIVE PERCENT** of the secret of success. Yes, 75%! It is this 75% which I will deal with in this report.

Actually going out and getting the things you desire is only 25% of the battle!

You, like me, and millions of other people, have probably spent a lifetime thinking that it was the other way round! You probably thought that belief in yourself and knowing what you want formed 25% of the solution, and that getting the things you want formed 75%. This is the first of many 'minor secrets' which I will impart to you in this report.

Before I realised that belief in myself and knowledge of where I wanted to be, were so important, I had blamed external circumstances for my lack of success. I blamed anything and everybody rather than myself. I said things to myself like:

“If only I had been born rich, or someone had left me some money, then I could do so much.”

“If only I had chosen a different profession; this job is a dead-end, it's too late for me to retrain.”

“Other people get rich, not me. They probably do it illegally anyway; either that or they're lucky.”

I spent a great deal of time and energy re-enforcing my Negative Self Image (NSI), then finding reasons why I could not *possibly* make a success of my life. I spent many hours doing this; I worked at it very hard!

Are you as guilty as I was? Do you spend time thinking up detailed and plausible reasons why you can't have the things you want?

Worse still, do you firmly believe that you are a special case, that your unique circumstances totally exclude you from success and happiness? Are you prone to thinking, “It's all very well for him, but...”?

Together, we will shatter the illusion that your present situation is caused by external influences over which you have no control. You will come to know for yourself that you *can* control your own destiny (within limits, of course!), that you can 'call the shots', that you are not a puppet whose strings are being pulled by some external agency.

## Belief in yourself and knowledge of where you want to be are vitally important to your success.

When you know where you are going, and believe that you can get there, the path just opens up for you. Things 'just happen'.

A desire which was just a 'pipe dream' can become a reality. By applying yourself to changing your belief structure, the whole world opens up to you!

I'm telling you that it **REALLY IS SIMPLE!** When I suspended my disbelief all those years ago, I gave myself a chance in life; after all, I had nothing to lose. But what have you got to lose?

Nothing!

You will need belief in order to change your life as from today. Together, let's have a look at belief. The amazing factor which accounts for a massive **FIFTY PERCENT** of the pathway to success.

# Believe In Yourself – You’re Worth it!

Belief is the first and most important secret of happiness and success.

Right now, at this very moment, you are reading this sentence at a certain stage in your life.

**Think about your life for a minute or two.**

Think about the financial side, for a start. How well off are you? Take a look around you at your possessions; think about your bank balance and savings account (if you have either), think about your total wealth.

Now do a little exercise: On a piece of paper, add up your total wealth, (this can be done in a very short period of time).

Do it roughly; there's no need to be exact. Write down your big assets first, with an approximate price next to them, then your most expensive possessions, then the approximate value of your other possessions.

Now look at your total. How do you feel about your total financial worth? Are you happy or unhappy about it at this stage of your life?

The chances are that you would like to do better; probably a *lot* better.

Now I want you to try something: Imagine being in a better financial position. Strongly visualise yourself driving the car you really want or living in the house you have always desired; spend a little time over this until you can really imagine yourself in this better position.

Now ask yourself a vital question: “Do I believe that I am *worth* this and do I believe I can *achieve* this?” Ask yourself this question now. Think about it for as long as it takes to come up with an answer and don’t be tempted to answer yes, just because it sounds good. Look a little deeper within yourself.

If the answer is an emphatic “YES!” then great; you are well on your way to achieving more. If the answer comes back as “NO” or you are unsure, then join the club of millions of people who have not yet started to believe in themselves. Right now you are totally trapped by your lack of belief. No wonder you don't have the things you want - like a nicer place to live. **You don't believe that you are worth it and/or you don't believe you can get it!**

**Until you start believing in your own worth,  
there is not a single chance in ten thousand that  
you will ever achieve the wealth and happiness  
you really deserve.**

Why? Because no matter how hard your conscious self works towards achieving these things, your subconscious knows that you are not worth it! Your subconscious will go to great lengths to sabotage all your efforts and ensure failure - your conscious and subconscious minds will not be working as a team!

In fact they will be pulling in opposite directions, like a tug of war. What will happen if your conscious mind tries to improve your lot in life, but your subconscious mind is works, like an underground resistance organisation, to foil your plans?

I'll tell you. **Your best laid plans and efforts will 'accidentally' come to grief.** You will make silly mistakes which will ensure failure. You will have a terrible run of 'bad luck', or maybe sudden ill-health will prevent you from attending a vital meeting, or going on holiday, or something else which is important to you.

**In short, your subconscious mind will try every trick going to ensure that your efforts are neutralised.**

Your conscious mind knows nothing at all about these secret plans of sabotage and mayhem! It thinks that it is trying *really hard* to achieve the things it wants. It can't understand why things 'just' keep going wrong. It is amazed that every time it gets close to achieving a major goal, something always seems to go wrong at the last minute!

## Digging Holes

Please understand that it is not enough just to say that you believe in yourself; you must really believe in yourself. Similarly, it is not enough to work really hard towards your goals without this belief in place. To give a silly example: You could work hard all week long digging a large hole in the ground, then work hard all the following week filling it in again! You would have put two weeks of solid effort into something and achieved nothing!



Most people spend a lot of their lives digging holes and filling them in again.

## IF YOU DON'T BELIEVE IN YOURSELF YOU ARE HANDSOMELY EQUIPPED TO FAIL!

No amount of effort on your part will assure your success. Amazingly, not even luck will work for long. If your Great-Aunt Aggie left you a fortune, and yet you didn't believe that you were worth leaving it to, then within a short while it would be gone, slipping away through your fingers, frittered away on useless schemes and ideas. Spend on tinsel trivia, shiny baubles and expensive designer toys.

## Two Types of Belief

I have talked a little bit about one type of belief, the belief in your fundamental worth as a human being, the belief that you deserve all the things you are striving for. This type of belief stems from having a Positive Self Image.

I have called this type of belief **PSI-belief**, (Positive Self Image Belief).

The other type of belief is your belief in your *ability* to achieve your goals. This type of belief is easier to get than PSI-belief, but it is an equally important ingredient of your success equation.

I call this belief I-CAN belief.

Both of these beliefs must be in place before you can start seriously working towards your major life-goals.

## PSI BELIEF IS BELIEF IN YOURSELF

## I-CAN BELIEF IS BELIEF IN YOUR ABILITIES

These two beliefs are quite distinct and separate from one another. The first is much more important than the second, and far harder to obtain; but both are foundation stones of success..

Because this is such an important point, I want to summarise what I have just said:

PSI-belief is concerned with how you feel inside about yourself. It is about having a Positive Self Image; knowing that you deserve more, that you are worth it.

I-CAN belief is concerned with convincing yourself that you are *able* to achieve your goals.

I want you to clearly understand the difference between these two types of belief, so let me give you an example which will help you:

Mary, David and Sue have always longed to go on a skiing holiday. Mary is lacking in both PSI and I-CAN belief. Let's hear what she has to say:

MARY: "I would love to go on a skiing holiday but I have so much to do at home, there's the dog to feed as well, and it would be selfish of me to take a break whilst the children are so young. Anyway, I'm really clumsy; I'd never get the hang of it."

**TRANSLATION:** "My needs are less important than a dog's (PSI) and I couldn't do it anyway (I-CAN)."

David is lacking *only* in PSI-belief: Let's listen to him:

DAVID: "Skiing is for rich people, not for the likes of us. Pity really because I'm sure I would be good at it as I love most physical sports."

**TRANSLATION:** "I'm a second class citizen and I'm going to make sure that I stay that way. I don't doubt my abilities though."

Sue is lacking *only* in I-CAN belief. Here's what she might say:

SUE: "A holiday is a really great idea. I deserve a break after the year I've just had. The children can go to my Mother's, she'd love to have them and the change would do them good. Does it have to be skiing though? You have to be really athletic and muscular don't you?"

**TRANSLATION:** "I feel good about myself inside and know that I am worth this break. However, I have doubts about my abilities, and I'm a bit scared of this unknown challenge."

These examples should help you to understand how different the two beliefs are.

I'm now going to tell you something which you might find surprising: PSI-belief is to do with FEELINGS and EMOTIONS about yourself, and is not easily improved by logical argument, whereas I-CAN belief is more rational, and is open to logical argument.

This becomes obvious when we look at our skiing friends.

No amount of rational, logical argument about how easy it is to ski, how cheap the kennels are, or how much the children might enjoy her being away, will convince Mary to go on this holiday.

Why? Because she doesn't think she is worth it! All this talk of dogs and children is just a smoke-screen to give her an excuse for not going.

If I did try to convince her, the conversation would go something like this:

ME: "Mary, why don't you take this break, you deserve it!"

MARY: "But who would look after the dog?"

ME: "There are plenty of excellent kennels close by, but if you don't fancy them then I could look after it for you."

MARY: "Thanks; but it's not just the dog. Don't forget I'm a Mother and have certain responsibilities to my children. I can't just get up and leave them."

ME: "Sure you can! They're old enough now, and you've told me many times that your Mother would love to have them."

MARY: "That's true, but I couldn't really afford to go. There are so many other things I should spend my money on, like clothes for the children."

ME: "Why not spend it on yourself just this once?"

MARY: "Anyway, I couldn't leave the house empty for all that time, there are lots of burglaries around here."

And on and on and on! One excuse after another. Do you see what I mean? Mary's practical problems are purely incidental to the central message which runs through her every sentence. This message is: "I'm not worth it. I should spend money on other people not me. I don't deserve a holiday."

Do you see that **no amount of rational talking or explanation can help Mary?**

Sue, however, is a different proposition. She has a fundamentally Positive Self Image; all she needs is a little convincing and reassurance about her abilities. I could probably persuade her to go if I told her about the easy slopes, the beginner's classes, and the fact that there would be dozens of people just like her. In other words, by presenting a rational argument, I stand a good chance of boosting Sue's I-CAN belief.

A talk with Sue might go something like this:

SUE: "I've never been skiing before, I couldn't do it. Surely you have to be really fit?"

ME: "Nonsense! Most of the people going won't have been before. There are beginner's classes and excellent training."

SUE: "I'm too old though. They're all youngsters aren't they?"

ME: "Are you joking? Last time I went there were three people over sixty who were there for the first time!"

SUE: "I'd be scared of hurtling down those long slopes like you see on the television."

ME: (Laughing), "You only get to go on those slopes when you're good and ready. You'll be starting out on the flat!"

SUE: "Really? Perhaps it would be fun after all."

A little more rational argument and Sue might be willing to go.

Notice the difference between Mary's message and Sue's message:

Mary is saying: "I'm not worth it."

Sue is saying: "I can't do that."

These are very different statements.

Notice also, how I was able to persuade Sue by rational argument? Increasing your belief in your own worth (PSI), is a more difficult proposition, because it is not amenable to rational argument.

Do you remember earlier I asked you to take a little time over the question, "Do I deserve a larger house?" This is because I knew that PSI-belief was not easily approached by such intellectual questions. PSI-belief is lodged so firmly in the subconscious mind, that I asked you to IMAGINE being in your new home.

The coins of the subconscious mind are IMAGES, just as the coins of the conscious or rational mind are THOUGHTS. There are no thoughts in the subconscious mind.

Because all this talk about conscious and subconscious minds can be confusing, let me summarise this chapter briefly:

## YOU WILL NOT ACHIEVE YOUR GOALS WITHOUT SELF BELIEF

### THERE ARE TWO TYPES OF SELF BELIEF, PSI BELIEF AND I-CAN BELIEF

PSI-Belief reflects how you FEEL about yourself deep down inside.

It is about your level of self-worth. PSI-belief cannot be improved by rational argument, reading reports, or discussion. **It can be improved by visualisation and by actually achieving something, starting off with small things.**

You must have a Positive Self Image if you are to succeed - you must believe that YOU ARE WORTH all the good things in life, you must believe that YOU DESERVE IT.

I-CAN belief reflects how capable you think you are on a 'nuts and bolts' level. It concerns how you think about your abilities and what you believe is possible or not possible for you. It is largely a learned response and is heavily determined by your upbringing and schooling. It can be unlearned.

When you have PSI-belief and I-CAN belief then you have the solid foundations for success.

You are now well on your way to understanding why belief is so important to your success. Let us now examine PSI-belief in detail, and see how we can improve it.

## PSI Belief

PSI (pronounced "sigh"), means Positive Self Image. We need a Positive Self Image if we are to be happy, successful, loving and complete human beings. Unfortunately, few of us have a very strong PSI, and a lot of us have a pronounced Negative Self Image (NSI).

**Lack of PSI-belief will prevent you from achieving the things you want in life. How much it will prevent you, depends entirely upon the depth of your Negative Self Image.**

There is a very simple relationship between your PSI and your achievement potential: The STRONGER your PSI, the MORE you will achieve.

The converse is also true: The STRONGER your NSI, the LESS you will achieve.

Remember that this is independent of your abilities, and independent of 'luck', although these two are frequently blamed for the failure which always accompanies a Negative Self Image.

I also told you that PSI cannot be improved by rational argument, this is because the subconscious mind does not understand argument (or even English, for that matter!), and PSI is buried deep in the subconscious.

Therefore I will not waste any time telling you what a really wonderful person you are and how you deserve all the things you really want in life. Although this is true, it will not have much of an effect upon your Negative Self Image.

Instead I want to explain a little bit about how people get Negative Self Images in the first place; then I'll tell you how to dramatically improve your PSI to the point where you can unlock the doorway to success.

## Where Does NSI Come From?

Most people are dealt a full hand of PSI at birth.

Safe in the womb, the baby feels warm, relaxed and loved. It has no inkling of the potential dangers which lie outside. If it could enter into a discussion with you, it would probably say that it felt valued and wanted; in other words, it would have a high PSI-level. (Arguments about pre-birth traumas aside for the moment.)

After birth, the baby enters the 'stage of life' upon which will be enacted an important drama. All good drama has conflict as an underlying theme; and in this case the conflict is between the forces which *increase* the child's PSI level, and those which *decrease* it.

You entered onto this stage the moment you were born, and since that moment, you have been subjected to some forces which made you feel good about yourself (increased your PSI), and some forces which made you feel bad (decreased your PSI or increased your NSI).

These forces we will call 'strokes'. (A term coined by Dr Eric Berne.)

**The present level of your PSI-belief is a direct result of these conflicting strokes throughout your past life.**

If you have a high PSI, then you received more (or better quality) positive strokes than negative.

If you have a low PSI, then you received more (or stronger) negative strokes than positive.

I will now tell you something which is very important:

These strokes have far more effect upon your PSI when you are younger than when you are older. (By 'older' I mean over about twelve!) Remember also that strokes are stored away subconsciously, so you don't have much access to them via your conscious mind.

Positive and negative strokes started to accumulate when you were born (some would argue before). As a baby you immediately started to store away feelings about your own self-worth (PSI- belief), depending upon how your parents handled you and spoke to you. If they spoke softly and were kind, loving and gentle, then your PSI started to increase. On the other hand, if they were rough and unkind, your PSI started to decrease.

In the real world, few babies are either loved absolutely, or continually brutalised, so you probably received a mixture of positive and negative strokes depending on the stress-levels of your parents! Hopefully you received far more positive than negative, but if it was the other way round, then you were off to a bad start with a pronounced NSI.

The process didn't stop there. As you grew up into a toddler and learnt to speak, you started to be bombarded with messages intended to alter your PSI one way or another.

Wait a minute! Surely the PSI is not affected by messages like these because it is in the subconscious and the subconscious doesn't speak or understand English?

That's right! It is not really affected by the *content* of the message (although the I-CAN is!), but it is affected by the *emotional tone* of the message. Put simply, the words are not important, it is the way they are said which affects the PSI.

## The Power of Emotional Tone

For example, you could say really softly, gently and lovingly to a one-year-old: "I wish you would go and jump in the pond and drown, I can't stand the sight of you!" The chances are that the child would smile sweetly back at you.

Alternatively, you could yell loudly and angrily at the same child: "I think a banana is a yellow skinned fruit and I'm going to eat one NOW!" and no doubt it would burst into tears and become very upset.

**The content was unimportant, it was the emotional tone which had the effect.**

I will now tell you something surprising: Even when you are old enough to understand language it is *still* the emotional tone of the message which affects your PSI-level and not the content.

(The content affects your I-CAN level but we will be discussing that in the next chapter.)

Let me give you some examples:

Danny is four years old and very pleased with the model boat he has just made. He toddles up to Daddy and proudly displays his handiwork.

Daddy says in a flat monotone without looking up from his paper: "That's really very good Danny, well done." Danny feels dejected and toddles off to play by himself.

Although the content was correct, the emotional tone did not support it! The emotional tone said: "I don't care about you, I'm far more interested in my newspaper." **And this was the message received and filed away in Danny's subconscious where the PSI is stored.**

Score minus-ten for Danny's PSI-belief!

How about this though? Danny toddles up with his model boat and shows it to Dad. Dad puts down the paper, takes the boat, admires it, smiles broadly at Danny then gives him a great big hug. ALL WITHOUT SAYING A WORD!

Danny goes away glowing with pride, even though the verbal content of the exchange was zero!

Score plus-ten for Danny's PSI-belief!

The messages received between birth and about five years old play a major part in determining your present level of PSI-belief. I would estimate that these messages formulated over half of your PSI belief, and that the remainder came as a result of all the years since!

If at least half of your PSI-belief was formed before you were five, is it any wonder that you cannot access it via your conscious mind? It is there nevertheless and it controls your life as effectively as a puppet-master controls a puppet.

## School Days

When you went to school you opened yourself up to an absolute barrage of messages, a great many of which affected your PSI-belief.

Even here though, the *content* didn't really affect your PSI-belief, but the *emotional tone* certainly did.

Supposing your mathematics mistress took you to one side and said to you very kindly: "Although you have a lively and inquiring mind, and despite the fact that you've tried really hard this year, I feel that maths is probably not the subject for you. However, your many other abilities outweigh this and I have suggested to the headmistress that you be allowed to join the fourth year Latin class."

The *content* of this message is a bit of a downer. She is effectively saying that you are useless at maths, and this will be noted by the I-CAN. However, she has not really affected your feeling of self-worth because her emotional tone suggested that she liked you, and that you were a really worthwhile person.

Contrast this with the same treatment your friend receives at the hand of the dreaded Mr Masters: “Pay attention Jones, you disgusting, snivelling little creep! Just because you're top of the class and get every answer right, doesn't give a smart-ass like you permission to dream your worthless life away staring through the window!”

A little extreme perhaps, but the *content* was effectively telling Jones that he was really good at maths! (and this will be noted by his I-CAN), however, how do you think the message affected his PSI? Badly! His PSI-belief only heard the *emotional tone* of the exchange, which effectively told Jones that he was not a worthwhile person, and that the master despised and loathed him.

His PSI-belief will be greatly reduced if exposed to too much of this type of treatment - particularly if it is being re-enforced in his home life.

## Out of School

As we grow up and mature, we become somewhat less sensitive to direct assaults on our PSI-belief. (As I said earlier, a large part of your PSI-belief is formed before the age of five.)

For example, if you were involved in a car accident and an offended party started waving his fists and saying things like:

“Your sort shouldn't be allowed on the road you moron!”, it is unlikely that you would allow this to affect your PSI-level. You would (hopefully) be mature enough to make allowances for circumstances.

However, a great deal of PSI-damage can be done by a process called 'discounting'. Put simply, anything which discounts you as a human being is likely to decrease your PSI-level. Two trivial examples will suffice - I'm sure we have all experienced these, or something like them:

You are waiting to get served at a crowded bar. Your turn comes and goes, but no matter what you do the barman seems to ignore you, (although he serves several people on either side of you).

You may easily feel discounted and worthless because the implied message is: “All these people are more important than you, you're worthless.”

Or: You are waiting in a queue, (a peculiarly British pastime), when someone pushes in front of you. Again you feel very upset; not because you have to wait a little longer but because you received the message: “You're so worthless I'm not even going to acknowledge your presence.”

Too many of these situations without the compensating positive strokes can cause a gradual decrease in an otherwise mature person's PSI-level.

It is very important that you understand that PSI is a dynamic, changing thing and is affected by daily positive and negative strokes.

## EVEN THE MOST RUGGED PSI WOULD CRUMBLE IF DEPRIVED OF POSITIVE STROKES FOR TOO LONG, OR EXPOSED TO NEGATIVE STROKES REPEATEDLY.

No person is an island unto themselves. For example, if someone with a really high PSI were to find themselves in solitary confinement, say in a prison camp where they were being continually

brutalised, and without access to positive strokes (e.g. other prisoners), it would be an alarmingly short time before their PSI level was reduced to nothing. This extreme example should serve as a reminder to us that we have to continually maintain our PSI-belief.

I was very excited when I first realised that PSI-belief was central to achieving success, because up until that point I had blamed external factors for my lack of achievement. Of course these external factors (lack of money, bad luck) being external were out of my control. If they were out of my control I couldn't do anything about improving my situation could I? I wasn't to blame! I could happily carry on moaning about my bad fortune, complaining about my lack of abilities, talents or money and starting every other sentence with "If only...." After all, what could I do about it?

When I realised that PSI-belief was the real controlling factor and that all the other things which I had blamed were minor by comparison to this, it was as though I had suddenly woken up. The shock of realisation was quite a powerful and liberating experience. It is my sincere hope that through this report, you will come to have this experience yourself.

I was still puzzled by one thing though.

*Why* does our subconscious mind prevent us from achieving all the good things which we deserve? It seemed to me to be plainly stupid that a part of your mind could plot in secret against another part to stop us from being happy! I could understand it if it were the other way round, for example if the subconscious mind prevented you from smoking, drinking or taking drugs because it knew that these things would harm you! But the very reverse is true. Many people do some or all of these things knowing that they **WILL** be harmed!

## The Pay-off

The mind does not do things without a reason. It has not evolved to act in a haphazard fashion. Every 'brain circuit' evolved for a specific survival reason. There has to be a 'pay-off' for all behaviour, **EVEN NEGATIVE BEHAVIOUR.**

The 'pay-off' for positive behaviour was obvious to me. We indulge ourselves in good food and drink and we wear nice clothes, because these things feel good and have very few negative effects.

I could also just about understand the 'pay-off' for physically harmful things like smoking and drug taking. Obviously the instant pleasure was a stronger influence than the spectre of some possible future health problem.

What I could not understand, for a long time, was why the subconscious should seek to prevent us from achieving something good which had no (obvious) negative effects. Why should our lack of PSI make us act in a way which was guaranteed to make you fail, hence make you feel more miserable and worthless and thereby reinforce your NSI? It seemed like a vicious circle with no obvious reason or 'pay-off'.

A behavioural psychologist could easily have answered my question for me, but at the time I didn't realise this. I had to study psychology before I found the answer.

The answer I found may surprise you; it certainly amazed me!

Put very simply, I believe the answer to be this: The subconscious mind doesn't really care a fig for our 'happiness' as such.

**The subconscious mind couldn't care less about your goals, ambitions and dreams.** It is really *not interested* in your plans to become a millionaire or your ambitions to run your own chain of designer clothes shops. **All these things are as illusory to the subconscious mind as your dreams are to your conscious mind!**

The subconscious mind views the conscious mind as a whirlpool of thoughts, ambitions, hopes, half-formed ideas and sensory data and doesn't pay much attention to the detail - it finds it confusing.

Similarly, the conscious mind views the subconscious mind as a whirlpool of images, feelings emotions and dreams and finds it equally confusing and nebulous.

I was now on the trail of something big. If the subconscious mind doesn't give a damn about our 'success' or 'lack of success', (two extremely difficult and 'intellectual' concepts for the subconscious mind to grasp anyway), what *does* it care about?

## Physical World View

The answer is SURVIVAL. Or, more accurately, holding on to a coherent world-view. That's a bit of a mouthful, but what it really means is that the subconscious is **desperately trying to make sense of the external world and your place in it, and having made a certain amount of sense, it likes to cling on to that picture.**

Furthermore, IT DOESN'T LIKE CHANGING ITS BELIEF IN THE WAY THE WORLD IS! No sir, not one little bit! It doesn't mind making the odd little adjustment to the picture; a little tweak to the edges here and there to keep the picture in line with the facts, but it *hates* making any major changes.

Why is this?

Because the World View, which you painstakingly pieced together in your very early years, is an essential survival tool. Without a consistent World View you are doomed.

Your World View tells you that a floor in a room is likely to support you as you walk across it and not turn to jelly. It tells you that most people are friendly and are unlikely to suddenly attack you unprovoked.

It tells you that rain will not kill you but that electricity might. It tells you that you can drink water but not bleach. It tells you ten thousand similar things.

If you had to work these things out for yourself every time you encountered them, you could not possibly survive. It's hard enough surviving your first electric shock or brush with fire! And remember, our minds did not evolve to live as we do today. They evolved to live in a Pleistocene Wilderness, circa 4 million to 100,000 years ago.

## The Mental Jigsaw

There are thousands upon thousands of pieces to this jigsaw puzzle which the subconscious mind painstakingly put together, through bitter and painful experience, to comprise a 'jig-saw' picture of the world and how you fit into it. It was hard-won!

**Because this picture is so hard-won and required real effort to construct, the subconscious mind is very reluctant to change large, firmly established pieces of the main puzzle.**

Unlike real jigsaw puzzles, the World View picture is growing all the time as you find out new things about the world around you, but at your age, these are changes to the *edges* of the puzzle and are quite minor; they do not affect the main body of the picture.

For example, you might watch a TV documentary on fashion trends in the young and thereby expand your World View to include the possibility that short skirts were back in fashion. But if another documentary told you that all dolphins were actually robots from Venus you would strongly suspect a spoof!

The first example involved a change only to the periphery of your World View jigsaw, so you were willing to accept it, but the second example threatened a change to some of your central pieces, so your subconscious mind rejected it.

## Changing the Puzzle

What happens if you try to change several of the central pieces of the puzzle?

The answer is that the subconscious mind will respond strongly with FEAR and RESISTANCE to the change. It will ask the conscious mind to examine the data again and again to see if the change is real, or whether it can be squeezed into the existing World View.

It will effectively 'ask' (in strictly emotional language): "ARE YOU REALLY SURE ABOUT THIS???"

If the change is a really big one then a mental breakdown could result, such is the strength of the subconscious resistance to changes in the main body of the picture! **Remember your survival depends on having a coherent world-view.** This is not trivial stuff.

For example: Supposing you walked into a room and saw a man sitting in the lotus position suspended a foot above the floor. This event would seriously undermine a major piece of your World View puzzle. (The piece which says that people cannot defy gravity without artificial means such as stage magician's tricks.)

Your first response would be shock. Shock at such a basic piece of the jigsaw being violated. The conscious mind would attempt to change the World View of the subconscious mind by saying: "Look, a floating man!" The subconscious mind would respond with, "NO WAY!"

Such would be the reluctance of the subconscious mind to change the World View, that it would *insist* upon the conscious mind examining the facts very carefully again.

So you would dutifully examine every detail of the floating man. You would check carefully for ropes or wires, mirrors or other foul means of deception. Then you would pass this summarised data back to the subconscious mind; effectively saying, "Sorry, but it really is a floating man!"

The subconscious mind would still refuse to accept this, and certainly would NOT start to alter the basic World View. It would suggest that the conscious mind look yet again! It must be a joke, surely? Or a trick; yes, someone was playing a trick! It wasn't a real man, probably a hydrogen-filled balloon in the shape of a man, or a hologram, or a dream...

In short, the subconscious would try *anything*, no matter how wild, to convince itself that what was being experienced could be fitted into the existing World View. It would FIGHT and SCREAM and KICK against making any alterations to that World View.

If, despite everything, the conscious mind could find no trickery, deception or illusion; would the subconscious then grudgingly accept that men could, under certain circumstances, float? NO WAY! NOT A CHANCE! Instead, you would run out of the room screaming with terror! Anything rather than change such a basically-held belief.

Later on, you would go over the incident and think up some 'logical' explanation for the event; something you had missed at the time, some reasonable method which would account for what you had seen. It was probably a publicity stunt; the man *must* have been supported somehow, after all, it was no different to those conjurers on the television, they were always doing things like that weren't they? Aha! I bet it was powerful magnets! I never thought of that... yes, that must have been it. Magnets. Phew!

When you had seized upon an explanation, no matter how bizarre, your subconscious would breathe a big sigh of relief at not having to change the World View! Everything would be back to normal, it could relax.

Obviously the World View can, and does change. The subconscious is not set in concrete! However, pieces of the jigsaw which are considered central to the basic picture on the 'box lid' of life require a great deal of effort to change. Other pieces of lesser importance require less effort to change.

## The Black Polar Bear

For example, all polar bears are white. You know that, I know that. If you saw one which was totally black you would look at it for some time and try to evaluate it. Eventually you would be

prepared to consider the possibility that black polar bears do exist, but this change is unlikely to cause you major problems. Why? Because it integrates with your other knowledge (world view). Sure, you've never seen or heard of a black polar bear, but what do you know about colour and animals? It's pretty unspecific, right? There are black swans and white swans, albino crows and suchlike, so this is unusual, but not totally bizarre.

I have told you a little about how the subconscious mind likes to build a physical picture of the world around it. This is essential if you are to survive. However, in addition to building a nice, cosy picture of the physical world around you, the subconscious mind also likes to build another picture which is equally as powerful.

This is the picture of WHO you are and HOW you fit into the society and environment around you. It is this facet of the World View which is important to our discussions.

Here is something very interesting:

**The subconscious mind works in exactly the same way when it comes to defending its views about who you are and what you are, as it does to defending its picture of how the outside physical world should behave.**

In other words, the subconscious will kick hard against any attempt to change your beliefs about who and what you are.

And the pay-off is..... SECURITY!

To the subconscious mind, SECURITY (coherent world-view) is everything. It will vigorously oppose any attempt on your part to change the World View, and it will do this despite any effect on your happiness!

As I said earlier, it couldn't care less about your happiness, but it does care about security - the security of a consistent World View.

Are you getting this? Is it making sense?

This was the answer to the question which had been puzzling me for so long. Here was the secret of why a lack of PSI prevented you from achieving all of the things which you deserved.

The subconscious mind is scared of changing main pieces of your jigsaw just as it is of changing main pieces of your physical jigsaw. Once it has worked out where you fit into the social scale, it is most reluctant to make any changes to this picture.

Your earliest experiences affected your PSI-belief until your subconscious mind had built up a nice, solid picture of who you were, and how much you were worth as an individual. During the first few years of your life, your Positive Self Image (or lack of it), became firmly established in the subconscious mind; it became, (along with many other things), one of the central pieces of the 'YOU' jigsaw; remember this, not an outside piece (where the jigsaw can grow), but a central piece.

This social picture covers many topics, for example it defines:

**Your 'Class'.**

**How you feel about yourself.**

**How you think others feel about you.**

**How much you feel you are 'worth'.**

**How lovable you are.**

**How much you feel you deserve.**

And many, many more things.

Whilst the subconscious mind is happy to tinker around with the edges of this picture, it hates to touch the main body of the picture because of the panic which this will bring.

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