How to Get Lots Of Money For Anything Fast!

Expanded & Revised

Stuart Lichtman and Joe Vitale
Important Note From The Publisher

You now own the most powerful, reliable, and proven system ever created for achieving even seemingly “impossible” goals – the Mini-SACP System.

This book is a major part of the Mini-SACP System.

Here is your step-by-step key for learning and using this System to achieve any goal you desire:

1 Read Chapter 1 of this book to get “the big picture” and a taste of what’s ahead.

2 Read Chapters 2 through 5 of this book. Important: Do the exercises in those chapters for a goal or goals you already know you can achieve – or even, for goals that are already on the way.

Here is why: What’s in Chapter 2 through 5 makes up the Basic Achievement Process. This process won’t help you achieve the seemingly “impossible” goals, but learning and using the Basic Achievement Process is a necessary and important step along the way.

It’s a good idea (and common sense) to practice these techniques, and get used to the basics, so you’ll be more familiar with those basics when you start using the more advanced process (below).

3 Read Chapters 6 through 11 of this book. You’ve completed the prep work from Chapters 2 through 5 of the book. Now you’re ready to go for a seemingly “impossible” goal – and achieve it! For this, you will use the Super Achievement (SA) Process, which begins in Chapter 6.

4 Use these support tools to understand, and complete, the full SA Process:

   1) The Introductory Slides to the Multimedia Learning Program (MLP). This narrated slide show explains in very clear, step-by-step detail, the complete SA Process from start to finish.

   2) MLP Bonus #3: “Flow Chart MLP of the Cybernetic Transposition Process.” Especially for visual learners – this will speed things up for you! A little background: The SA Process consists of three Master Steps. And each of the three Master Steps contains a number of separate processes, which you perform one after the other.

      First of all, this Bonus shows you all three Master Steps on a one-page, easy-to-read flow chart.
Then, this Bonus *breaks down* each Master Step into all of its separate processes, so you can see a “road map” of what to do first, second, third, and so on. You’ll have a clear plan and know exactly what you need to do to accomplish your seemingly “impossible” goal.

3) MLP Bonus #4: Summary of Steps of the Repeatedly Used MLP Processes. Just as each of the three Master Steps of the SA Process is made up of a number of separate processes, so is each separate process made up of a series of simple steps.

This Bonus lists those steps, in order – for every process.

(To make this even easier for you, **Bonus #1** to this ebook contains step-by-step *forms* you can use to carry out each separate process. The **MLP Bonus #4** refers to those forms.)

Thank you for reading this important note. It will make your journey to achieving your seemingly “impossible” goal much more straightforward, and so much easier.
HOW TO GET MONEY FOR ANYTHING — FAST!

Second Edition

HOW THE AMAZING CYBERNETIC TRANSPOSITION METHOD CAN BRING YOU ALL THE LOVE, MONEY, HEALTH, SUCCESS, OR ANYTHING ELSE YOU CAN NAME — GUARANTEED!

by

Stuart A. Lichtman

and Joe Vitale
I didn’t see it coming.

I was busy writing, reading, swimming, playing, and just in general keeping busy with the odds and ends of my life when the e-mail arrived.

It was an email from David Garfinkel, business partner, mentor and dear friend of mine. In it David went on and on about a “genius” he had discovered. He said this genius had developed a new system for helping people create stunning results in their lives—everything from getting more money fast to creating new relationships, improving health and well being, and much more.

Naturally, I was skeptical.

But I was also curious.

I asked to see some material on this guy and his work. David sent it and I, well, was stunned.

What David sent me was staggering. Here was a precise set of instructions on having, doing, or being anything you could imagine. I read over the material in awe. While I’ve been investigating the processes for creating whatever you want in your life, I had never come across anything that clearly walked people through all the steps of picking, naming, and getting their dreams.

Here, in short, were formulas for miracles.

What excited me even more was the fact that these formulas were in alignment with my own discoveries about how to make our dreams come true. While I wrote about a simple five-step process for creating wealth from the inside out in my book, “Spiritual Marketing,” even my own strategy wasn’t as clear as what I was reading in the material David shared with me.

There was only one problem.
The formulas David shared with me were dry. They were like recipes for a delicious dinner. On the page, they were lifeless. What they needed was a writer.

That’s when I volunteered to co-author any book David’s client might want. Since David was already busy with projects and couldn’t do the writing himself, the honor fell to me.

And as it turned out, the man who created all the formulas also created me.

The first time I spoke to Stuart Lichtman, he told me he had set an **SA Objective** to get a good writer to help him express his ideas. The result, he said, was me.

Stuart Lichtman, the author of all the material you are about to read, is a sincere man who has dedicated the last 25 years to trying, testing, and documenting his tools for easily creating the life you prefer.

And he really is a genius.

What you are about to read are his formulas. I’ve done my best to brighten them. What you do with them will be up to you.

I suggest you think big. Go for your biggest, boldest, more amazing dreams.

Because with the Cybernetic Transposition process you are about to learn, you can and will achieve any dream you want.

Go for them!

— Joe Vitale
Austin, Texas
Introduction to The Second Edition

The Cybernetic Transposition Three-Step System described in this book is far more than just a way of making money fast.

It is a generalized system of consciously managing your Unconscious Mind in ways that empower you to consistently achieve seemingly impossible results in essentially all areas of your life.

Since October of 2002, when Joe and I first offered the first edition of How to Get Lots of Money for Anything – Fast, over 20,000 now far more successful people have purchased and enthusiastically implemented what it presents.

During that period, I have tremendously expanded the Cybernetic Transposition System and have sharply enhanced the way that I successfully teach it.

I realized that when I am teaching Cybernetic Transposition to my coaching participants (who now achieve a 100% first try success rate in achieving their seemingly impossible SA Objectives— if they do at least most of the assigned work), I typically describe each process in a number of different ways that are similar but differ in important aspects.

This clearly works.

That’s what I’ve done in this Second Edition. So you will note that some Chapters have a B, C or D suffix, denoting different cuts at the same material.

In addition, twice annually, I will still send you a constantly revised and expanded series of Newsletters. These incorporate materials that are, otherwise, only available to the participants in my Super Achiever Coaching Program (SACP) and that significantly expand on what I have presented in this book.

My “test readers” of this Edition have told me it is a major improvement and that they appreciate getting explanations in two different voices, Joe’s and my own. I am hoping that you have the same experience.

I love your success stories and I’m looking forward to lots more of them.
Have an exciting journey to far greater success, joy and fulfillment.

Stuart Lichtman
Laurel Canyon, California
November, 2009
How I Raised 2.5 Million Dollars, Died for 8 Minutes, and Developed the Cybernetic Transposition Techniques

A Foreword by Stuart Lichtman

When I was a student at M.I.T. in 1957, my first great insight came when I realized that all areas of engineering (i.e., electrical, mechanical, nuclear, aeronautical) taught the same thing but that their foci differed. So I decided that I should be able to take the “best” course in each of those areas, totally ignoring the fact that M.I.T. policy did not permit doing so.

I knew that I’d need a new thesis advisor, someone who had a distinctly entrepreneurial perspective and, having done a very early version of what became the Cybernetic Transposition technique, my new advisor appeared in the form of Dwight Baumann.

Dwight was a natural mechanical genius and a mentor to M.I.T. would-be entrepreneurs. For me, he was a godsend, the first person in my life who seemed to really care about me. He and his wife, Mavis, treated me somewhat like a son.

Dwight had been raised on a farm in South Dakota and specialized in doing what he was told he couldn’t do. For example, he was told that cleaning the fuel injector nozzles on their tractor required extensive special equipment. He, of course, did it perfectly with nothing more than ordinary hand tools.

Being a troublemaker like me, his response to my request that I be allowed to take courses in any area of engineering was, “Sure. Just don’t make a fool of me.” So I was off to the races. (Actually, more literally than not since my hobby was sports cars that I financed by buying and selling other cars and I had already started my racing career.) Not surprisingly, one of my first courses in aeronautical engineering was one about the dynamics of automotive suspensions.

Taking this broad perspective on engineering led me to my second great insight, that at some point in every one of the extremely precisely defined engineering systems, there was something that messed up the works: a human. I was very surprised that my professors could show me no way to model humans.

So I studied psychology and economics, the fields that supposedly dealt with such things. They didn’t. The psychology that was taught at M.I.T. was Skinnerian and modeled humans as if they were rats. I knew that wasn’t on track. The many economists whose work I
studied suffered terribly from myopia. They each assumed that everyone else in the world was like them and their theories modeled what they would personally do in a situation and assumed everyone else would. Given that any eight year old child would disagree with that premise, I knew the answer didn’t lie with them, either.

When I told Dwight that I wanted to develop a system to model humans, he said, “Good luck” and left me to it. It actually took me 18 years and wasn’t realized until after I’d created and run a number of successful companies and had gone back to school to do a doctorate in business so as to learn what I’d been doing right and wrong. Unfortunately, I found I knew a lot more about business than my professors.

One of the businesses that I had started was called Recognition Terminals, formed in 1969, and I’d intuitively used an early version of the Cybernetic Transposition techniques to almost instantly generate the $2.5 million in investment funding that I required.

I knew from my research on venture capitalists that obtaining funding from them was not only very difficult but extremely time consuming, often taking six to eighteen months before the first dollar was seen. So I decided that wasn’t the way to go. Instead, I turned down the lights in my office, sat down in my most comfortable chair, and created an *Imaginary Experience* of someone, an investor, happily giving me a check for $2.5 million. I then focused on the investor, in my imagination, repeatedly asking him for his name and how to contact him. After a few hours of refining this *Imaginary Experience*, writing it down, editing it to make it “perfect” and building a “perfect” *Imaginary Experience* of the venture, the name popped into my consciousness. I’d heard of his company and name once.

I immediately located his company’s phone number and called him. Logically, that didn’t make sense because it was a Saturday but I knew that I had to call him. He was in and I immediately got through to him. We talked about fifteen minutes and he said he was interested. He told me to wait by the phone and his executive vice president would call within an hour. After about 35 minutes, the phone rang. It was the executive vice president and we set up an appointment for Monday at my attorney’s office in Washington, D.C.

On Monday, after about an hour of attorney type of hassling, we agreed on terms (which I’d failed to specify in my vision and weren’t as good as I would have liked) and my attorney drafted a 1 ½ page letter agreement that we both signed. My attorney then pulled an unused corporation out of his files, we decided on a name, he contacted the Attorney General of Maryland to change the corporation’s name to our new one, we set up a bank account and two days later we had the $2.5 million in our account via wire transfer.
That was my first big success using what evolved into the Cybernetic Transposition techniques.

In any case, I decided I wanted to do my PhD Dissertation on the unconscious decision making of venture capitalists. To do so, I had to develop a system that would model that decision making. Thus was born my Arintel system. It used artificial intelligence pattern recognition techniques to create an imaginary 15 dimension “hyperspace” in which people with similar unconscious personalities would cluster together.

Don’t worry if that doesn’t make any sense. Arintel isn’t what you will learn in this book. You’re going to learn something even better.

Arintel worked fabulously even though the data collection was a bear and the program would only run on the most powerful supercomputer of the time, a Cray I, hogging expensive computer time like a demon. In 1973 dollars, it cost $25,000 to make one run.

I then applied Arintel to sophisticated market and economic research on behalf of the U.S. government and Fortune 500 companies. (They were the only ones willing to spend $500,000 to $1 million per project.)

In doing research in many parts of the world, I found some very interesting things. The most interesting was that we always found the same 12 clusters of Unconscious personality types. That was so strange that I brought in experts on statistical techniques to see if that was a result of bias in Arintel. They concluded it wasn’t.

In one project, we brought together people who were most typical of the most interesting clusters (stereotypes) and found that behaviorally and in terms of mannerisms, these people from all over the world were almost clones of each other.

The models Arintel developed were so powerful that, in doing a 7-year study of the operations of the U.S. Small Business Administration, our seven variable models were 90 to 99 percent accurate in predicting the performance of small business entrepreneurs.

Another interesting result was the ability to make very accurate economic projections. For example, we were asked by an investor group to assess the market for hotels and motels in Orlando, Florida not long after Disneyworld opened. Disney’s projections of demand were not made public and the State of Florida’s published ones projected about 10 percent of the demand that actually arose. As a result, the demand for hotels and motels in Orlando far exceeded the supply.
And, as a result of that, a building boom ensued. About 26,000 rooms were built in two years, flooding the market. My clients intuitively figured that some opportunities would arise from the fact that the insurance companies providing the mortgages for the hotels and motels would eventually foreclose lots of them and would then sell them to the highest bidder.

So we studied consumer behavior and compared what we found with Orlando’s supply of hotel and motel rooms. We expressed the result in terms of three cases: worst, probable, and best. The worst case presupposed something like a war or major civil disturbances, something that would really shock the populace.

And, two months after we submitted our findings, the worst case occurred – the oil crisis. Gasoline was just not available. People had to stand in line for hours to get a few gallons.

And since essentially all of the traffic to Orlando came from the more northern areas of the east coast, this counted as a catastrophe for the hotels and motels there. Occupancy rates dropped precipitously.

Our projections expressed in terms of occupancy rates, however, turned out to be extremely accurate – within 3% of actual over the ensuing 12 months. After the first month’s results showed we were on track with our projections, our investors asked us to work with them to devise a strategy to take advantage. That was actually pretty simple. It was two part. The first focused on buying cheap. We simply showed the insurance companies our projections and they sold for 50 or 60 cents on the dollar.

The second focused on creating demand. That was more interesting. At the time, the railroads had created what they called the Auto Train. This ran from outside Washington, D.C. to Orlando. Passengers loaded their cars onto the train and rode in comfortable railroad cars with them to Orlando. So we had our clients lock up most of the available seats on the Auto Train.

Pretty soon the properties they’d bought were operating at over 80% occupancy and making money.

Arintel was an extremely powerful tool. It was so powerful that politicians began to sniff around it. That frightened me so I destroyed the system and am still the only person who knows how it all worked.
Getting back to the evolution of Cybernetic Transposition, around 1981 I had just finished a very difficult turn around of a company (a $4 million loss to a $2 million profit with a tripling of sales from $7 to $21 million in 9 months and a drop in defects from 12% to around 1%, while operating, each day, with a totally recalcitrant work force and short $2 million or more to pay bills) and was recuperating in my San Francisco home. During the mornings, I would study research on the structure and operation of the human brain. (After all, if working in artificial intelligence, I needed to know a lot about real intelligence.)

In the afternoon, I’d sit in my living room watching the fog “eating” the Golden Gate Bridge and contemplate what I’d learned and what I was going to do next. During one of these sessions, I had three big “aha” types of breakthroughs.

The first was that the human brain could be viewed as a massively parallel computer system, each of the component neurons functioning as both a digital and analogue computer.

The second was that the power of such a system was millions of times greater than the most powerful supercomputer I’d been using and that humans could and probably did automatically do what I’d been approximating with the Arintel system.

The third was that I could teach people to use this system so that they could do seemingly impossible things.

Another factor was that in a near death experience that I’d had when I was clinically dead for 8 minutes in 1969, I had awakened some abilities that I’d never been aware of. And when I met a spiritual teacher whose energy I’d encountered in that near death experience, I quickly decided to study with him.

That study involved meditating for what eventually became 2 hours each day. Following my three-part insight described above, my meditations frequently began to include the “receipt” of “packets” of information, each of which was an “aha” experience. I wrote them down and they became the actual nuts and bolts of the Cybernetic Transposition process.

In the process, I realized that I’d been using these techniques in various forms since I was a freshman at M.I.T. and I knew that they would work for others. So I organized the first training in July of 1981. I had about 250 people in a three day session in Santa Monica and about 85% of them achieved their seemingly impossible Cybernetic Transposition Super Achievement Objectives on the first try.
Those were the first of the 50,000 plus people I trained in these techniques around the world.

In retrospect, I realize that all of my studies in artificial intelligence and my “labs” that consisted of running companies and doing sophisticated market and economic research had fleshed out what I knew naturally into a very operational way of teaching essentially anyone who’d put in the effort to learn, how to do the seemingly impossible.

All of my work in artificial intelligence was something like Archimedes’ bath that awakened him to what his *Unconscious Mind* was trying to tell him. (See the story on page 18 of the Small Business bonus e-book.)

In creating and running companies, I’d had lots of opportunities to observe and model people, how they succeeded and failed. I’d learned from my clients and other experts like Ed Brower who could walk up to just about anyone and, if you couldn’t hear what they were saying, you’d think they were long lost brothers or brother and sister. He was so adept at *Unconsciously* identifying the other person’s personality type and *Unconsciously* acting on that knowledge that he’d instantly create a perfect fit with them.

I studied about 100 inventors and worked closely with over 50 of them, including the most productive one in the world. That gave me a different perspective on how we *Unconsciously* could invent ways to achieve the seemingly impossible. And then I used the Cybernetic Transposition techniques to help some of these inventors cut the time cycle to invent by about 90 percent.

The name Cybernetic Transposition is uniquely appropriate to what I’m teaching. Cybernetics means to me, “the human use of human beings,” the title of cybernetics’ creator Norbert Wiener’s second book on the subject.

Transposition means the basic technique of transposing a success in one area of life into a success in another area.

In my view, artificial intelligence and computers, in general, should be used to relieve humans of drudgery and to assist them in turning their intuitive ideas into conscious awareness. That’s allowing them to be more human and less machine like.

But enough about how I discovered all this.

Let me now teach you how to use it.
You’re in for a fun ride.

— Stuart Lichtman
If You Have Questions

If you have questions, please consult this book, the accompanying Bonuses and the Unadvertised Bonuses. I’ve tried to make them extremely comprehensive and I think that all the answers are there.

To make it easier for you to find things, all of the Chapter and Section headings are included in the bookmarks. Just click on the “Bookmarks” tab on the left side of the Acrobat window and then on the item you’re looking for.

Or, if you are seeking specific words or phrases, use Acrobat’s “Find” function by entering your search term in the “Find” box in the toolbar at the top of the screen, typing in what you’re seeking and clicking on the “Find” button. If you want to keep looking for the same thing, you’ll see that the “Find” button has now changed to “Find Again” so just click it again… and again if you wish.

The Bonus forms and audios provide detailed “follow-me” instructions and will guide you through all of the Cybernetic Transposition Super Achievement processes.

The Bonus eBooks, Secrets Of Making Large Sums Of Money In Your Own Business and The Nuts and Bolts of Small Business Management, present the comprehensive, detailed and effective techniques for building and running a successful small business that have arisen from my experience successfully running over 100 companies and successfully coaching over 500 entrepreneurs. Most of what it presents will be found nowhere else. The Zappers are clever, simple and quick variations on the basic Cybernetic Transposition techniques that, once you have Unconsciously learned the basic techniques, will make things much easier and more successful in ordinary, day to day situations.

The techniques described in the Bonus eBook, Cut The Time It Takes You To Do Things In Half – Effortlessly, have typically resulted in savings of 50% or more in the time it took very busy people to accomplish their work - often when doing so seemed completely impossible – and this was usually accompanied by improved performance.

The ten other Bonuses give detailed instructions for finding “perfect” romantic and business partners, how to get a perfect job, how to invent “million dollar” ideas, how to use the Cybernetic Transposition techniques to achieve any of your other goals, how to very effectively put the how-to recommendations of other experts to work, how to discover and harness the power of what you were born to do, how to access your True-Self, how to simplify and personalize the Cybernetic
Transposition techniques with no loss – and perhaps an increase – in effectiveness and other useful topics.
IMPORTANT NOTE

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Also, the terms Cybernetic Transposition Basic Achievement Three-Step and Cybernetic Transposition Super Achievement Three-Step are pending registration and are fully protected names owned by Stuart Lichtman. They may not be used without his written permission.

One VERY IMPORTANT note:

The Cybernetic Transposition Super Achievement Three-Step is very powerful, too powerful to teach without a good deal of training. So please note this warning:

This book does not, in any way, teach you how to teach others to do the Cybernetic Transposition Super Achievement Three-Step or any of the component Processes.

Do not attempt to teach this to others because you may hurt them and yourself.

If you want to see what it takes to become a Certified and Licensed Cybernetic Transposition Trainer/Coach, please go to:

http://www.howtobeadgreatcoach.com/cttct
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORMULAS FOR MIRACLES: AN INTRODUCTION BY JOE VITALE</td>
<td>3</td>
</tr>
<tr>
<td>INTRODUCTION TO THE SECOND EDITION BY STUART LICHTMAN</td>
<td>5</td>
</tr>
<tr>
<td>HOW I RAISED 2.5 MILLION DOLLARS, DIED FOR 8 MINUTES, AND DEVELOPED THE CYBERNETIC TRANSPOSITION TECHNIQUES: A FOREWORD BY STUART LICHTMAN</td>
<td>7</td>
</tr>
<tr>
<td>IF YOU HAVE QUESTIONS</td>
<td>14</td>
</tr>
<tr>
<td>IMPORTANT NOTE</td>
<td>16</td>
</tr>
<tr>
<td>CHAPTER ONE: THE NEW WAY TO ACHIEVE ALL YOUR DREAMS</td>
<td>21</td>
</tr>
<tr>
<td>CHAPTER TWO: BASIC ACHIEVEMENT STEP 1 - HOW TO SET YOUR FIRST TARGET</td>
<td>34</td>
</tr>
<tr>
<td>CHAPTER TWO – B: SETTING EFFECTIVE BASIC CONSCIOUS AND UNCONSCIOUS TARGETS - STEP ONE OF THE CYBERNETIC TRANSPOSITION THREE-STEP</td>
<td>56</td>
</tr>
<tr>
<td>CHAPTER THREE: BASIC ACHIEVEMENT STEP 2 - HOW TO MAKE YOUR TARGET MORE IMPORTANT THAN DISTRACTIONS – STEP TWO OF THE CYBERNETIC TRANSPOSITION THREE-STEP</td>
<td>65</td>
</tr>
<tr>
<td>CHAPTER THREE – B: PRIORITIZING YOUR TARGET – STEP TWO OF THE CYBERNETIC TRANSPOSITION THREE-STEP</td>
<td>77</td>
</tr>
<tr>
<td>CHAPTER FOUR: BASIC ACHIEVEMENT STEP 3 - HOW TO RESOLVE UNCONSCIOUS CONFLICTS THAT WOULD NORMALLY BLOCK REACHING YOUR BASIC ACHIEVEMENT TARGET</td>
<td>83</td>
</tr>
<tr>
<td>CHAPTER FOUR – B: HOW TO IDENTIFY BLOCKERS?</td>
<td>100</td>
</tr>
<tr>
<td>CHAPTER FOUR – C: CYBERNETIC TRANSPOSITION STEP THREE - RESOLVING BLOCKERS VIA THE BASE REFRAMING PROCESS</td>
<td>103</td>
</tr>
</tbody>
</table>
CHAPTER FIVE: HOW TO TAKE THE TEMPERATURE OF YOUR TARGET 134

CHAPTER SIX: HOW TO BECOME SUPER LUCKY - THE CYBERNETIC TRANPOSITION SUPER ACHIEVEMENT PROCESS 145

CHAPTER SIX – B: CONSCIOUSLY DIALOGUING WITH YOUR UNCONSCIOUS 173

CHAPTER SIX – C: EASILY CREATING EFFECTIVE IMAGINARY EXPERIENCES 181

CHAPTER SIX – D: AN EFFECTIVE YET SIMPLE APPLICATION OF DIALOGUING AND CREATING IMAGINARY EXPERIENCES – THE SUCCESS/FAILURE PROCESS 195

CHAPTER SEVEN: HOW TO LOCATE YOUR INNER ANCHOR POINT - A MAGIC TOOL FOR ROCKETING TO YOUR TARGET 197

CHAPTER EIGHT: HOW TO ACHIEVE THE IMPOSSIBLE, OR, THE AMAZING SECRET OF ROBIN HOOD AND ANCIENT ZEN MASTERS 225

CHAPTER EIGHT – B: TIPS ON MORE EASILY AND EFFECTIVELY FORMATTING YOUR SA OBJECTIVE 265

CHAPTER EIGHT – C: RAISING YOUR UNCONSCIOUS PERFORMANCE LIMIT TO THE LEVEL REQUIRED BY YOUR SA OBJECTIVE 274

CHAPTER NINE: HOW TO COMMUNICATE WITH YOUR UNCONSCIOUS - THE SUPER ACHIEVEMENT TARGET PROCESS 282

CHAPTER TEN: SUPER ACHIEVEMENT STEP THREE - HOW TO RESOLVE SELF-DESTRUCTIVE UNCONSCIOUS HABIT PATTERNS FOREVER! 305

CHAPTER TEN – B: TIPS ON MORE EASILY AND EFFECTIVELY PERFORMING THE SUBPERSONALITY NEGOTIATION PROCESS 343

CHAPTER TEN – C: THE SUPER ACHIEVEMENT CLEARING PROCESS 351
Chapter One
The New Way to Achieve all Your Dreams

Name something you want.

It can be a weight-loss goal, a money goal, a sales quota, a new house, a relationship, etc. It's entirely up to you.

Since this book is about money, think about your money goals. How much more money are you seeking, anyway? A hundred dollars? Thousands? A million?

Now let me ask you a blunt question:

Why don't you have it yet?

Why don't you have the thinner body, or more money, or whatever it is you said you wanted?

Well?

Now let me tell you something shocking:

The fault isn't with the economy, your parents, your spouse, your neighbors, your mayor, the president or anyone or anything outside of you.

There is only one answer to my question of, "Why don't you have it yet?"

And I'll tell you what it is in a minute.

Have you ever wondered why so many people have so much trouble getting what they truly want?

Have you considered that there could be an easier way through life?

Have you ever felt that life was just too much of a struggle?

Most of us have, at one time or another, just felt that life was a royal pain. But the liberating truth is this—life doesn't have to be that way.

What's the secret to making life a joy?
What's the secret to creating more money now?
And what's the answer to why you haven't achieved your goals yet?
It's in your own mind.

No, not in your thoughts. Not in your Conscious Mind. The roadblock is deeper. It's where you rarely look. It's in your Unconscious.

In short, if there is something you are trying to achieve—you name it—and you aren't achieving it, chances are your Unconscious holds some contradictory intentions for you.

Said another way, you want something and it doesn't.

If you are typical, you are constantly giving yourself contradictory instructions—like “I want to lose weight” and “I want that luscious piece of pie.”

Notice anything odd about them?

Those statements are going in different directions. After years of such frustrating and contradictory messages, your Unconscious gives up and starts to disregard what you consciously want.

In other words, you canceled out your own request. You said, "I want money," but right after that you said (or thought), "I don't deserve it" or "Money never comes to me" or some other similar limiting belief.

As a result, you usually didn’t get what you said you wanted!

But I have good news for you.

All that is about to end. You’re about to learn two simple three-step processes that will put an end to the mental self-sabotage that has been holding you back. Now you’ll finally be able to show your Unconscious Mind exactly how to let you achieve what you consciously want.

I said “simple,” but that doesn’t mean “easy.” It won’t happen automatically, just by holding these pages in your hand or thinking beautiful thoughts. There’s no magic or hocus-pocus. But there is a method. And it can be called magical.

You will have to read, understand, and use the ideas in this book. However, just think of all the time and energy you’ve already spent on activities that didn’t work. And now think of all the time and energy you’ll free up in the future by knowing how to work at maximum efficiency!
Relax. You're about to learn how to make all your dreams come true—finally!
An Introduction to “Cybernetic Transposition”

Before I can reveal the two processes that will bring you all your dreams, I need to explain the term “Cybernetic Transposition” to you.

Cybernetic Transposition is the proprietary technique I developed and perfected, and which companies paid me $25,000 a day to teach to their employees.

(You got a real bargain when you bought this book. You saved $24,900 at least!)

Why did companies pay me so much to learn this method?

Because it may be the single most powerful, effective technique ever developed for personal achievement.

And the achievement corporate managers care about, of course, is the individual's enhanced ability to generate more profit—in short: More money fast.

So, how does it work?

What Cybernetic Transposition does is empower your mind to use one success — any success — that you have experienced, and "transpose" (or transform) that first success into the solid foundation for a success in another area.

What this means is this:

If you have been successful in gardening, or playing golf, or running a household, or learning to drive a car, or anything else — as long as you are able to understand yourself as a success (not a world-class success, not an overwhelming success, but merely a success at all) in that one area — then you can be successful in another area.

Wildly successful, if you want.

In terms of money, think what this can mean to you.

How much money do you want? When do you want it?

What if you could "program" yourself, using any past success you've had and you "own" as valid (in your own mind) as the only condition you need to get that money — legally, ethically and in a way that does not harm you or anyone else?
Think of this!

It means you don't need more schooling... or more experience... or personal connections... or to be born into a rich family... or any other preconditions you might have thought you needed to have money.

All you need is a previous success you recognize in your own mind as being a success.

That's it!

Pretty amazing, isn't it?

No other book, author or method shows you how to do this — and no one else has done this in rigorous tests where 81% of the test group, which was 50,000 people, achieved a seemingly impossible goal quickly on the first try — but in the case of entrepreneurs, the first-time success rate was close to 100%.

One other thing:

Another reason Cybernetic Transposition works where other methods fall short is Cybernetic Transposition relies on whole-brain harmonizing, a technique I perfected.

Whole brain harmonizing gets the four main parts of the brain —

* the left brain (words, logic)
* the right brain (patterns, symbols)
* the mid-brain (emotions)
* and the brain stem (physical stimulation)

... in sync with each other.

You see, it is the conflict, the disharmony, the competing agendas of these four parts of the brain that keep you from achieving your goals. No other goal-setting system systematically and effectively gets all four parts of the brain "looking in the same direction" and working from the same agenda.

Cybernetic Transposition does.

And it can bring you such results as to take your breath away.
A Working Definition of the Magic

I define “Cybernetic Transposition” as –

*Putting yourself consciously in charge by creating effective communication between your conscious and Unconscious Minds, by consciously transposing successes from any part of your life into other ones where you consciously want to produce success, resolving self-defeating Unconscious habit patterns into ones that support you and by creating effective conscious communication with the part of you that knows what's right for you.*

Where did I get the two words that make up the term?

*Cybernetics* is a term created by the incredibly brilliant Norbert Wiener who developed the discipline and who I used to see wandering the halls of MIT. *Cybernetics* derives from the Greek word for "steersman" or the person in control.

In a very real sense, our *Unconscious Mind* acts as our massively powerful, massively parallel computer comprised of about 100 billion tiny computers called neurons. Usually, our *Conscious Minds* are pretty much irrelevant to the functioning of our *Unconscious*.

I’ll be teaching you to change that, to bring your *Conscious Mind* into the loop so it, in a sense, becomes the steersman.

So the first part of the definition is helping people to be more human rather than acting like machines that operate almost totally *Unconsciously*, out of conscious control.

*Transposition* is defined as the process of interchanging. In our case, we are taking a memory of success in one aspect of life or in the same aspect at a different time in life and transposing it to create success in a different aspect and/or time.

Now that you have been introduced to the name of the process, let’s move on to discovering how to use it to manifest your highest dreams.

Ready?

*How do you rate this so far?*
How would you rate your interest in this new method so far?

To keep your conscious and Unconscious on the same page, I’m going to ask you to check out your intuitive feelings on that familiar “1 to 10” scale from time to time.

This will help you step out of the ranks of the millions with poor internal communication. When you sharply improve your ability to tell your Unconscious Mind what you really want, it’s going to respond eagerly. No more guessing. No more hit or miss. You'll give it an assignment and it will go to work for you instantly.

Just imagine all the money you'll be making shortly!

As you learn this process, your Unconscious will be experimenting. Every time it tries something, the job of your Conscious Mind will be let it know how well that fits what you want. If the fit isn’t good, then it will try something else. Eventually, through trial and error, you will get the two working together to get you what you want.

This will be a lot like the pilot on your last flight. No matter where you were flying to, that pilot drifted off course a few times—sometimes intentionally, such as to avoid bad weather—but he later always went back on course so he got you where you wanted to go.

Your conscious and Unconscious will work in similar ways. I'll explain it all to you as we travel through this book.

And what, you ask, are you going to be measuring on the “1 to 10” scale?

Desirability — a “1” means “totally undesirable, the pits” and a “10” means “totally desirable, wouldn’t change it for all the tea in China – it’s perfect for me.”

Difficulty — a “1” means “nearly automatic” and “10” means “nearly impossible based on logic and experience.”

Right now, how do you rate your desire to know the three steps to more money fast that I am about to teach you?

Are you at a “10” — meaning “totally desirable!” — or lower?

If you’re not at a 10 right now, then maybe you have a belief or two that “This isn’t possible for me” or “This can’t work for me.”
Whatever comes up for you is fine. No matter what you think right now, by the time you finish this book, you’re going to know exactly how to use the powers of your own mind to get lots of money for anything—fast!

Interested?

**Anything Is Possible**

Here’s a quick, inspiring story to give you a hint of what is possible with the methods you’ll be learning in this book…

Sam was an experienced programmer who had lost his job when his firm was downsized after it had been acquired. While he was out of work, he spent his time improving his skills but was getting pretty desperate as his savings began to dwindle. Yet, despite submitting lots of resumes, no job came his way.

Using the **Cybernetic Transposition Achievement Three-Step**, Sam set an **BA Objective** of getting a stimulating job at a 10 percent increase in salary. After practicing for a few weeks, Sam was talking with his instructor in a programming course he was taking. The conversation continued after class, leading to a request by the instructor for Sam’s resume.

Two weeks later, Sam was hired by his instructor’s firm. They were so eager for someone with his skills that they gave Sam an offer that included a salary 12 percent higher than his previous job.

At this point, you might start considering what you want to have, do, or be.

You’ll refine your target as you go through this material, but why not begin dreaming right now?

What **do** you want, anyway?

Here’s another story to jump-start your desires ….

Mary decided to form her own training firm. Using the Cybernetic Transposition techniques — in only 8 days — she got a $20,000 contract.
How much do you want, anyway?

And what do you want it for?

Here's yet another quick story for you…

John worked as a bus company manager. Despite management's desire to avoid raises, he decided he wanted a 15% raise. So he did the basic Cybernetic Transposition technique and, without planning, walked into his manager's office. He walked out with exactly the raise he wanted to get.

Well, what do you want?

Three Steps to More Cash

You’re about to learn how a tried and tested three step process can transform your world and bring you all the riches you’ve ever imagined.

I’ve proven this method will work by testing it on 50,000 people. Now you’re going to prove it will work for you.

First, let me introduce you to the basic three steps:

1. **Create a Target** that defines what you want, one that is clearly understood by all aspects of your *Unconscious Mind*.

   Think of the bull’s eye of an archery target with its concentric circles enclosing a central red circle. Your *Unconscious Mind* needs something as clear as that circle, a target that indicates exactly what you want.

2. **Prioritize your Target** — Flag it so that you will remain *Unconsciously* focused on it while you get on with your normal activities.

   Imagine a large crowd of people, all dressed alike in gray. Now picture one of them holding up your highly graphic bull’s eye target with the bright red center. Chances are, the target is what will catch your eye. That’s what happens in your *Unconscious Mind* when you have appropriately prioritized your target.
3. **Resolve any self-defeating Unconscious habit patterns** that can prevent you from achieving your target.

*Your Unconscious habits govern what you normally do in a situation. The most efficient way to go through life is to do a lot of things on automatic — except when those automatic habit patterns get in the way. In other words, most people have Unconscious mechanisms that sabotage their desire to hit the target. When you clear those, you are free to hit the mark.*

Think about driving a car…

*Most of what you do requires little conscious attention. You attend to the traffic, what’s on the radio, the time, etc. You don’t pay much attention to the numerous minor steering corrections, evaluating your distance from the cars on your right or left, slowing to adjust to the car in front of you, etc.*

*Now, remember what it was like when you first learned to drive. Every single thing required a conscious decision. Remember how tiring that was? Didn’t your palms sweat? Didn’t you hold your breath a lot?*

*The difference is that now, through repetition, you have created Unconscious habit patterns that operate automatically, making things much easier. Those Unconscious habit patterns persist, seemingly forever. That’s why we say, “You never forget how to ride a bike.” You’re never going to forget how to drive a car, are you?*

But driving a car is a simple example. And you’ve already accomplished it, most likely.

But what about the things you want—like more money—that you don’t yet have? What keeps stopping you from achieving that goal?

Some of your persistent, Unconscious habit patterns don’t work well for you any more. **They can automatically block you from getting what you want. They are probably even operating right now, keeping you from getting more money (or any other target).**
For example, an infant learns to cry when it is hungry. Crying is very effective for an infant. Cry, and someone pretty quickly comes to meet your needs. But this automatic response loses its effectiveness as we grow older. Think of someone you’ve seen in your business life. They’re frustrated because they’re not getting what they want. Their voice gets louder, they get red in the face, maybe they even wave their arms around or pound on a table...

_Just like an infant when it is frustrated._

Why? The *Unconscious* habit pattern they learned as an infant is still working—but now it’s working against them.

For you to be successful at things that seem impossible, those inappropriate *Unconscious* patterns have to be changed into new habits that enhance your ability to get what you want.

I call that “resolving *Unconscious* habit patterns”—Clearing the *Unconscious* of whatever prevents you from achieving your target. It’s the third step in this magical 3-step process. It’s fun. And it’s very, very powerful.

There you have it.

Those are the basic steps to what I call “The Basic Achievement Three Step.”

It’s one of the two powerful techniques in Cybernetic Transposition.

And you thought this was going to be hard!

**Quick Summary — The Three Step**

Just to be sure we’re on the same page, let’s review what you just learned on the Cybernetic Transposition Three-Step Process.

1. *Create a Target* defining what you want that is clearly understood by all major aspects of your *Unconscious Mind*.

2. *Prioritize your target* so that you remain focused on it while you get on with your normal activities.
3. Resolve any Unconscious habit patterns that would normally prevent you from achieving your target.

**What Skills Will You Need For The Basic Achievement Three-Step?**

You’re probably wondering what you’re going to have to pack to make all your dreams come true.

Well, not much.

Actually, they are very familiar skills that you already learned in school:

1. reading
2. writing
3. editing

They also include two very important ones that you’ve learned simply by living:

4. separating things into logical groupings
5. being aware of whether things feel right for you or not.

That’s it!

**One Last Thing –**

You don’t have to believe this is going to work.

You probably have your doubts. You probably want to raise a ton of money fast but are highly suspicious that this method will work for you.

Well, I’ve taught my seminar to over 50,000 people. Even the ones who didn’t believe this would work still got results.

The truth is this:
1. If you have a modest goal or target, you can use the Basic three steps we’ve been
talking about to achieve it.

2. If you have what feels like an “impossible” desire, you can use the Super Achievement
process to achieve it.

Either way, your results are just waiting for you!

You ought to be at a “10” on the desire to know everything about Cybernetic Transposition
right now!
Chapter Two
Basic Achievement Step 1:
How to Set Your First Target

“My goal is to be rich by the end of the year.”

“My goal is to get more money fast!”

“My goal is to have Donald Trump owing me money.”

Those might be called goals, but chances are high that the person saying them will never achieve them.

Why?

Because they simply aren’t good targets. They are far too vague, and anyone that sets goals like these is not making use of their greatest asset – the power of their Unconscious Mind.

In this chapter, you’ll move far beyond typical goal setting, and learn to create the kind of target that practically pulls you to it.

Setting Goals – The Results Aren’t Pretty

I’d like you to cast your mind back to one of those failed New Year’s Resolutions you’ve made (or some other goal you haven’t achieved, if you’re wise enough to forgo the folly so typical of December 31st).

Remember what happened afterward? The internal struggle, the battle between your old habits and your new dream, finally culminating in giving up on your dream … and then that horrible feeling of being weak and a failure?

And yet when we set the goal, it seemed so reasonable to expect that we could achieve it – all we needed was a little willpower and some good old-fashioned gumption.

When will we ever learn?
Forget About Goals … Set a Target

Now, imagine what it would be like if there was a way to let go of the struggle and strain of “trying” to accomplish your goals.

Wouldn’t it be better to have the kind of target that is so clear and compelling that you’re drawn to it like a magnet?

Is that really possible?

It’s true, most people’s experience with setting goals is negative. It brings up images of toil and hard work – definitely not fun or enjoyable. But I’m here to tell you it doesn’t have to be that way.

It doesn’t have to be if you understand the inner workings of the human mind – and my guess is that no one has explained to you how the mind functions like I’m about to in this chapter.

You see, in the past, when you stated a desire and tried to achieve it, you didn’t know that other parts of you may have other desires.

But I’m getting ahead of myself…

The next eight chapters will teach you how to use the Cybernetic Transposition Basic Achievement Three Step Process to attain any challenging (but not impossible) desire you may have. (You’ll learn the Super Achievement Process later for the “impossible” desires.)

In this and the next chapter, you'll identify your Basic Achievement (BA) Objective, or what you want to achieve. (Later, we will typically refer to the Basic Achievement Objective as the BA Objective.) Then we'll work on converting it into a Target that all the major parts of your Conscious Mind and Unconscious Mind will agree on and support.

Creating your target is just the first step in the Cybernetic Transposition Achievement Three-Step Process. There are two more steps in the next two chapters.
When you put all three of them together, your Target becomes irresistibly attractive. In fact, you'll find all portions of your mind working together to draw you inescapably towards your *Basic Achievement Target!*

Are you ready?

**How to Set Your Target**

Why do you have inner parts that may not want the same goal you say you want?

In other words, why do you sometimes self-sabotage your own best efforts?

Why does money keep evading you, anyway?

I’ll explain it to you. This is something virtually no one has ever understood.

Your brain’s activities are divided among four different unconscious systems, each involving a major part of your brain. Usually these parts of your brain are pulling you in *different* directions because they each speak a different language:

- The right brain is fluent in patterns of *arrangement, pattern, rhythm, and sound.*
- The left brain's language is made up of *words and logic.*
- The midbrain communicates in *emotions.*
- The brainstem’s language consists of *physical stimulus and response.*

Your “rhythm section”, the part of the brain that “speaks” the language of patterns, rhythm, and sound, is popularly known as the right brain.

The “words and logic brain” is sometimes called the left brain.

The emotionally fluent section is the midbrain.
And the part that responds to physical stimulus is the brainstem.

You have probably experienced them all working together in harmony—and sometimes in conflict, battling and even sabotaging each other.

**Why Dieting Sucks**

This example ought to strike home for you:

Suppose you decide to go on a diet and write a resolution (*words and logic*).

But when you arrive at the dinner table, you *Unconsciously* grab a hot, fresh roll and bite into it before realizing that it will delay reaching your weight-loss goal (physical *stimulus*: sitting down to dinner – and *response*: eating a roll).

Perhaps you get upset at yourself, muttering some obscenity (*emotions*) and, in response, rededicate yourself to holding to your diet (*words and logic again*).

You refuse the potatoes and gravy (*words and logic*) and feel better about yourself. (*emotions*).

But pretty soon, something seems to be missing (your *patterns* are being violated).

Meat without potatoes? You think (*words and logic*), “Where are the potatoes? Potatoes go with meat” (*pattern*).

Do you get a feel for what is happening? Do you sense the inner contradictions?

No wonder dieting doesn’t work!

Relax. It can be another way.

**Why Money Used To Evade You**

But dieting isn’t the only place this inner disharmony takes place…

*Annie is a remarkably competent person - except at making money. She was at the top of her class in law school and in*
getting an MBA. But whenever she starts to approach success with money, her Unconscious habit patterns block her.

In watching her, it's almost like she's a piece of metal being drawn to a magnet. But, anywhere from the beginning to just before she gets a big win, she turns away as if attracted by another magnet that's drawing her off course.

That's her self-defeating Unconscious habit pattern at work.

On the other hand, she spends money like she has all the money that she would earn if she were in Unconscious alignment.

Or consider this…

Have you ever watched somebody torpedo them self when they were interviewing for a job or asking for a raise?

Somehow they say or do exactly the wrong thing, the one thing that absolutely ensures that they will fail.

Of course, they didn't want or plan to fail. They just ran into a powerful example of Unconscious disharmony, a self-defeating Unconscious habit pattern that totally conflicted with what they consciously wanted.

Are you beginning to get the picture here?

Unless all of you is in alignment to get what you want, you will in most cases find some way to sabotage your efforts.

You’ll blame society, or your parents, or your spouse, or anyone—but the real culprit is right inside you!

WARNING: Unless you can persuade all four parts of your brain to pursue your goal, you probably won’t achieve it! And whenever you fail to achieve your goal, you establish and reinforce a pattern. It’s called trying and failing, a familiar experience for most people.
When your four brain systems are not in harmony, it's like the old Keystone Cops films, with everyone running in different directions. (Except it doesn’t feel funny when it’s happening inside you!)

However, when the four brain systems are working in harmony, it's like the San Francisco '49ers winning Super Bowl after Super Bowl in the 80s.

The Cybernetic Transposition Basic Achievement (BA) Three-Step will harmonize these four parts of your brain so you can more easily achieve the modestly challenging things that you want.

The Cybernetic Transposition Super Achievement (SA) Three-Step will harmonize these parts of your brain to an even higher efficiency, helping you achieve seemingly impossible SA Objectives.

In other words, you’re about to get all parts of your “team” to work together to help you achieve the target you choose.

How to Get Mentally Aligned

You’re going to be delighted at how easy it is to get the different parts of your mind working together.

The most effective way to harmonize the different parts of your mind is to start with a remembered experience and rewrite it so it exactly describes what you want.

In other words, you daydream or rewrite an actual memory into a “perfect” picture using your remarkable skill of hindsight.

Let me explain:

Your memories already exist in all four languages that your brain “speaks.” When you modify a memory so that the words and logic, rhythm and sound patterns, emotional responses, and imagined physical behavior seem just right to you, then you bring your Conscious Mind and Unconscious minds into harmony and line them all up to support what you are imagining. You realign your energies.

For example, I’m remembering my biggest sales month...
I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun, and looking at the wire transfer report from my bank that shows I have received a $170,000 payment.

I’m reflecting on the fact that I worked only five days to earn that much. But I also had three days of hard travel, during one of which my back started hurting terribly.

The pain got so bad that I was wheeled out of the airplane in a wheelchair, and a doctor was waiting for me at my hotel.

He wanted to operate immediately, but I refused, so he gave me some morphine to tide me over.

Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. I was really in agony. I couldn’t even lie down to sleep. I’m still feeling the pain as I sit here a week later.

Frankly, at the time, I would have traded the money for alleviation of the pain.

Note the words and logic, patterns, emotions, and physical stimulus and response in the preceding passage. Each sentence contains one or more of these languages.

However, the pain, lack of sleep, and my willingness to trade $170,000 for the absence of the pain are “Blockers”, indicating that I’m lacking harmony in that remembered experience.

If I don’t resolve those conflicts, I will probably sabotage my efforts to reach any related goals.

If this had been your experience, how would you rate it on an intuitive desirability scale, 1 to 10, where “10” is perfectly desirable?

For me, it was just a “2.”

So if I’m going to build a positive, ideal daydream out of these events, I’ll have to eliminate some things and add others.

In short, I’ll have to rewrite the past.
See how I did it below. I’ve added and subtracted some things. (The additions are indicated below in boldface, the subtractions are crossed out.)

*I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a $170,000 payment.*

*I’m reflecting on the fact that I worked only five days to earn that much. But I also had three days of hard travel, during one of which my back started hurting terribly.*

*The pain got so bad that I was wheeled out of the airplane in a wheelchair, and a doctor was waiting for me at my hotel.*

*He wanted to operate immediately, but I refused, so he gave me some morphine to tide me over.*

*Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. I was really in agony. I couldn’t even lie down to sleep. I’m still feeling the pain as I sit here a week later.*

*Frankly, at the time, I would have traded the money for alleviation of the pain.*

*Now that I’m home, I’m really enjoying being with my sons and relaxing some. I’m feeling great and very pleased with my performance.*

That seems much better to me. In fact, it seems just right. So I’ll give it a “10” on the desirability scale.

This “10” indicates that all four of my brain parts are working in harmony. That’s what I want.

Did I change anything in my factual past by modifying the memory? Of course not.

But if I want to tell my *Unconscious* what I want in the future, will I get better results with the original memory or with my modified imaginary scene?

Obviously, **the modified one**.
In the *Cybernetic Transposition Basic Achievement Three-Step*, you use a perfect, modified memory as an *instruction* to your *Unconscious*. You show your *Unconscious* where you want to go.

When all four parts of your brain are in harmony and focused on your Target, you’re headed straight for achievement. That’s something like setting the autopilot in an airplane. Assuming that the plane’s control systems are paying attention to the autopilot and there are no mountains to fly into, the autopilot will take you straight to your intended destination.

(In Chapter Three you will learn to make sure that your *Unconscious* pays attention to your Target by prioritizing it. In Chapter Four, you’ll learn to fly *over* the mountains (*Blockers*) that might otherwise block you from reaching your BA Target.)

Any way you look at it, once you’ve completed this process, nothing—not even a mountain—is going to stop you!
The “Trick” to Setting Your Basic Achievement Target

Okay, I know you’re eager to dive into Step 1, but I’m going to ask you to be patient for just a few more minutes. I need to introduce you to the technique that is going to get you what you want.

This “trick” is an indispensable part of the process.

What I just did above was create what I call a *Metastory*. You start with a relevant but not 100% great experience that you’ve actually had. Then you consciously modify it into a “perfect” picture, an *Imaginary Experience* that you use to show your *Unconscious* what you want. That’s a *Metastory*.

Let me walk you through what I mean:

Think of a time in your life where you received money.

Got the image?

Now, was the experience 100% perfect for you? Did anything happen around it that you might call negative?

Good.

(Yes, I said good. Anything you recalled will be useful material. It’s all good.)

Now take that experience and rewrite it so the negative isn’t there anymore, as I did with my own experience earlier. I rewrote it into what I call a *Metastory*—a perfect version of what really happened. Go ahead and give it a try now – re-write your past until it feels, as Tony the Tiger would say, “Grrrreat”!

**Note:** Throughout this book, I’ll be asking you to engage in “assignments”. Each assignment will build on the last, and it will be impossible for you to get the full value from this book without active participation in these exercises. The act of writing will help you to get crystal clear on what you want, and clarity is critical if you want to reach your Target.
Since your *Unconscious* cannot tell the difference between a real or imagined event, it will record what you just wrote as real.

After all, what does it know? It makes you squirm or scream at a movie, where you know nothing is “really” happening! It makes you wake up in a cold sweat because of a disturbing dream—which wasn’t “real”!

Metastories are a fun and powerful way to rewrite your past and give your mind new instructions. Your mind now has a very desirable memory surrounding generating money.

In Chapter 3, you’ll learn how to prioritize a Metastory, so that your *Unconscious* will home in on your Target. (But we’ll get to that later.)

In the example I gave you of modifying my original memory into a “10” Metastory, I was automatically harmonizing the four parts of my *Conscious Mind* and *Unconscious* minds. By doing this, I was turning the energy of conflict into productive *Unconscious* cooperation that clearly and effectively targeted what I consciously wanted to achieve.

In short, I got all my ducks in a row.

This will all become clearer in a few moments…

**How to Create a Metastory That Is a Target**

In the assignment you just finished, you had the experience of creating a Metastory. However, a Metastory must be polished and refined before it can serve as a Target. That’s what you’ll learn to do now.

Let’s assume that you have already figured out what you want, meaning you have defined your BA Objective. You then create a Metastory that gets all four parts of your mind in harmony with your BA Objective.

Here’s an example from my life, one that arose from the BA Objective that I described earlier:

```
I’d like to have my biggest sales month ever.
```
Go ahead and write down a **BA Objective** of your own right now, so you can follow along with me.

1. **As you think about your BA Objective, notice what comes to mind and write it down.**

   For example, as I thought about my *BA Objective*, I remembered sitting at my desk, reflecting on my biggest income month to date. So I wrote:

   ```
   I’m sitting at my desk, reflecting on my biggest income month to date.
   ```

   When you focus on what you want, a similar thing will happen.

   As you continue focusing on your *BA Objective*, your memories will expand. Keep writing down the additional feelings, thoughts, and memories that come to you.

   For example, what came up when I thought of “I’d like to have my biggest sales month ever” was partly the memory I just described and partly my thoughts about it:

   ```
   I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a $170,000 payment.

   I’m reflecting on the fact that I only worked five days to earn that amount. But I also had three days of hard travel, during one of which my back started hurting terribly.

   Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. Frankly, at the time, I would have traded the money for alleviation of the pain.
   ```
2. Rate the perfection of your "perfect" memory, using the “1 to 10” Desirability scale, where “10” means "so great, I wouldn't change it for a million dollars" and "1" means "so awful I don't even want to think about it."

For example, I said to myself: I like the money I earned, but I don’t like remembering the pain. So I’ll rate that a “2.” The pain was so intense, I shudder when I remember it.

3. If you rated your Metastory less than “10” for Desirability, put your imagination to work and produce an imaginary "perfect 10" version of the same scene.

To do this, first home in on what’s really bothering you in the memory. Then change it! Start by circling or underlining the words or phrases that describe negative things about the experience, that trigger Blockers.

For example, I have underlined what really bothers me about the memory I described above.

| I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a $170,000 payment. |
| I’m reflecting on the fact that I only worked five days to earn that amount. But I also had three days of hard travel, during one of which my back started hurting terribly. |
| Despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. Frankly, at the time, I would have traded the money for alleviation of the pain. |

Now, change each of the marked words or phrases until the negative feelings disappear (these feelings are examples of what I call “Blockers” – we’ll go into these in more detail later on).

Use the skill popularly known as "hindsight." (Everyone is an expert at that!) In short, rewrite your past.
For example, I’m editing the underlined parts until I really like the result. I’m adding and subtracting parts. The new words are in **boldface** and what I’ve subtracted is crossed out.

I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a $170,000 payment.

I’m reflecting on the fact that I only worked five days to earn that amount and that I really enjoyed the snowy weather in Sweden while doing that. But I also had three days of hard travel, during one of which my back started hurting terribly.

I’m really pleased with myself as I reflect on the fact that despite the pain, I was able to perform five days of training with outstanding results. However, it was a triumph of will. Frankly, at the time, I would have traded the money for alleviation of the pain.

I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.

4. Repeat the circling/underlining and rewriting as many times as it takes for you to hit a “10” on the Desirability scale for your entire Target.

For example, while what I came up with above seems pretty good, it felt like something was missing so I rated that version as only “8” on the desirability scale.

Now I’ll modify things again and come up with a “10” version. (Again, the new words are in **boldface** – this time I didn’t subtract anything.)
I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows I have received a $170,000 payment.

I’m reflecting on the fact that I only worked five days to earn that amount and that I really enjoyed the snowy weather in Sweden while doing that.

I’m really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I’m also very pleased that I achieved the BA Objective that I set for myself of working no more than ten days a month, leaving lots of time to be with my kids.

Now I’ll have another three weeks with them, and I’m filled with joy and happiness at the thought.

And, with that in mind, I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.

I’m very pleased with that. In fact, it’s definitely a “10” for me. So that becomes my Target.

How did you do? (You did do this exercise, didn’t you?)

Would You Like $60 Million?
It would be great to suddenly receive $60,000,000, wouldn’t it?

Or would it?

Do you have any idea what suddenly getting $60,000,000 would feel like to you?

Would you rate the experience as a 1 or 10 for you? Is this really you? Does it seem real for you or is it a scene in a movie, something out of a book for you?

Be careful if you said “10.”

*False “10’s” are Imaginary Experiences* that you rate a perfect “10” and that seem outrageously wonderful—too wonderful, in fact.

When you really look at your feelings about them, what they describe doesn't seem to have much to do with you. They are too fantastic or you don’t feel connected with them.

For example, suppose you are now earning $60,000 per year and you come up with a *Metastory* that depicts you suddenly earning $60 million per year.

You probably have no real idea of what earning $60 million would be like. It’s easy to think of the positive things such wealth would bring, but you’ve probably never considered the many negatives and what you’d have to do to earn $60 million. Or how you would manage that amount of money if you did make it. (For example, many lottery winners end up bankrupt after receiving their millions of dollars.)

In other words, you probably don’t connect with the reality of earning $60 million. You have a nagging feeling that something’s not right—a *sign of conflict*.

But if you change your *Metastory* to doubling or tripling your current income, it would probably be much easier to imagine what you would be doing and what your life would be like.

Doubling or tripling your income would probably be an appropriate “perfect” *Metastory*, but earning $60 million per year is probably not realistic enough to work for you—yet.

If, however, you really *do* want to earn $60 million a year, you can probably get there in smaller steps. Each step will be extremely ambitious, but still *reasonable*. (Though, when you
look at what you would lose by changing your lifestyle so drastically, you may decide it’s not what you want.)

How do you tell if you’re on track with your desires?

Here’s a tip:

You’re on solid ground as long as the seemingly impossible elements include an intuitive feeling that they are reasonable and "right for you."

If a “10” Target seems absolutely perfect for you at this time in your life, don’t reject it just because you’ve never before achieved this result.

After all, maybe $60,000,000 is right for you at this time. I can’t judge that for you. Just remember that any BA Target as challenging as doubling or tripling your income — or even much, much more—will almost certainly require the Super Achievement techniques you’ll learn later on in this book for its accomplishment.

The good news is the Metastory is the basic building block of both the Basic Achievement and Super Achievement techniques, so you’re learning a tool you’ll need to create the results you want.

Either way, you win!

Now It’s Time to Create Your Basic Achievement Target

How hard do you think it will be to reach your BA Objective?

The Basic Achievement process works very well to achieve modestly difficult BA Objectives.

On a scale of 1 to 10, with 10 being “impossible based on logic and experience” and 1 “nearly automatic”, this should be no tougher than a 4.

Or, if you’d prefer, think of a problem you’d like to solve using the BA Processes — something in your life that seems no tougher than a 4 on that same “1” to “10” scale.
Again, remember that the *Cybernetic Transposition Basic Achievement Three-Step* works with *BA Objectives* that are only modestly difficult.

Ready to create one for yourself right now?

Let’s begin:

1. **Write your BA Objective on a piece of paper.** This *BA Objective* should describe the end result you are looking for. For example:

   - If you want to earn at least $5,000 more this year, your *BA Objective* would be: “I will earn at least $5,000 more this year.”

   - If you want to get a new job that pays 10 percent more than your present one, your *BA Objective* would be “By (date), I will be in a new job that pays 10 percent or more than my present one.”

   - If you want to get your bills done in time this month to avoid late fees but always seem to miss the due date, your *BA Objective* would be: “This month, I will get my bill payments mailed in time to avoid late fees.”

2. **Respond to what you’ve written.** React to it. Notice what memories or imaginary scenes come up in your mind. What are your feelings, ideas, reservations, entusiasms?

3. **Write a description of that memory or imaginary scene.** This can be like a screenplay. Imagine and describe yourself performing the tasks and achieving the results you want.

   - If what pops up in your mind is an idea, such as “achieving my best income month ever,” imagine what that would be like, and write a description.

   - If you’re solving a problem, such as “paying my bills on time this month to avoid late fees,” imagine what that would be like, and write a description.

4. **Check that it involves only your own actions.** Be sure that what you have described involves only your own actions. This means that you are proactive, doing a specific thing to produce a specific result. However, if you have previously done something that produced the desired result, and that result involved the reactions of others, then this is
an okay Target, even if your success depends on a particular behavior or response from other people.

For example, in the movie *Don Juan de Marco*, Johnnie Depp plays a modern-age Don Juan. He seems to know how to charm any woman.

It would therefore be okay for this imaginary Don Juan to set a *Basic Achievement Target* that involves charming a particular woman.

Whatever he does involves only his own actions and perceptions. He clearly already possesses the necessary skills. In fact, achieving his goal would probably rate only a “1” in difficulty for this character, given the responses of the women in the movie.

If your Target doesn’t focus only on your actions, underline or circle whatever you’ve written that involves the actions of others. Then rewrite what you’ve marked until your description meets this criterion.

5. Rate how Desirable your memory or imaginary scene is to you. Don’t “intellectualize.” Go with your gut feeling, and use intuitive thinking.

1 <---------------------------------------------------------X> 10
Undesirable ........................................................................ Highly Desirable

If your Desirability rating is less than “10,” read through your description and mark any word or groups of words that makes it less than perfectly Desirable. Rewrite what you have marked until the Target becomes a “10” in Desirability.

6. Test for a False 10. Yes, you’ve painted a rosy picture, an ideal accomplishment. But, if you get a nagging feeling that what you have described is unrealistic or just too good to be true—if you recognize that on some level you have a nagging feeling that something’s wrong, that it’s not right for you—go back and reread your description because that nagging feeling makes it less than a 10. Mark any word or groups of words that are keeping you from achieving a true “10.” Then rewrite what you have marked until the false 10 feelings disappear. Keep this up until you have not the smallest reservation.

7. Rate how Difficult it would normally be (prior to what I have described in this book) for you to produce this result.

1 <-------------------------------------X--------------------------> 10
Easy/Automatic .................................................................. Impossible

If your difficulty rating is more than 4, modify your Target so it remains a 10 in Desirability while dropping to a 4 or less in difficulty. This may involve removing part of the Target.

If modifying your Target would “ruin” it, put it aside. (It may provide a perfect starting point for a Super Achievement Target.)

8. Take out some insurance.

When you improve your conscious communication with your Unconscious Mind, it is very wise to take precautions to ensure that you don't unintentionally misdirect your Unconscious.

I have found that inserting the following phrase at the end of your written Target will be enough to keep you on track with the part of you that knows what is best for you, your source of integrity.

“Please make this happen in ways that are for the highest good of me and of everyone else involved.”

For example:

I’m sitting in my new and highly attractive office, enjoying the feel of my leather executive chair.

I’m looking at a memo confirming my hiring at a salary that is 10 percent higher than my previous job and am savoring the list of my new functions that include only ones that I enjoy and am good at.

My new boss has just stuck his head in the door, welcoming me with a big smile and an invitation to drop into his office and chat.

I’m looking forward to working here.
Please make this happen in ways that are for the highest good of me and of everyone else involved.

By using this phrase, which was first documented by Socrates, you are addressing yourself to your seat of integrity and the source of your inner knowing of what's right and proper for you.

To me, that's a very powerful, positive, and effective way of taking care of yourself.

And using it, all of the more than 50,000 people who have learned this process have reported only positive effects.

**Do It Now!**

Right now, add this sentence to your *Basic Achievement* written Target:

*Please make this happen in ways that are for the highest good of me and of everyone else involved.*

If you want, a variation of the above insurance policy looks like this:

*Please make this or something better happen in ways that are for the highest good of me and of all concerned.*

Either way, be sure you use one or the other statement.

**What You Just Learned**

In this chapter, we covered the four major parts of your brain, why you need to harmonize them if you want to consistently achieve what you want, and how to do so. We also covered how to establish a *BA Target* by starting with a *BA Objective*, and then creating a *Metastory*.

Right now you should have a written *Metastory* in hand—something you are excited about and ready to see materialize in your life—fast!
What’s Next?

In Chapter Two-B, I’ll be presenting the Basic Achievement Targeting Process from a different perspective. By the end of 2-B, you’ll have a much broader understanding of how to create a Metastory and Target, and how this process can be used to accomplish many different kinds of objectives, including improving family relationships.
Chapter Two – B
Setting Effective Basic Achievement Targets – Step One of the Cybernetic Transposition Three-Step

As I noted in the Introduction, I have repeatedly found that explaining the same process from multiple different points of view is extremely effective.

As they say, “The proof is in the pudding.” Well, the effectiveness of this method is such that in the most recent Super Achiever Coaching Programs (SACP11, SACP12, SACP13 and SACP14), 100% of the participants who did at least most of the assigned work achieved their seemingly impossible SA Objective on their very first try. (The long-term success rate is greater than 95%.)

So I decided to take the same approach in this Second Edition of “How to Get Lots of Money for Anything – Fast.”

Chapter Two B is the first example of that.

So let’s take a somewhat different look at what I covered in Chapter Two.

Consciously Choosing Where You’re Headed

There’s a Sufi saying, “If you don’t know where you’re going, any road will take you there.”

From a conscious perspective, that pretty well describes the way that most people go through life. Their Unconscious mind is driving the bus and they don’t know where it’s headed. They and you are essentially completely run by Unconscious habit patterns.

Unconscious habit patterns even determine what flows into your conscious mind. You can’t be consciously aware of anything that your Unconscious does not send to your conscious mind. And the decision of what you should consciously know is the result of other Unconscious habit patterns.

On some level, you’re certainly aware that Unconscious habit patterns run you.
For example, haven’t you ever said, “That pushed my hot button?” “The event that you call, “pushed my hot button” was the stimulus that started a specific **Unconscious** habit pattern operating, a process that took place entirely **Unconsciously**. But, in retrospect, you can see the pattern of stimulus and response when you think about it.

If you don’t know where your **Unconscious** has you headed, you’re at the mercy of your **Unconscious** instead of managing and directing your **Unconscious** to give you what you consciously want.

And, if that’s the case, the result can be that you conclude it’s impossible to get what you want. Or, putting it another way, if you do what you’ve always **Unconsciously** done, you’ll get what you’ve always gotten.

So if you want your life filled with much greater abundance, you have to change what your **Unconscious** is doing to what you consciously want.

The good news is that via even the simplified implementation of the **Cybernetic Transposition** Three-Step comprising the **Basic Achievement Processes**, presented in Chapters One through Five, you can often take a significant degree of conscious control of your life.

The aspect of the **Cybernetic Transposition Three-Step Process** I’m about to show you in this chapter is **Step 1**, setting a very precise **BA Target** that’s harmoniously held by your **Conscious Mind** and the major aspects of your **Unconscious**.

In the following chapters, I’ll show you **Step 2**, how to prioritize your **BA Target** in a way that you already know works. And **Step 3**, two powerful ways of changing your self-defeating **Unconscious** habit patterns, your **Blockers**, into self-supporting habits that will aid you in realizing your **BA Target**.

Here goes. To set a **BA Target**, do the following.

1. **Write a brief list of what you want to accomplish.**

   For the purpose of this illustration, let’s assume that what you want to accomplish includes three points:

   1. Staying calm and positive when your child knocks over an expensive lamp or the cake you just prepared.
2. Asking him or her how and why that happened.

3. Working with him or her to design a much better solution that seems very workable to both of you.

2. Home in on the first difficult or seemingly impossible thing on that list. That is, what you think should come first timewise.

In this case, if it were me when my daughters were young, the very first thing would be to stay calm and positive when my child broke something that was dear to me.

Make sure that you choose a single very precise thing and record it.

3. Remember a time when you were experiencing something close to the positive response you just described. It could be in a very different context and that’s fine. Record what you get.

In this case, I want to home in on a time when I was with my child and felt very calm, positive and loving. In this example, I’ll call my child Susan.

I home in on and record the following experience:

“On Susan’s third birthday, I got up, walked into her room and looked at her beautiful face while she was still sleeping. I instantly felt an incredible sense of loving. It was so strong that I started softly crying. I also felt calm and very positive inside as I recalled that I had finished all but the final preparations for her birthday party and I felt a happy sense of anticipation and joy as I contemplated her face when she saw the cake I’d made.”

4. (By way of definition, I will often use the term “Frame” to mean to separate what is of interest from everything else going on in your mind, similar to the way a picture Frame separates what’s within it from the wall and everything else on it. A very powerful way of framing is writing.)

Now, using your wonderfully powerful skill of hindsight, edit the written description you just recorded in step 3 to demonstrate you expressing the same sort of feelings in the situation you described in step 2.
Be sure to use the present tense.

This explicitly frames your conscious intent in a way that starts to form a Preliminary BA Target.

Thus, continuing with my example, I might write:

“Susan just broke my favorite Chinese dish while she was running around. I look at her stricken face and remember the incredible sense of loving I felt for her on her third birthday. As I did then, I feel calm and very positive inside as I realize that Susan is incredibly more important and wonderful to me than the dish and that I can always get a new dish if I choose. I feel a sense of positive anticipation as I look forward to discussing the situation with Susan and to jointly coming up with a way that will prevent such accidents in the future.”

Note two things about this description.

First, it is stated in the present tense. Stating things in your BA Target this way is very important because your Unconscious lives in the “now.”

Second, It may very well seem difficult or impossible to achieve.

5. Try to imagine yourself actually doing what you described in Step 4. As you do, be alert for any other feelings of upset or impossibility, any Blockers operating. If and when you experience any, describe them in writing along with your body reactions to that imagined situation, any changes in your body from what you consider your norm.

This explicitly Frames any signs of Unconscious conflict, any additional Blockers at work.

In this case, I get a kneejerk angry reaction when I read that Susan has just broken my favorite dish.

After all, Susan just broke my favorite dish. Isn’t a little anger normal?

The answer is yes, it may be normal but anger doesn’t feel good inside and if I express it to Susan, things will go from bad to much worse.
In this situation, my Unconscious habit pattern of becoming angry when someone “hurts” me in this way is very self-defeating. In other words, I’ve just encountered one of my Blockers.

My hands want to clench into fists, my jaw clamps down, my mouth turns down, my brow furrows and the back of my neck becomes extremely tense.

These are the changes in my body to which I referred above.

As I continue to read through my Preliminary BA Target, I feel despair at ever being able to do this. It seems impossible.

I feel myself sighing. I feel my shoulders drooping, my head hanging a little bit and a heaviness in the center of my chest.

That’s a second Blocker at work and those are the body feelings that accompany its operation.

I Frame and record both my mental and emotional reactions that characterize each of these Blocker operating and, most importantly, what I feel in my body when those reactions occur.

6. **Read over your written description of what you want, your preliminary BA Target, to identify the specific words or phrases that trigger these signs of Unconscious conflict, these Blockers. Underline or circle these words or phrases.**

   *The first trigger is “broke my favorite dish” and the second is “I feel so calm and positive inside.”*

   *When I read “broke my favorite dish,” I immediately experience a gut level sense of loss.*

   *When I read, “I feel so calm and positive inside,” my reaction is strongly (expletive deleted) xz###!xzzz! NO!*

7. **To the extent that you are now able, edit your preliminary BA Target by rewriting the words or phrases that triggered the Blockers and anything else relevant until you feel a sense of rightness and positivity when you read them.**

   In this very familiar process of editing what you have written until it intuitively seems right, you are instructing your Unconscious to do what it has often done before: to come up with alternatives to what you first recorded.
As you continue to edit, you are instructing your *Unconscious* to keep coming up with more acceptable alternatives, bridging the gap between what you consciously want and your *Unconscious* habit patterns.

So I edit what I wrote in step 4 to the following (*my changes are in bold type*):

“*Today, Susan accidentally* broke my favorite Chinese dish while she was *joyfully* running around. I look at her stricken face and it’s clear to me that this is an opportunity to turn negative into positive. As I ponder how to do that, I remember the incredible sense of loving for her that I felt on the morning of her third birthday. As I did then, I feel calm and very positive inside because I know from experience that we can do this, together. I know absolutely certainly that Susan is incredibly more important and wonderful than that dish – or any other material object - and that I can get a new dish if I choose to. I feel a sense of positive anticipation of the joy that Susan and I will jointly feel when we come up with a way that will prevent such accidents in the future. *Please make this happen in ways that are for the highest good of me and of all concerned.*”

Note that I have added the critically important *Insurance Statement* that instructs your *Unconscious* to implement your BA Target in ways that are appropriate for you and all concerned.

As noted previously, you must always add the *Insurance Statement* to each of your BA *Targets* in order for them to work effectively.

My written *Preliminary BA Target* is now a 10 in perfection and my *Blockers* feel a lot less intense even though they’re still clearly operating.

8. **However, my Preliminary BA Target deals only with one very specific single situation.**

While that usually works for generating a certain amount of money, finding a perfect home or relationship or writing a book, it doesn’t work so well with respect to the continuing type of situation I’ve used as an example.

It doesn’t work because the specific situation is already past. What I really want is to react in the positive way I’ve described *whenever* one of my children breaks or defaces something of value to me.
When constructing a BA Target dealing with this type of situation, one more step is required: to generalize the Target.

Let me demonstrate with my Preliminary BA Target example. My final changes are in bold type and, as you may note, I have further refined my Target in other ways.

“When ever any one of my children breaks or defaces something I value, I remember the incredible sense of loving I felt for Susan on the morning of her third birthday and for my other children on other occasions. As I did on those occasions, I feel calm and very positive inside because I know from experience that we can positively resolve things together. I know absolutely certainly that my children are incredibly more important and wonderful to me than any material object. I feel a sense of positive anticipation of the joy that they and I will jointly feel when we come up with a way to prevent such accidents in the future. Please make this happen in ways that are for the highest good of me and of all concerned”

I again check. Is this still a 10 in perfection for me?

The answer is absolutely yes.

So now I have created my BA Target.

What I Just Did

As I edited my BA Target, I sent strong communications to my Unconscious in the form of “This part of what I have written is right but that part needs to be changed.”

My Unconscious responded by popping into my Conscious Mind proposed editing changes which I intuitively accepted or rejected.

In reviewing these proposed edits, I sent messages to my Unconscious, accepting or rejecting what it had proposed. When I rejected something, I almost instantly received revised edits from my Unconscious. I kept this very rapid process up until the edits seemed right to me.

(This is what happens during the very normal process that occurs while you hold your pen hovering over the paper until you are ready to write.)
Finally, when I consciously said to myself, “That’s right,” my *Unconscious* responded by either sending an intuitive “not so” and additional edits or an intuitive “that’s it” message in the form of feelings that my *BA Target* was very desirable and appropriate.

And when you, in turn, have accomplished that, you have created a *BA Target* that is harmoniously held by your *Conscious Mind* and all of the major aspects of your *Unconscious* – except the aspects expressing the *Blockers* that you’ve identified (which I’ll show you how to resolve into harmonious and self-supporting habit patterns in Chapter Four - C.)

The harmony will be evident in your *Unconscious Mind*’s feedback to your *Conscious Mind* in the form of feelings of desirability, appropriateness, joy and loving. That will be your *Unconscious* answering your implied question, “Is this perfect for me?”

So now you have created a *BA Target* that’s harmoniously held by your *Conscious Mind* and the relevant parts of your *Unconscious* – other than those expressing the *Blockers*. As Step 3 of the *Cybernetic Transposition* Three-Step, you will need to resolve those *Blockers* before your *BA Target* will be harmoniously accepted by all relevant parts of your *Unconscious* as well as your *Conscious Mind*.

Once you have resolved the *Blockers* that are still triggered by your *BA Target*, you should be able to quickly tune your Target up to the point where you rate it as a 10 in desirability, joyfulness, loving and appropriateness for you and your child.

*Since I already know how to do the Cybernetic Transposition Base Reframing Process (which you’ll learn in Chapter 10), I’ve resolved both my “anger” *Blocker* and my “impossibility” *Blocker* (see step 5, above) and my *BA Target* has become a 10 in desirability, appropriateness for me, joyfulness and loving.*
What’s Next?

In Chapter Three, you will learn to *prioritize* your Target. You want your *Unconscious* to see your *Target* as more important than all those other things you think about wanting. A high-priority *Target* becomes a living reality!
Chapter Three
Basic Achievement Step 2:
How to Make Your Target
More Important Than Distractions

“I want to have more money in the bank!” someone declares.

But then they walk down the street and spend money mindlessly at every store they see.

“I want to lose weight!” someone else declares.

But then they walk past a bakery and can’t help but go inside and eat.

“I’m going to save and buy a new car!” someone announces.

But then they buy new clothes, new music, new odds and ends—and wonder why they can’t save for that stated desire.

What happened to their goals?

Distractions can get the best of us—if you don’t know how to make your target more important than them!

In this chapter, you are going to learn how to prioritize your Basic Achievement Target so your Unconscious stays focused on achieving it. It will no longer become sidetracked.

You can imagine how powerful this alone will be in your life.

Dieting, saving, and earning money—or anything else you want to have, do, or be—then becomes almost a snap to do.

Why?

Because your Unconscious won’t have a counter desire working against you.

This will become clear as we move ahead.
First, a Difficulty Check.

Is the target you have written down difficult or easy to achieve?

Remember that the Cybernetic Transposition Basic Achievement Three-Step works well to accomplish only modestly difficult BA Objectives, ones that are rated no more than 4 on a 1 to 10 Difficulty scale, where 1 equals “nearly automatic” and 10 indicates “impossible, based on logic and my experiences.”

With that in mind, intuitively check again to be sure that your Target is no more than a 4 in Difficulty.

What is yours?

If it is higher than a 4, you have two choices:

* First, you can modify and rewrite it until it is a 4 or less. Then continue here.

* Or, if changing your Target that much would decrease its Desirability below a perfect “10” rating, save it until you are ready for the Cybernetic Transposition Super Achievement Three-Step that starts in Chapter Six. If that’s your choice, go back to the previous chapter and choose a less demanding BA Objective.

Ready to move on?

Why Prioritize?

“Keep your eye on the ball!”

Why does a football coach yell that?

It’s pretty obvious that if you want to accomplish something, you have to keep focused on it. That’s what a football coach means when he says, “Keep your eye on the ball.”

In this case, your stated BA Target is the “ball” in your life.
However, the *Conscious Mind* has great difficulty keeping its eye on the ball, so to speak. Researchers have found that almost no one can remain consciously focused on any one thing for even five seconds without experiencing some mental distraction.

Surprised?

You can check that out for yourself. Try this:

1. Close your eyes and imagine a yellow triangle perfectly centered within a red circle.

2. Keep picturing that for as long as you can. At what moment do other ideas, thoughts, emotions, visual images, sounds, or feelings intrude?

If you’re normal and completely honest with yourself, you probably didn’t make it more than three seconds.

Insidious, isn’t it?

What should you do?

The answer is actually pretty simple.

The solution lies in getting your *Unconscious* to put a high priority on your *Target* while your *Conscious Mind* continues to do what it normally does.

That means letting your conscious mind come up with the target or objective you wish to accomplish, but set your unconscious mind to work bringing that target into your life.

That’s what the *Basic Achievement Prioritization Process* is about.

It will help you train (and tame) your *Unconscious*.

**How to Prioritize Your Target**

So, how do you get your *Unconscious* to stay in line, anyway?
The most effective way of prioritizing a Basic Achievement Target is through repetition.

Repetition works by repeatedly sending the same message to your Unconscious until the relevant parts of it get the point.

That's what took place when you memorized your lines in a school play, a poem to recite in class, or the words to a popular song that you wanted to sing with your friends.

Almost certainly, you repeated and repeated the words until they reeled off easily and rather automatically, once the verbal or musical cue was given.

So, what you can do right now is begin to look at your written BA Target, your Metastory (from the last chapter) every day. Just get used to seeing it. The more you read it—which is repeating it—the more your Unconscious will pay attention to it.

That’s easy enough, isn’t it?

But that’s not all you should do…

Read This If Your Target is a “3” or Less

Is your Target a 3 or less in difficulty?

Here’s how to prioritize the easier Basic Achievement Targets, those that you have rated “3” or lower on the Difficulty scale.

1. Sit down with your Target statement. Put the piece of paper on which you have written your Basic Achievement Target in front of you. Choose a time when you won’t be disturbed.

   For example, if I were prioritizing the Basic Achievement Target that I used as an example in the previous Chapter, I would have the following written on the paper in front of me.

   I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer
report from my bank that shows that I received a $170,000 payment.

I’m reflecting on the fact that I only worked five days to earn that amount and that I really enjoyed the snowy weather in Sweden while doing that.

I’m really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

2. Imagine and experience what your Target describes, reading it silently. Create a movie in your head.

3. Read through your Target statement **100 times**. Do it aloud or by explicitly talking to yourself, whichever feels like it works best for you. However, if you read aloud, make sure that no one can overhear you. Otherwise, their negative comments or attitudes could interfere with the message you’re giving your Unconscious and, ultimately, with your achieving your Target.

Keep count: After each read-through, make a mark on a separate piece of paper to indicate "another one done." (I find that Roman numerals are easiest, 10 rows of two sets of 5).

Dealing with inspiration: If, while you are reading, you suddenly realize you can make your Target statement even stronger, wait until the changes are clear in your mind before you stop to make them. Revise your original written Target quickly and immediately go back to reading. The fewer and shorter the interruptions in the reading process, the better.
Dealing with conflict: If you notice Blockers that try to stop you from completing this process, make a note of them on a separate piece of paper and keep reading. Some likely ones include:

- I'm tired.
- I don't need to keep doing this. I've already got it.
- This is a stupid process. I'm going to quit.
- This is too much trouble. I didn't really want to achieve my target anyway.

DON'T LET THIS STOP YOU!

These habit patterns may be the same ones that will try to keep you from achieving your Target.

In the next chapter, Chapter Four, you will learn how to deal with them.

So don’t worry about that nagging voice in your head, just note it and keep going forward.

Prioritizing Your More Challenging Basic Achievement Targets

Was your Target a “4 or more” in intuitive difficulty?

To prioritize more challenging Basic Achievement Targets—those that rate as 4 on the intuitive Difficulty scale—repeat the above process, but with one important difference.

This time, you are going to write your Target statement 100 times by hand instead of reading it. Just like you did in school. (It worked then. It still works now!)

It’s best to do 100 repetitions at one sitting but it’s okay to do a minimum of 25 repetitions each day for four successive days. (Don’t miss a day.)

And then do one repetition every day until you achieve your Cybernetic Transposition BA Target.

That’s easy enough, isn’t it?
What? You Don’t Want to Do It?

You didn’t stop and write or read your BA Objective 100 times, did you?

Why not?

Well, why not?

Take a moment and jot down your answer.

Why didn’t you read or write your Target 100 times?

Whatever you just answered is your inner conflict, your Blocker.

I’ll begin to show you how to resolve it in this chapter, and give you a much more powerful series of approaches in the next. But for now just note why you didn’t do the work.

Did you think it was just too much effort?

What I say to people who say that it’s too much effort to write or read their BA Target 100 times is that they haven't picked a desirable enough BA Target. It's not really a 10 in Desirability because, if it were, the hour or two required to prioritize would be insignificant.

Right?

After all, if you truly want it, wouldn’t an exercise proven to work for you be worthwhile to do?

Now, if you insist that your Target is truly a 10 for you, and you still didn’t do the above exercise, then recognize that you are encountering a Blocker — a self-defeating unconscious habit pattern that's trying to block you from getting what you say you really want.

(Again, I’ll teach you how to resolve such Blockers in the Chapter 4. For now, just recognize them if they show up.)

Here’s what one person said who at first didn’t want to do the work I prescribed:

“I just completed prioritizing my BA Objective. It was rough around 40 repetitions. I wanted to quit but recognized I was dealing with a Blocker so I
wrote down the feelings and thoughts that were trying to block me and continued. At 60 repetitions another big sign of conflict popped up and I handled it the same way. At 70 repetitions it began to get easier and by the time I reached 90 times, I felt like my Target had really become a part of me and that my resistance was gone. It was work but I really feel it was worth it. I'm pumped!"

And here’s what another person did:

Cheryl was about to take a vacation and felt that another $500 in her pocket would make it a lot more enjoyable. So she set a Basic Achievements Target of somehow receiving $500 before her departure in a week. She started with a memory of running short on her last vacation:

"It's the last day of my vacation in Puerto Valletta and I'm short of money. I've already borrowed $50 from Bonnie and don't want to ask her for more. She invited me to lunch but I said I wasn't hungry because I was embarrassed to tell her I didn't have the money. This feels really bad."

She developed this into a Metastory that became her Target when she added the "insurance factor":

"I'm really enjoying my vacation. I feel exceptionally abundant whenever I feel the envelope in my pocket with the $500 that mysteriously appeared just before I left. I'm grateful to myself for setting the Basic Achievement Target that brought the money to me. Please make this happen in ways that are for the highest good of me and of all concerned."

She had to go through a number of heavy Blockers while she was prioritizing but she stuck with it. Then she resolved the Blocker and prioritized another 10 times.

Each day she practiced and went about her normal activities. Then, on the fifth day, she received a phone call from a long lost friend to whom she'd loaned $750 while in college. Cheryl had written off the money in her mind. But now, magically, her friend
was apologizing for taking so long to pay the money back and asking for directions so she could bring it over.

Cheryl regained her friend and her $750.

And she had a great vacation.

As you can see, doing the work leads to getting the results. You’re worth it, aren’t you?

Let’s Make a Deal

I have a confession to make. I don’t really expect that most people will write their target 100 times before finishing reading this Chapter – after all, it makes sense that you’d want to gather as much information about prioritizing as possible before you begin.

So how about this – make a note of those subtle (or not so subtle) feelings that have been coming up for you that keep you from being 100 percent enthusiastic about the idea of writing your target statement 100 times. (After all, that basically means you don’t like spending time focusing on what you say you really, really want … and that doesn’t make much sense, does it?)

And go ahead now, and write your **BA Target 5** – 10 times to get a feel for the process, and soon we’ll build on what you’ve learned and experienced by doing this. In Chapter 3-B, I’m going to present the prioritizing process from a slightly different angle, and it won’t be nearly as impactful if you don’t “got your feet wet” in this process right now.

Don’t Ignore Your Phone Ringing

When your phone rings, do you ignore it?

You might, but wouldn’t you check the message to see what it was about?

Your resistance (if you still have any) is a message.

It’s your **Unconscious** ringing your phone.
Blockers are so familiar that most people don’t take them seriously. That's like thinking that the sound of the phone ringing is the message. It isn't, of course. You have to pick up the phone and answer it to get the message.

Of course, if you're afraid that it's the bill collector, your fear may prevent you answering and finding that it's your lover calling to whisper sweet nothings in your ear.

So, do you want your BA Objective or not?

If it’s a “10” for you, you should be eager to do whatever it takes to achieve it.

If it isn’t a 10, rewrite it until it is.

Do that right now.

An Inspiring Story

Mike had just graduated from grad school and was carrying some pretty heavy loans. While he enjoyed the new job he’d recently taken, the salary wasn’t great and didn’t leave much after paying living expenses and his monthly loan payments.

So he set a Basic Achievement Objective of getting some help from his employer in handling the problem.

Using the Cybernetic Transposition Basic Achievement Three-Step, Mike set his Target, prioritized it and resolved the Blockers that arose as he practiced each day. Finally, after a week, he felt he had things straight in his head and prepared a written proposal to his boss. In exchange for an immediate raise in the amount of his monthly loan payment, Mike would agree to stay on the job for at least two years – assuming that this wouldn’t diminish his subsequent raises.

Mike found his boss quite open and, after they had also worked out a growth path within the firm, his boss not only granted the raise but asked Mike to enroll in some outside courses that would speed his progress within the firm – at company expense. His boss commented that Mike had shown the kind of initiative that the firm was looking for.

Here’s another one…
Mark wanted to lose some weight but he’d had no success with the various diets he’d tried. So he set a Basic Achievement Objective to easily lose 10 pounds in a month.

He started with a memory of frustration in trying to stick to a diet:

“The last time I tried to lose weight, I was hungry all the time. I did lose a few pounds but then I’d binge and gain them right back. I seemed to be totally stuck at the same weight.”

He developed this into a 10 level Metastory that became his Basic Achievement Target:

“I am reducing my body weight by at least one pound every three days, and I record my weight when I weigh myself each night before going to bed. I’m enjoying my meals and eating less because I stop eating when I’m satisfied. I continue to feel satisfied until the next meal and am happy with the way I feel.

My energy is great and I’m enjoying seeing my body slimming down when I look at the mirror after taking a shower. After 30 days, I notice that I have lost at least 10 pounds and look much sleeker. Please make this happen in ways that are for the highest good of me and of all concerned.”

Then he prioritized his BA Objective by writing it 100 times, resolved the Blockers that arose in the process and practiced daily.

After 30 days, he’d lost 11 pounds and said that he never felt hungry in the process.

Summary

To prioritize your Basic Achievement Target, you are going to alert your Unconscious Mind to exactly what you want to achieve and get it behind your efforts through repetition.

1. For your easier Targets— 3 or below on the Difficulty scale— you will read your Target statement 100 times.
2. For your more challenging Targets—the harder 4’s and 5’s on the intuitive Difficulty scale—you will write your Target statement 100 times.

What’s Next?

In Chapter 3-B, you’ll learn about prioritizing from a slightly different angle, and now that you’ve had some experience the material will be even more impactful.
Chapter Three - B
Prioritizing Your Target – Step Two of the Cybernetic Transposition Three-Step

As I mentioned earlier, establishing a high unconscious priority on your BA Target is Step 2 of the Cybernetic Transposition Three-Step Process.

Guess what?

You already know the technique of effectively prioritizing your BA Target that I’m about to show you.

For instance, remember a time when you were in school and had to memorize lines in a play or a poem to be recited in class. Or think of a favorite song – you only need to hear a few notes, and all the words and music (and feelings) come rushing back.

Most everyone has such a memory.

How did you do it?

By focus and repetition.

By intensely focusing on and repeating what you had to memorize, over and over again. And, once you’d done that sufficiently, what you’d memorized rolled out of your mouth when you were then cued with a word or gesture.

In my terminology, by repeatedly framing what you had to memorize through reading it and saying it to yourself or out loud, you got your Unconscious’ attention. When you’d done this enough times, you had formed a prioritized Unconscious habit pattern.

When the stimulus – the cue - arose, your Unconscious habit pattern went on automatic and you said your lines, or sang your song.

In other words, through extensive repetition, you put a high enough Unconscious priority on what you were memorizing that your Unconscious deemed it appropriate to form it into a habit pattern.
The more intensely you focused on the memorization process and the more thoroughly you did it, the more automatic your ability became.

Perhaps, even today if you read or hear the first few words of what you memorized long ago, the words will roll into your Conscious Mind and, perhaps, out your mouth. Whether this occurs depends on how thorough a job you did of memorizing, but I’d certainly be surprised if you didn’t know at least know a few songs by heart.

And because you liked the songs, it wasn’t hard work to memorize them, was it? It was actually fun – and that’s the way it should feel when you are repeatedly writing your BA Target. Your target should be something you like thinking about so much that it make your heart sing.

I’ve found that writing your target 100 times (by hand, no computers) is enough to prioritize your Target. And while this is somewhat of a brute force approach, it works when your BA Target is not more than about a 4 to 5 in difficulty.

The results you create will make the effort worthwhile.

The good news is that you don’t have to do all of that writing in a single day. You can write a continuous minimum of 25 repetitions per day for 4 consecutive days, adding up to the required total of 100 times.

Note: In Chapter Seven I show a much easier and more effective way of prioritizing - the Super Achievement approach - that works with up to level 10 difficulty Super Achievement Objectives. But please don’t skip ahead – these earlier lessons lay a firm foundation for the more powerful techniques you’ll learn later on.

Why Prioritize?

The act of prioritizing your Target accomplishes two things.

First, it does a good job of telling your Unconscious to remain focused on your BA Target even while your Conscious Mind is all over the place. Sending this message 100 times really gets the point across.
Second, it triggers the **Blockers** that would otherwise prevent you from achieving your BA Target.

So far you’ve been working on editing your **Target** statement until it feels just right – and that process removes one type of **Blocker**.

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**Important Note:** There is another type of **Blocker** that you’ll almost certainly run into …

For example, these **Blockers** may show up as a feeling that you just don’t want to do this repetitive writing process. Or you might feel like falling asleep while pausing between repetitions. Or you might feel that this is a stupid thing to do. Or you might just feel like giving up.

Those are all **Blockers** that haven’t served you in the past and won’t serve you here.

Through the **Base Reframing** Process I will describe in Chapter Four-C, you can redirect the energy of those **Blockers** from self-defeating to self-supporting in ways that will greatly aid you in realizing your Target.

But before you can resolve this type of **Blocker**, you have to find it – and this repetitive prioritization process is perfect for discovering what’s standing in the way of you getting what you want.

So for now, just make keep a record of these **Blockers** as they come up for you, and you’ll learn to resolve them in Chapter Four-C.

---

And now back to Chapter Three business. Continue to edit your **BA Target** until reading it triggers level 10 feelings of desirability, appropriateness, joyfulness and loving – and an intuitive certainty that you will achieve your **BA Target**.

If that certainty is less than a 10 on a 1 to 10 scale where 10 equals complete intuitive certainty, you still have a **Blocker** running that you need to resolve.

This is key.
For example, I have a little nagging doubt that I’ll be able to actually do what I have described in my BA Target (concerning Susan and the dish and generalized to all of my children). That indicates I have encountered a **Blocker** that can prevent me from achieving my **Target**.

While that seems like something small and you might habitually ignore such messages from your **Unconscious**, that approach just won’t work here.

Ignoring those messages from your **Unconscious** is, in itself, a **Blocker**, a self-defeating **Unconscious** habit pattern. This is the kind of **Blocker** that ends up with you later saying to yourself after something has gone wrong, “I had the feeling that this would happen. Why didn’t I pay attention to that feeling?”

So be sure to immediately **Frame** that type of **Blocker** through writing and then resolve it through the **Base Reframing Process** that I’ll show you in Chapter Four - C.

Now I want you to add something new to the process - at the end of each writing repetition involved in the **BA Prioritizing Process**, create an **Imaginary Experience** of having just successfully achieved your BA Target. Just like you did with your written **Target**, tune-up that **Imaginary Experience** until it is a 10, until it seems perfect for you. Feel free to add in any peripheral experiences required to make it just right.

Then imagine surrounding this perfect **Imaginary Experience** with a ball of white light and place it in your **Heart Chakra** (center of your chest). Once there, silently say into your Heart Chakra, “This is the way I would like things to be. Please make this happen in ways that are for the highest good of me and everyone else involved.”

Next, with your in-breath, feel that white ball of light and the **Imaginary Experience** become a part of you.

**Why So Much Writing?**

One of the more powerful things that we all know how to do is writing. I’m not talking about “the power of the written word” sort of thing.

I mean that editing through writing is a powerful technique for creating a basic level of harmony among the often warring parts of your **Unconscious**.
Think about it!

When you write things down, you first Frame the intuitive signals sent by your Unconscious to your Conscious Mind. Then you mentally translate them into words and intuitively test to see whether the words you’ve selected match what those signals intuitively mean. When they seem right to you, put those words to paper.

(Remember that those intuitive reference points are also signals from your Unconscious and are much ‘richer” in content than the words.)

For example, watch someone else writing when they don’t know that you’re looking.

They will often hold their pen or pencil poised in the air while they look up.

What’s going on inside of them is the process of translating intuitive feelings into words by rapidly and implicitly Dialoguing with their Unconscious.

Then they will suddenly look down at the paper and start writing.

That’s because they got intuitive signals that the words and phrases they were mentally rehearsing seemed to be okay.

But once they start writing, they may stop, lift their pen or pencil and look up again before scratching out or erasing part of what they’ve written and continuing with something new.

What’s going on is that they got new intuitive signals indicating that what they were writing wasn’t right. So they respond to that intuitive signal by searching for words and phrases that do intuitively seem right. Their Unconscious sends them alternatives and they accept or reject them based on intuitive input.

This process continues until what they have written down seems just right.

At that point, they have achieved a basic level of harmony among the relevant parts of their Unconscious.

Your Mission, Should You Choose To Accept It
First of all, complete the 100 repetition **BA Prioritization Process**. In addition to editing the text until it feels 100% right, make a note of **Blockers** that come up for you that make it challenging to complete the assignment.

Then, until you achieve your **BA Target**, do the following **BA Practice Process** on a daily basis.

1. Read your **BA Target** once, becoming aware of any **Blockers** that pop up as you do. If any do, record the words that triggered them.

2. Rate your certainty that you will achieve your **Target**.

3. Now rewrite your **BA Target**, if necessary, editing it to again make it perfect.

4. Create a corresponding 10-level **Imaginary Experience** of having just successfully achieved your **BA Target** and “Anchor” that **Imaginary Experience** by imagining surrounding it with a ball of white light and placing it in your **Heart Chakra** while silently saying into your **Heart Chakra**, “This is the way I would like things to be. Please make that happen in ways that are for the highest good of me and everyone else involved.”

5. In steps 1 and 2 you’ll be discovering **Blockers**, and in Chapter 4 you’ll be learning a process called **Base Reframing** that will allow you to eliminate any **Blockers** that can’t be resolved by the editing process. Use this process to resolve not more than one **Blocker** a day until you achieve your **BA Target**.

**What’s Next?**

In Chapter 4, you’ll learn how to resolve any unconscious conflicts (**Blockers**) that could prevent you from achieving your target.

If you’ve ever felt like you were spinning your wheels, and wondered why your goals seemed as far away as the day you set them, you’ll love what’s coming up in Chapter 4.
Chapter Four
Basic Achievement Step 3:
How To Avoid Or Resolve Unconscious Conflicts
That Would Normally Block Reaching Your
Basic Achievement Target

Welcome to one of the most liberating chapters in this entire book.

You're going to learn techniques in this chapter that are absolutely critical to successfully achieving your dreams … and I'm certain you won't have seen these revolutionary methods anywhere else!

First, We're Going To Do A Little Review

This first section of Chapter 4 will seem familiar- you've already worked on getting around your blockers by editing your Target statement until if feels right to you.

But we're going to take your ability to overcome blockers even further. In this Chapter, you'll be refining your understanding of what blockers are, where they come from, and how to avoid them.

And then in part 4-C, you'll take things to the next level. This is where you are going to learn to eliminate blockers from your life once and for all, by resolving them.

What’s Your Feedback Saying?

Look at the Target you wrote down in Chapter Two and Prioritized in Chapter Three.

How do you feel about it? Is it still a “10” in desirability for you?

Or are you having a few “nagging feelings” about it?

Maybe you didn't even finish the prioritization process (a sure sign that blockers are getting in the way).
Whatever you are getting as you review your current Target is feedback from your *Unconscious*. It’s important. It can make the difference between you getting your desire, or not.

Let me explain.

Your *Unconscious Mind* cooperates smoothly with your *Conscious Mind* when it “understands” and agrees with what you consciously want. It is constantly sending feedback signals to your *Conscious Mind* that indicate whether it is in harmony or in conflict with what you consciously want.

Blockers are signals that there is disharmony within your being.

If you experience *Blockers*, there is a tug of war going on between your *Conscious Mind* and various parts of your *Unconscious Mind*.

The result is something like a football team where some of the players are running a different play from the others. You end up with lots of people running around the field - and it sure looks like a lot is happening, but there are no touchdowns to show for all the activity.

When you experience *Blockers*, you’re sure to be wasting energy that could go toward producing the results you want.

Just check out the list of typical *Blockers* below, and you’ll realize how often this can happen.

**Remember**: Your Unconscious Mind uses body feelings to communicate.

**Do You Have Any of These Blockers?**

Conflict between the various parts of your *Conscious* and *Unconscious Minds* is so frequent that most of us have experienced the familiar signals:

- Headaches, body pains, acid stomach
- Insomnia, oversleeping
- Fatigue, sluggishness, drowsiness
- Anger, fear, upset
• Confusion, difficulty understanding
• Difficulty concentrating, difficulty focusing
• Boredom, loss of energy
• Nagging feelings that something is wrong

All of the above are **Blockers** within you, self-defeating **Unconscious** habit patterns. You may have always considered them to be simply health problems or stress issues.

The truth is more interesting- they happen to be signals from your **Unconscious**.
Do You Have These Signs of Cooperation?

Cooperation between your conscious and *Unconscious Minds* is less common, but also familiar:

- Feelings of well being, contentment
  - Eagerness, enthusiasm, alertness
  - High energy
- Joy, loving, happiness
- Clarity, understanding

You may have experienced any of the above as simply “good days” for you.

But the truth of it is, these experiences were also signals from your *Unconscious*.

When Conflict Arises

Why does conflict arise in you?

Conflict happens when what you consciously want doesn’t match what is dictated by your *Unconscious* habit patterns.

For example, if you consciously decide to ask for a raise but constantly avoid asking your boss because you feel afraid, you are experiencing *Blockers*.

These *Blockers* are always accompanied by changes in your body from what you might consider its “normal” state.

Your Body Has Something To Tell You

In the example presented above, such *Blocker Body Feelings* might include tension in your shoulders and your stomach, a wrinkled brow and a down-turned mouth.

The *Unconscious* habit pattern that underlies these particular feelings of conflict is very strong. In fact, it’s probably the strongest one - survival.
In many people, the *Unconscious* confuses rejection with a threat to survival. This was learned in infancy, when rejection by the mother could very well be a threat to survival.

It is very difficult – and often seemingly impossible - to consciously override such a strong *Unconscious* habit pattern. And even if you manage to override it for a time through force of conscious will, the pattern will usually come back into play when you’re not looking.

That’s why most people keep putting off things their *Unconscious* deems a threat to their survival.

So, what can you do?

**Old Ways of Dealing with Inner Conflict**

People deal with inner conflict in a wide variety of ways, not all of them ideal.

The most obvious ways of dealing with such conflict is to let either the *Conscious* or *Unconscious Mind* take over.

For example, when we drink alcohol, we anesthetize our *Conscious Minds*. Alcoholics often drink so much that they completely anesthetize their *Conscious Minds*, producing “blackouts.” A blackout is when they have no conscious memory of what happened because their *Conscious Mind* wasn’t involved in what was taking place.

So one way of dealing with conflict between the *Conscious* and *Unconscious Minds* is to block one of the minds – the *Conscious Mind*. That is, to get it drunk or high on drugs.

That’s not something I recommend.

On the other hand, when we “tough it out” through force of conscious will, no matter how uncomfortable we get, as in forcing ourselves to save or invest when it would be more fun to spend no matter how much we want to, our *Conscious Minds* have temporarily predominated.

This is at least better than getting wasted with booze.

However, it’s very difficult to maintain a constant state of conscious control.
It can be exhausting.

Remember your experiment with the yellow triangle inside the red square?

You probably discovered that it’s impossible to keep your *Conscious Mind* focused on one thing for more than a few seconds – and when we lose our conscious focus, our old unconscious habit patterns re-assert themselves.

So when someone is using conscious willpower to try to be prudent with money, almost everyone will *Unconsciously* lapse into a spending spree. This usually starts with little steps that grow and grow in small increments until they suddenly find themselves in significant debt.

The same thing happens as soon as someone goes on a diet. They suddenly want to eat everything they see or smell.

Again, what can you do?

*How To Turn Conflicts into Cooperation*

Now we get to the important distinction that I mentioned at the start of this chapter.

There are basically two ways to make sure blockers don't get in the way of getting what we want.

**Avoid** them, or **resolve** them.

**Avoiding Blockers**

When you are editing your target statement until it feels just right to you, that process allows you to **avoid** blockers.

So let's say your target is “I want to lose 15 pounds while eating well and enjoying what I eat.”
Now, for better or worse, here's your situation: you live close to Marie Callender's Restaurant, and because you drive right by it on the way to and from work, you eat there frequently. And when you eat there, guess what - you always get a slice of chocolate cream pie.

Realistically, there is no way you're going to achieve your target weight if you continue to eat chocolate cream pies (and really, at this point, eating the pie is just a habit – it's really not all that enjoyable anyway).

So when you read your Target statement, you notice a blocker that comes up related to your pie habit. So you might chose to edit your statement to allow you to avoid that temptation/blocker, and now your Target might read something like this:

“I want to lose 15 pounds while eating well and enjoying what I eat. I choose to drive to and from work on a route that allows me to take advantage of restaurants and markets that support my desire for a leaner, healthier weight”.

As you read your new Target statement, you feel an immediate sense that you've solved a major problem with reaching your goal. Now it feels right.

But there will be other times when more is required, so let's take a look at …

**Resolving Blockers**

In some cases, simply avoiding blockers won't be enough to solve the problem. In the case of someone who lives for chocolate cream pie, that particular blocker is going to have to be resolved, not avoided. In that case, it will be necessary to use the *Base Reframing Process* you'll be learning in 4-C.

**Turning Resistance Into Momentum**

What’s the secret of turning those inner battles into an inner force working for your highest good?

It’s not as hard as you think. The Basic Achievement *Unconscious* negotiation process is relatively simple.
You’re already familiar with your conscious point of view.

It’s what you say you want to happen.

Your \textit{Unconscious} habit pattern is also familiar.

It is what you normally get.

Even more important for this process, the \textit{signs of conflict} between your conscious point of view and your \textit{Blocker Unconscious} habit patterns are also familiar: all those headaches, insomnia, upsets, procrastinations, resistances and confusion in the list above.

As awful as all these \textit{Blockers} feelings are, they’re enormously valuable.

They’re your phone ringing.

They’re good.

You’re going to use them to spot where problems exist!

Here’s how:

\begin{itemize}
  \item Focus consciously on what you want.
  \item Monitor yourself for those unpleasant \textit{Blockers}.
  \item Use them to identify the trouble spots.
  \item Resolve or avoid the problems.
\end{itemize}

How?

Experiment with and modify what you consciously want, still keeping it highly desirable.

In other words, rewrite your \textit{Target} until it says what you want without triggering any \textit{Blockers}.

Often, you’ll pretty quickly arrive at a version that also meets the needs of your \textit{Unconscious} and, thus, doesn’t triggered \textit{Blockers}.
In other words, as those signals of conflict surface in you, start rewriting your Target \textit{BA Objective} to avoid them.

It’s easier than you think.

And boy will you be more powerful after you’ve done it!

For example…

\textit{If you wrote, “Within 4 weeks, I will have received $5,000 in cash” and it triggers self-doubt and a feeling that it just won’t happen, then rewrite it to be more acceptable to all parts of you without losing your basic intent for the \textit{BA Objective}, such as “Within 4 weeks, I will have done whatever is necessary so that I will have received an additional $5,000 in hand.”}

\textit{Perhaps that still triggers a queasy feeling because it leads you to thinking about robbing a bank or other illegal activities. So you rewrite your Target again to, “Within 4 weeks, I will have done whatever is necessary, legal, and appropriate for me so that I will have received an additional $5,000 in cash in hand or directly into my bank account.”}

\textit{Now, that feels just right to you. So you reprioritize it and end up $5,000 richer in 4 weeks – assuming you practice and deal with any other \textit{Blockers} that arise.}

Let me explain this process to you…

\textbf{The Secret}

What’s the secret to sailing over those inner conflicts?

It’s simple.

It’s a process I created and call the \textit{Basic Achievement Clearing Process}.

Use this amazing but easy process to resolve those minor conflicts between what you consciously want and your \textit{Unconscious} habit patterns.

Here’s how it works:
1. Focus on what you consciously want by writing a description. This explicitly defines your conscious intent.

2. While you are thinking about what you want, be alert for any uncomfortable feelings. If and when you experience some, this explicitly defines any Blockers.

3. Read over what you have written to identify the specific words or phrases that trigger these Blockers.

4. Mark the words or phrases that caused those feelings. This explicitly defines what triggers the conflict.

5. Rewrite the words or phrases that you have marked. This tells your Unconscious that you know what is causing the conflict. As you work, ask your Unconscious to keep coming up with more acceptable alternatives, bridging the gap between what you consciously want and your Unconscious habit patterns.

When you reach a point where both your conscious and Unconscious needs are met, the moderately intense Blockers will disappear.

Get Clear and Get Results!

Using the Basic Achievement Target Process and then the Basic Achievement Clearing Process, your achievements can be like Margaret’s.

After 10 years of marriage, Margaret’s husband had just walked out for another woman, his secretary who was significantly younger. Margaret didn’t have any money but her husband promised to provide a reasonable amount of support to help her get on her feet.

However, after she had moved to another town to get a fresh start, the money stopped. Margaret was left in desperate straits with no money and two young daughters to support.

Since she had married while in college and had rapidly become pregnant, Margaret had never held a paying job. But now she desperately needed one. So she took
whatever she could find, selling magazines door to door at night. It was a dangerous and financially unrewarding job.

So Margaret set a **Basic Achievement Objective** of getting a better paying, safe and enjoyable job paying at least $30,000 per year. (This was in 1982.) As she worked through the process of creating a **Target**, the **BA Objective** evolved into a sales job in the computer business.

Using the **Cybernetic Transposition Achievement Three-Step**, she set her Target, prioritized it and resolved the **Blockers** that arose as she practiced each day. After about ten days, she heard of a job in a computer store. But that didn’t pan out. So she kept at her **Basic Achievement** practice. After another week, she saw a classified ad for a sales job at a major computer manufacturer. It called for a resume.

Realizing that as a housewife, mother and volunteer, she had lots of relevant experience, Margaret created her resume by using the **Metastory** process to convert her work experience into business terms. As part of this process, she enlisted a business consultant friend who gave her the terminology.

Five days after she submitted her resume, she was called for an interview. Two days later, she was hired at a salary that was about 15 percent more than she had specified in her **Basic Achievement Objective**.

**Let’s Resolve It Together**

Again, look at your Target that you have written down.

Did you find any **Blockers** while prioritizing your Target?

If you’re human, you probably did.

Here are step-by-step instructions for resolving modest conflicts between your conscious and **Unconscious Minds**

You’re going to feel great after doing this brief exercise!
1. Identify one of the **Blockers** that seemed particularly strong. (If you’re not aware of any, read through your Target statement again to double check. Be especially aware of what’s going on with you.)

Here’s a checklist of some typical **Blockers** indicating conflict between your conscious and **Unconscious Minds** and, possibly, within your **Unconscious**:

- Headaches
- Body pains
- Acid stomach
- Insomnia
- Oversleeping
- Drowsiness
- Fatigue
- Sluggishness
- Anger
- Fear
- Agitation
- Confusion
- Difficulty understanding
- Loss of energy
- Procrastination
- Avoidance

For example, I felt tired and sleepy as I prioritized the Basic Achievement target I described earlier. I thought my Target was a clear “10” when I set it up, but maybe I was wrong. Let’s also say that these feelings are pretty strong.

This tiredness and sleepiness would be Blockers.

2. Read through your Target once again, trying to spot the exact point where the sign(s) of conflict, the Blocker, arise. Circle or underline the words or phrases that trigger stress.

When doing so, I get a slightly negative reaction when I read the phrase (from my example in Chapter Two) “…and that I really enjoyed the snowy weather in Sweden while doing that…” When I focus on the feelings, I realize, why should I limit myself just to Sweden in the winter? Why not other places and other seasons? So I’ll underline that phrase.
I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a $170,000 payment.

I’m reflecting on the fact that I only worked five days to earn that amount and that I really enjoyed the snowy weather in Sweden while doing that.

I’m really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

3. Edit the words or phrases you have marked until you feel the Blockers disappearing.

In this case, I simply eliminated the words that were bothering me.

I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a $170,000 payment.

I’m reflecting on the fact that I only worked five days to earn that amount.
I’m really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

Read through your edited version to see if any Blockers still exist. If they do, keep rewriting your Target until they disappear.

Repeat these steps until you have eliminated all Blockers.

When there are no Blockers evident, proceed to the next step.

If you have made significant changes in your Target, reprioritize it until your Unconscious gives you intuitive feedback that it has gotten the message. In most cases, this will be between 20 and 50 repetitions.

In my imaginary example, the change I am making doesn’t feel significant to me, so I don’t need to reprioritize.

IMPORTANT: This Basic Achievement Clearing Process should empower you to resolve the moderately intense Blockers that arise.

What if it doesn’t?

Then you need the Super Achievement Base Reframing described in Chapter Four–C and Chapter Ten or the Subpersonality Negotiation process in Chapter Ten and Chapter Ten-B. Use one of these for resolving intense Blockers.

How to Know When You’re On-Track
How do you know when you’re in the fast lane to success?

We’ve looked at negative signs that indicate roadblocks. Now, let’s check out some positive and familiar feedback signals that let you know you’re on your way to hitting your Target.

- If your Target statement includes all aspects of what you need to feel successful, you'll experience joy and happiness when you imagine achieving your Target – of course, if no Blockers are getting in the way of that.

- If you have adequately prioritized your Target, you'll experience enthusiasm and eagerness every time you think about it – ditto.

- If your Target triggers joy, happiness, enthusiasm and eagerness when you think about it and if you have resolved all major conflicts between your conscious and Unconscious Minds, you'll feel absolute certainty that you'll achieve your Target.

These are the feedback signals that say you’re on track.

IMPORTANT: You can achieve joy, happiness, enthusiasm, eagerness and certainty only with modestly challenging Targets, using the Cybernetic Transposition Basic Achievement Three-Step

For seemingly impossible Objectives, you’ll experience these on-track feelings using the Super Achievement Three-Step process in Chapter Six through Eleven.

How to Make More Money

When you are clear - when your inner conflicts are resolved and all parts of you are in alignment - your results can come almost instantly.

Here’s another true story…
Marianne wanted more money, and fast. Here’s what she wrote:

"It is the end of this month and I have $1,000 or more left in my checking account after I pay all of my bills. I am feeling very happy and satisfied with myself and confident that lots more extra money will come to me soon."

As soon as she began to prioritize this Target, she began to get queasy feelings. As she continued, the queasy feelings turned into a feeling that she would fail. So, following instructions, she wrote a description of both feelings on a separate piece of paper. Then she continued writing her Target.

For about 10 repetitions she felt okay. Then the feelings returned, even stronger. So she decided to write them down again. And, again, she felt okay. This cycle of okay and writing continued, the feelings getting stronger until, around the 55th repetition, she realized what the feelings were trying to tell her.

There was something wrong with the phrase, "confident that lots more extra money will come to me soon," that it wasn't her doing something. That didn't feel right. So she changed the phrase to "confident that I will easily do enjoyable things to bring a lot more money to me soon."

When she continued her prioritizing of the revised Target, she felt better and, as she reached the 90th repetition, she realized how she was going to get more money. This realization grew until, as soon as she finished the 100th repetition, she got on the phone to her friend Andie.

She remembered that Andie had told her she really needed help in her new business and that Marianne had just the skills she needed. But Marianne was totally absorbed in a change process at work and didn't pay attention.

When she called Andie and told her she could help now, Andie was delighted. They talked about the time required and what Andie could pay and, amazingly, it came to just about $1,000 this month and, if Marianne wanted, each month thereafter.

Since what Andie needed was accounting work and Marianne really enjoyed putting things into order and entering the figures into Quickbooks, she eagerly accepted.

And, at the end of the month, she had more than $1,000 left in her checking account along with a big smile on her face when she told me about her success.

Summary
The Basic Achievement Clearing Process consists of these steps.

1. Read through your Target.

2. Be alert for any uncomfortable feelings, any Blockers.

3. Identify any specific words or phrases that trigger these Blockers.

4. Mark the words or phrases that caused those feelings.

5. Rewrite the words or phrases you have marked until you resolve the conflict.

What’s Next

Well, if you’re clear and you’re on track, is that it?

It may very well be “it” for the mildly difficult Target you've been working on, but I'm sure you've got some more difficult Targets that you'd like to achieve as well!

You can begin to get a feel for how to accomplish more challenging Targets in section 4-C.

(If you’re not clear and on track, you still have Blockers running. Blockers that you probably will need to resolve with the Base Reframing techniques I discuss in 4 – C.)

Coming up next in section 4-B, you'll learn some additional distinctions regarding identifying and working with Blockers. It's a short section, and worth reading.

However, if you feel like you're ready for the next leap forward in the Cybernetic Transposition process, you can skip ahead to 4-C, where you'll learn to resolve intense Blockers using the Base Reframing Process. This process is so transformational, you'll be amazed.

Let’s take a look.
Chapter Four - B
How to Identify Blockers?

Based on my work with over 70,000 people, I’ve firmly concluded that love, joy, upliftment, abundance, fulfillment and enthusiasm are our natural state. Any deviation from that state is caused by Blockers.

Put most simply, a Blocker is operating whenever you are experiencing anything other than love, joy, upliftment, abundance, fulfillment and enthusiasm.

For most people, that means a great deal of the time.

Blockers fall into three categories:

1. **Minor Blockers** such as questions that pop into your Conscious Mind and the attendant uncertainty, questions such as, “What do I do now?” or “How do I do this?”

   You can handle these Minor Blockers by applying the Super Achievement Clearing Process that I will show you in Chapter 10.

   Minor Blockers also include headaches and minor aches and pains that you can often handle via the Cybernetic Transposition Color Process (that I’ll describe in Chapter Six - B).

2. **Moderately to Very Intense Blockers** such as feelings or conclusions that “I can’t…,” “I’m frustrated…,” “I’m angry (or otherwise upset),” “I’m confused…,” “I fall asleep when I try to do….” and “I’m depressed (sad, unhappy, at my wits end…)

   This is a far from complete list. Intense Blockers also include, among many others, reactiveness and inappropriate behavior on your part.

   You can permanently resolve Moderately to Very Intense Blockers into self-supporting Unconscious habit patterns by applying the Cybernetic Transposition Base Reframing Process that I will show you in Chapter Four–C and in Chapter Ten.
3. Extremely Intense and typically life long Blockers that tell you that you are less than what you really are. For example, “I’m no good with children. I never have been…,” “I can’t learn… and have never been able to…,” and “I’ve always felt inferior (worthless, unworthy)…”

Such extremely intense Blockers can’t be resolved via the Base Reframing or Subpersonality Negotiation Process - are usually due to what I call Cell-Level Memories, memories that are embedded in the various organs and muscles of the body.

The resolution of Cell-Level Memories is too complex to be successfully addressed through a book. (However, the participants in my SACP coaching program learn how to successfully resolve Cell-Level Memory Blockers. If that seems relevant to you, you might want to look at: http://www.howtobeagreatcoach.com/superachiever/.)

In your daily life, you’ll most frequently encounter Type 1 and Type 2 Blockers, Minor and Moderately to Very Intense Blockers which you can handle or permanently resolve using what I’ll show you in the next two chapters and in Chapter Ten.

It is important to recognize that when you set a BA Target, the Blockers that would otherwise prevent you from achieving that Target will pop up. That’s one of the two major reasons why the daily Practice is so important – to stimulate and “catch” the Blockers that you need to resolve in order to get what you are seeking. (The other reason is to continue to prioritize your BA Target.)

For example, you should always check your level of certainty that you will achieve your BA Target. Use a 1 to 10 scale where a 10 is absolutely intuitively certain.

Anything less than a 10 reflects an important Blocker. The tip of the Blocker iceberg is your intuitive conclusion that the certainty of achieving your BA Target is less than a 10. Frame the associated Body Feelings and resolve that Blocker by doing a BA Base Reframing.

Some other typical Blockers that you may encounter are:

- You may feel “stuck,” tired, unmotivated, or confused.
• You may think “halfway there is good enough” (it’s not – in order to feel complete, you need to finish what you set out to accomplish).

• You may feel inclined to skip the daily Practice, including Framing and resolving Blockers, telling yourself “I don’t have enough time for this.”

These are just examples and are far from an exhaustive list.

Make no mistake, while it may not be apparent now, these sorts of Blockers can stop you in your tracks – can prevent you from achieving your BA Target if you don’t resolve them. What’s more, they’ve probably produced similar “failures” throughout your adult life.

Framing and resolving your Blockers constitutes the entirety of Step 3 of the Cybernetic Transposition Three-Step Process, resolving what would otherwise prevent you from achieving your BA Target that you set in Step 1 and prioritized in Step 2.

Let’s take a look.
Chapter Four – C

Cybernetic Transposition Step 3: Resolving Blockers Via the Base Reframing Process

In the First Edition of this book, I didn’t include the Base Reframing Process until the Super Achievement Section.

But I have decided to present it here because I believe that its inclusion will substantially enhance your ability to get what you want using the Basic Achievement Processes.

In Chapter Ten, you’ll learn a more powerful version of the process I describe here, called the Super Achievement Rot Normal Base Reframing Process and the Super Achievement Subpersonality Negotiation Processes. The material you’ll be learning in this chapter forms the basis for those advanced techniques, and is a big step towards learning how to get anything you want.

How Blockers Are Formed

Let’s talk a little more about how Blockers are formed.

The absolutely highest priority of your Unconscious is to ensure your survival. This means that whenever you’re in what it concludes is a survival situation, your Unconscious does one of two things. It either invokes a way of ensuring your survival that you’ve used before or, particularly when you are young, it picks one out of the collective Unconscious.

Whatever worked in a situation where your Unconscious concluded your survival was at stake, typically in your early life, becomes encapsulated in your being as an Unconscious stimulus-response habit pattern.

When your Unconscious concludes that a current situation is similar to that early survival situation, it invokes that habit same pattern.
However, your *Unconscious* has a definition of survival that goes way beyond physical survival. It also includes anything that is strongly at odds with your *Unconscious* self-image. Let’s call the latter ego survival.

Let me repeat an example I presented earlier in this book that demonstrates both physical and ego survival.

*Remember the example of the person when he or she was an infant and needed nourishment?*

*When they were hungry, getting their parent’s attention was a life and death matter, a matter of physical survival. Their *Unconscious* put, and continues to put, absolutely top priority on survival.*

*So it allocated massive resources to resolving this survival situation and came up with a way of responding that worked.*

*In that example, the *Unconscious Mind* of a 40 year old person, let’s call him Andrew, invoked exactly the same *Unconscious* habit pattern when it concluded that he was about to get fired and deemed that a survival situation.*

*While the infant’s situation was a matter of physical survival, Andrew’s situation was probably a matter of ego survival given the widespread demand for someone with his skills.*

*Yet the *Unconscious* invoked exactly the same *Unconscious* habit pattern in each case.*

*Crying became yelling. Waving his little arms and legs becomes gesticulating and pounding the table. And turning red in the face stays turning red in the face.*

*What worked for this person as an infant has now become a self-defeating *Unconscious* habit pattern. (Having run over 100 companies, I really know how self-defeating this type of behavior is in a business context.)*

Andrew, however, is aware of none of this because this whole pattern is invoked and operates *Unconsciously*. It all seems reasonable and normal to him.

What’s more, even if he did realize what’s going on, he’s still at the mercy of this old pattern. He lacks conscious control of his *Unconscious* habit pattern (the *Blocker*).
That brings me to the topic of this section. What I’m about to show you could have empowered Andrew, and will empower you, to change self-defeating *Unconscious* habit patterns into self-supporting ones.

I call it the *BA Base Reframing* Process.

### How the Basic Achievement *Base Reframing* Process Works

The best way to learn to do a BA *Base Reframing* is by doing it. Intellectual understanding is certainly important initially, but it is only doing that produces results.

First, however, I need to set the stage.

When you were very young, communication between your right and left brain hemispheres was essentially unrestricted, and took place via a tremendous pathway in the brain, the corpus callosum.

But as you grew up and were schooled, this communication became more and more restricted. My guess is that currently, very little clear communication takes place between your right hemisphere (the highest level of your *Unconscious*) and your left hemisphere (the part that contains your *Conscious Mind*).

Therefore, when your *Unconscious* deems it urgent to get a clear message across to your *Conscious Mind*, it finds itself stymied.

So it does a “workaround.”

*Do you remember those old World War II movies where destroyers were sailing under radio silence in close proximity to each other? Do you remember that they communicated by using semaphores – signal flags or flashing lights sending Morse code?*

*Your Unconscious does a similar thing to get its message across. It is in full control of your body so it manipulates your muscles, blood vessels, organ functioning and endocrine system in a way that creates unusual body feelings.*
Over time, we become increasingly aware of these “semaphore signals” from our *Unconscious* and name them, attributing specific meanings to certain variations. Sometimes we call them “intuitive feelings.” (But we can give them other labels as well – anything from “headache” to “something strange is going on.”)

Most people have encountered the following types of survival-driven intuitive messages from their *Unconscious*:

- *Don’t trust that person.*
- *That’s dangerous. Don’t do that.*
- *Something’s wrong.*

As I said, these are all related to survival. The normal process of consciously learning what those intuitive feelings mean is by trial and error.

**Feelings**

You can *only* feel your body feelings with your body. There is no other way. Body feelings are literal changes in your body from what you consider the norm. They are *not* your thoughts about those body feelings. They are *not* the labels that you put on them.

(This may seem so obvious that it seems foolish to point it out, but it is critical that you be aware of the distinction between a body feeling and a mental label for that feeling.)

For example, “I’ve got a headache” is a label that, typically, covers a set of body feelings. This might include: “sharp and painful outward pressure in my temples, especially the right; inward pressure on my forehead; intense painful muscle tension in the right rear of my neck; and a bubbling turbulence in my stomach.”

The difference is very clear.

When I speak of “body feelings,” I am always talking about the actual physical changes in your body from what you consider the norm. I am never referring to the mental labels or thoughts about those changes.
When any self-defeating *Unconscious* habit pattern (*Blocker*) is running, it sets up a unique set of “Semaphore signals”, or body changes. I call these *Blocker Body Feelings*.

When you Frame the actual body changes comprising these *Blocker Body Feelings* (for example, what I’ve labeled “a headache” above), you are locating the tip of the iceberg of your *Blocker* in a way that will allow you to home in on what’s under the surface.

But, as I said above, it’s critically important to differentiate body feelings from the label you typically put on them.

If, for example, you say “I don’t feel good”, that is a label that you’ve put on a set of body feelings.

The label is NOT equivalent to the body feelings.

The body feelings might be a sore throat, a runny nose, pressure in your sinuses, a hot forehead, a sore neck, and a heavy feeling in your body.

It is important to understand this because when I ask you to Frame your *Blocker Body Feelings*, I’m talking about ONLY the physical changes in your body. The labels you put on those feelings are absolutely irrelevant to this particular process.

Only when you have effectively Framed your *Blocker Body Feelings* are you ready to proceed with the *Base Reframing* Process.

**How Does the BA *Base Reframing* Process Work?**

The next three paragraphs answer this question.

1. Having effectively Framed the *Blocker Body Feelings*, you ask your *Unconscious* to rapidly “move down” the “iceberg” of the *Blocker* to when you *Unconsciously* set up what is now the associated self-defeating *Unconscious* habit pattern, the *Blocker*.

   *In other words, you become aware of successively earlier memories of when the *Blocker* was operating until you reach the earliest appropriate one.*
2. You then design a replacement behavior pattern that reflects the way you would like to respond in the future to the stimulus that previously triggered the *Blocker* response. This replacement reflects your current level of wisdom.

   *Using your marvelously powerful skill of hindsight, you modify anything about each of those memories, except the basic situation, until you come up what would have been perfect for you then, as you now view things.*

3. You then instruct the part of your *Unconscious* that previously expressed the *Blocker*, a particular *Subpersonality*, to express the replacement behavior pattern in the future whenever it would otherwise have expressed the *Blocker*.

   *In effect, you tell your *Unconscious* to do this (the perfect replacement behavior pattern) whenever it would have previously expressed that (the *Blocker*).*

Of course, exactly how you perform each of these steps is what makes the *Base Reframing* Process work, and we’ll get into that shortly.

The end result will be that where you would have *Unconsciously* expressed the *Blocker*, you will express the replacement behavior pattern instead. This will happen automatically and usually without conscious awareness.

What you will be aware of consciously is simply that things have gotten a lot easier and more joyful.

**How to Frame the Blocker Body Feelings**

When you really focus on a memory, your body will *Unconsciously* go back to the state it was in when the situation originally occurred.

This means that when you recall the experience of a *Blocker* at work, you re-stimulate the *Blocker Body Feelings*. This sets the stage for the BA *Base Reframing Process*.

   *For example, if you remember your last intense argument or upset and focus on that memory for a few minutes, your body will return to the state it was in during the argument or upset.*
Typically, that means that you'll go into a “fight or flight” mode with the adrenaline flowing, a faster heartbeat, tightening of muscles, and strong emotions.

In this case, the memory of your last intense argument or upset re-stimulates the Blocker.

But be careful if you try remembering your last argument or upset. You’ll be primed for another one, and could easily create that!

**BA Base Reframing Step 1: Framing the Blocker Body Feelings**

As I said, when your *Unconscious* can’t get its message through directly to your *Conscious Mind*, particularly when it runs into a *Blocker*, it resorts to indirect signals – in this case, modifying various things in your body such as:

- the flow of blood that you consciously note as feelings of hot or cold depending on whether your *Unconscious* dilates your blood vessels or constricts them.

- muscle tension that you consciously note as physical stress, pain or a feeling of relaxation depending on whether your *Unconscious* tenses or relaxes your muscles.

- headaches when your *Unconscious* severely constricts blood flow to parts of the brain.

- the flow of bile and enzymes into your stomach that you consciously note as stomach pain or the pressure of bloating when too much enzyme flows and feeling overfull, like you have a rock in your stomach because of undigested food when too little flows.

To effectively Frame such *Blocker Body Feelings*, focus on the experience of your self-defeating behavior or attitudes that comprise the *Blocker*. Frame that experience by writing a brief description of it.

So go ahead and pick an experience that you’d like to work on, grab something to write with, and write a brief description now.

Label that Number 1.

Really get into the memory of that experience.
Then, with your eyes closed (to help you focus) scan your body from the very top of your head to the bottoms of your feet as you hold the Blocker experience in mind. (Typically, you’ll probably flip back and forth between the Blocker experience and scanning your body.)

As you do so, become aware of anything that’s different in your experience of your body from what you consider your norm. These are the Blocker Body Feelings.

It is VERY important to recognize that thoughts ARE NOT Blocker Body Feelings. You can only feel with your body. Thoughts are mental. They are not Blocker Body Feelings. Labels are mental. They are not changes in your body.

Blocker Body Feelings are exclusively changes in your body.

For Number 2, record the Blocker Body Feelings on the same sheet of paper.

Then, for stage 3 of this process, intuitively rate how clear and concrete the Blocker Body Feelings you just recorded are using a 1 to 10 scale where a 10 is as clear as the feeling of holding your pen or pencil while a 1 is no feelings at all, numbness. Record that rating under Number 3.

On this scale, the rating of your Blocker Body Feelings must be at least an 8 before you take the next step in the BA Base Reframing Process.

For example, Andrea’s two children, Keith (5 years old) and Annie (3 years old), often squabble with each other, arguing over who gets to play first with a favorite toy, who gets to choose the week’s movie and such.

In this case, they’re squabbling over a toy car.

Andrea finds this extremely stressful to the extent that she goes through a pretty predictable sequence that escalates to yelling at Annie and Keith to be quiet, raising her hand as if to swat one or the other of them and breaking into tears as she runs into her room and loudly slams the door behind her.

She knows that her response is neither productive nor is it comfortable for herself or her family so she decides to do a BA Base Reframing on the Blocker that causes her to get upset to the point of yelling at her children, raising her hand as if to strike them and running frantically into her room.
So she takes a clean piece of paper and describes the situation where this occurs, numbering that as Number 1.

She then remembers the last time she got so upset at her children, closes her eyes and, in her imagination, scans her body to Frame the Blocker Body Feelings. She finds that she is biting down, her neck is very tense in back, she is frowning and she feels a heavy inward pressure in the center of her chest.

Andrea records these Blocker Body Feelings on her paper as Number 2.

Then she intuitively rates their clarity and concreteness. For Number 3 she records that rating, in this case giving it a 9.

Since her rating is more than a 8, she is ready to move on to the next step in doing the BA Base Reframing Process.

Because the Blocker Body Feelings are an inherent part of the Blocker stimulus-response mechanism, by Framing and grabbing a hold of the Blocker Body Feelings, you are grabbing a hold of the entire Blocker pattern.

The feedback that your Unconscious gives to your Conscious Mind when you have adequately Framed your Blocker Body Feelings is that those Blocker Body Feelings are clear and concrete.

Using the scale described above, the level of clarity and concreteness that your awareness of your Blocker Body Feelings must reach before proceeding with a BA Base Reframing is an 8.

What If The Clarity and Concreteness of My Blocker Body Feelings Is Less than an 8?

There are two primary causes for low ratings on this Clarity and Concreteness Scale:

1. Your Unconscious doesn’t know what you want to focus on.

2. You have Blockers associated with feeling things.

I’ll discuss each in turn.
1. **Your Unconscious doesn’t know what you want.**

Think of the flow from your *Unconscious* to your *Conscious Mind*, the *Stream of Consciousness*, as a very wide and rapidly moving river. If you stand for a few minutes watching such an actual river roll past, you’ll realize that it carries a tremendous amount of stuff. So does your *Stream of Consciousness*.

When you consciously focus on, for example, a log flowing down the actual river, you lose conscious awareness of everything else flowing past and become far more aware of the details of the log.

In similar fashion, when your *Unconscious* homes in on a particular aspect of the *Stream of Consciousness*, it sends more and more information about that aspect to your *Conscious Mind*. As it does, your experience of that aspect becomes clearer and more concrete.

If your *Blocker Body Feelings* aren’t adequately clear and concrete, you have to consciously help your *Unconscious* to home in on the aspect that interests you, on your *Blocker Body Feelings*.

You can do that very effectively do that via the *Tune-Up Process*. Here how the *Tune-Up Process* works:

1. Rate the clarity and concreteness of your *Blocker Body Feelings* using the 1 to 10 scale defined above, where a 10 is on the order of what you experience when you grasp your pen or pencil or tightly hold this book – in terms of clarity and concreteness.

2. If your rating is at least an 8, that’s good enough. Continue with your *Base Reframing*.

3. If your rating is less than an 8, record the *Blocker Body Feelings* as you now perceive them under Number 2 on your original paper.

4. Review what you just wrote about the *Blocker Body Feelings*. Then record how your experience of the *Blocker Body Feelings* would have to be changed to bring them to a 10.

   *For example, you might have written down, “I have a vague feeling of pressure on my right temple and the center of my forehead. Intuitively, there’s something going on in my stomach and my arms.”*

   *Say that your rating of the clarity and concreteness of that is a 4.*
The feelings must be a lot more intense for my rating to reach a 10.

5. Read your rating that you just wrote (step 4 above) into your Heart Chakra (the center of your chest). Next read into your Heart Chakra how that experience would have to be changed to become a 10 and ask your Unconscious to make those changes “…in ways that are for the highest good of me and of all concerned.” Then take a deep breath and blow out, hard.

In other words ask your Unconscious, via your Heart Chakra, to change your experience of your Blocker Body Feelings by saying, into your Heart Chakra, “Please change my experience of my Blocker Body Feelings by making them much clearer and more concrete to the extent that I rate the clarity and concreteness as a 10. Please do that in ways that are for the highest good of me and of all concerned.”

6. Take a deep breath and repeat steps 3-5 until your rating is at least an 8.

I’ve never encountered anyone who was unable to Tune-Up their awareness of their Blocker Body Feelings to at least an 8 in three cycles if they were able to initially Frame a starting point – unless they were encountering another Blocker.

If you have trouble Framing a starting point, if you have trouble simply perceiving your body feelings, do what I’m about to describe.

2. You have Blockers associated with feeling physical feelings.

The second reason you may have difficulty clearly and concretely perceiving your Blocker Body Feelings is that you have trouble becoming consciously aware of your body feelings.

That can happen when you have a Blocker running about physically feeling things.

If that’s the case, here’s what to do.

If you are most comfortable talking and listening, as you focus on the Blocker experience, tell yourself about what you are intuitively sensing or thinking concerning possible Blocker Body Feelings. If you intuitively sense any wisps or glimmers of body feelings, note their possible locations. Record what you get.
As you talk to yourself, those feelings will become more apparent. When they are sufficiently apparent to do the Tune-Up Process described above, do so. They will soon reach at least an 8 in clarity and concreteness.

If you are more comfortable seeing things, write and draw out what you are intuitively sensing or thinking concerning possible *Blocker Body Feelings*. If you intuitively sense any wisps or glimmers of body feelings, note them.

It helps greatly to draw a stick figure representing your body and put asterisks or other marks where you sense something unusual is going on. Next to each of these marks, record what you sense or guess is going on in that part of your body.

As you write and draw, those feelings will become more apparent. When they are sufficiently apparent to do the Tune-Up Process described above, do so. Your *Blocker Body Feelings* will soon reach at least an 8 in clarity and concreteness.

**BA Base Reframing Step 2: Letting Your Blocker Body Feelings Lead You Back to Successively Earlier Times when the Blocker Was Operating.**

When you have properly Framed your *Blocker Body Feelings*, when your awareness of them is sufficiently clear and concrete - at least an 8 - your *Unconscious* will almost unerringly take you back to memories of earlier times where those *Blocker Body Feelings* were present when you appropriately ask it to do so.

To get those memories, do the following.

1. **In your imagination, surround those Framed Blocker Body Feelings rated 8 or above with a ball of white light and put that all into your Heart Chakra. As you do, say to your Unconscious via your Heart Chakra, “These Blocker Body Feelings are the part of me I would like to focus on during the first segment of this Process. Please make that happen and please make this entire process happen in ways that are for the highest good of me and of all concerned.”**

   Breathe in and imagine all of that becoming a part of you.

   Then say to your *Blocker Body Feelings* within your Heart Chakra, “Please take me back to any earlier time when these same *Blocker Body Feelings* were operating.”
You will instantly get a memory.

If it is clear and understandable, simply document it. Number the first memory as 4a.

For example, in her imagination, Andrea (the mother we met earlier in this Chapter, who yelled at her children and ran into her room, slamming the door) surrounds her **Blocker Body Feelings** with a ball of white light and places that into her **Heart Chakra** (in the center of her chest).

As she holds this **Imaginary Experience**, she silently says into her Heart Chakra, “These **Blocker Body Feelings** are the part of me that I’d like to focus on during the first segment of this Process. Please make that happen and please make this entire process happen in ways that are for the highest good of me and of all concerned.”

She breathes that in and imagines both the white ball with the **Blocker Body Feelings** within and her instructions becoming a part of her.

Then she focuses on the **Blocker Body Feelings** within her Heart Chakra and silently asks them to take her back to any earlier time in her life when the same **Blocker Body Feelings** were present, doing so “…in ways that are for the highest good of me and of all concerned.”.

Instantly, she gets a memory when she was 19.

In that memory, Andrea’s best friend, Theresa, was having a fight with her boyfriend, Claude, that was threatening to turn violent. So Andrea stepped in to try to calm things down.

But that was a mistake because both Theresa and Claude turned their anger toward Andrea. Claude slapped her and Andrea responded by hysterically screaming and physically lashing out at both of them.

Andrea remembers that thereafter she avoided any contact with either Theresa or Claude. The whole thing still leaves a very bitter taste in Andrea’s mouth.

As she remembered the incident, Andrea feels her anger and avoidance urge coming up once again. The more she focuses on the memory, the more intense the **Blocker Body Feelings** became.
She records a brief version of the memory. “Age 19, Claude and Theresa. Fight. Claude hit me. I started screaming hysterically and hit them both. Never saw them again.” She numbers this 4a.

If you want to write more, that’s fine but what’s required is just enough to easily remind you of that memory when you later read it.

(Note: using this process you’ll always instantly get a memory, but if that memory is not formatted in a way that you can consciously recognize it will probably seem like you get a blank in response to your request. If so, see “Tuning a Blank into a Clear and Understandable Memory,” below, for instructions.)

2. Repeat step 1 three times to get three more memories. Record each and number it 4b., 4c. and 4d, respectively.

Continuing our example with Andrea, she now again focuses on the Blocker Body Feelings within her Heart Chakra and asks them to take her back to an even earlier time when those Blocker Body Feelings were present, adding the Insurance Statement, “Please make that happen in ways that are for the highest good of me and of all concerned.”

She immediately gets a glimmer of the next memory and, as she writes that down, it becomes clearer and clearer. She remembers that, at age 14, her parents were violently fighting. This was an old pattern of theirs but this time she tried to intervene, fearing for her mother’s safety. When she did, her father turned on her, verbally striking out and threatening to hit her. Andrea responded by screaming hysterically at them, taking a swing at her father and running away to her room and slamming the door loudly.

She records this as 4b.

The next memory is at age 10. It involved her two sisters fighting and Andrea getting hysterical, running into her room and slamming the door. She records this as 4c.

The next memory is at age 6. Her brother was picking on her and she started hysterically screaming at him, took a weak swing at him and ran into her room, slamming the door. She records this as 4d.

3. Then seek out the earliest relevant and appropriate memory when this Blocker was operating.
Do this by changing the instruction you give your Blocker Body Feelings to “Please take me back to the very earliest time in my life when these same Blocker Body Feelings were present that is appropriate and for my highest good to remember right now. Please take me back to the very earliest time in my life when these same Blocker Body Feelings were present that is appropriate and for my highest good to remember right now.” (Be sure to repeat this instruction twice, as above.)

Record the memory you get and number it 4e.

Andrea finds it easier and easier to instantly get the memories so now she again focuses on the Blocker Body Feelings within the white ball within her Heart Chakra and says, “Please take me back to the very earliest time in my life when these same Blocker Body Feelings were present that is appropriate and for my highest good to remember right now. Please take me back to the very earliest time in my life when these same Blocker Body Feelings were present that is appropriate and for my highest good to remember right now.”

She notices, as she does this, that she is no longer clearly feeling these Blocker Body Feelings but that seems to make no difference because she instantly gets the requested memory.

In it, she is about 1 year old, crawls into her parents room and hears them screaming at each other. Her mother is complaining about how much time she has to spend taking care of Andrea and that her father doesn’t contribute to that at all. He screams back that he works plenty hard providing a living for her and Andrea and that they should be really grateful to him for doing a job that he hates in order to bring in that money for them.

Andrea is terrified. What if they kill each other? What if they’re not there to feed her? What will she do? So she tries to get their attention by crawling over to her parents but they are so caught up in their argument that they ignore her. So she starts crying to get their attention. They continue to ignore her. She starts screaming hysterically to the extent that she vomits on the floor.

Her mother angrily picks her up and puts her into her crib, yelling at her. Andrea retreats to the far corner of the crib, curled up in a ball. She's trying to get as far away from her parents as possible. She feels herself trying to disappear, trying to become nothing. She feels heartbroken.
BA Base Reframing Step 3: Reframing Each of the Five Memories.

During this step, you will consciously create new instructions for the part of your Unconscious that has been expressing this Blocker – what I call a Subpersonality. Those instructions will determine the way that that this Subpersonality will respond to what it perceives as the same type of situation in the future.

To accomplish this, you will use your powerful skill of hindsight to come up with a new version of each memory that you deem exactly the way you would like things to have been in that situation, a new version that is perfect for you – a 10 on a 1 to 10 scale were 10 is perfect, it couldn’t be better, while a 1 is absolutely awful.

It’s important to recognize that you’re not trying to change the past. You are simply creating new instructions for the Subpersonality that had been previously expressing the Blocker.

The steps involved are as follows.

6. Starting with memory 4e., rate how perfect that memory is from your current perspective using a 1 to 10 scale noted where 10 means the memory is perfect. Record your rating.

   For example, in Andrea’s 4e memory, the basic situation is that she is about 1 year old and crawls into her parents’ room in which she finds both parents.

   Andrea rates memory 4e. as a 1.

7. Using your skill of hindsight, come up with a new version of that memory that is a 10, perfect for you.

   In the process of doing so, give yourself permission to change anything except the basic situation. In other words, make your own movie. You are the screenwriter, the director, the casting agent, the cinematographer, the editor, etc. Record your 10-level version of the reframe and number it R5e.
If the original memory is so horrible that you don’t know where to start in reframing it, just start with the opposite of the memory. Be sure, however, to keep the basic situation the same.

Memory 4e is so terrible for Andrea to recall that she wants to avoid it. But, following the instructions, she looks at the main points of what she has written down and, in each case, she writes the opposite while keeping the basic situation the same.

Again, she is 1, crawls into her parents room and finds them arguing about something. She smiles at them, radiating her incredible loving for her parents.

When they see her, they stop arguing, joyfully turn to her and break into broad and loving smiles. Her mother moves over to her and gently and lovingly picks Andrea up. Her father comes close to her face, smiling, and plays her favorite game where he lifts his glasses off his eyes, saying “boop,” puts them back in place, again saying “boop” and repeats this four or five times.

Andrea giggles.

Her mother tells her father that even though she’s tired, taking care of Andrea is such a great joy that it’s the most wonderful thing she’s ever done. Her father agrees and lovingly takes Andrea in his arms. Andrea smiles back and coo’s. The room is so filled with loving and joy that Andrea’s heart feels full.

Andrea rates this reframe as a 9. She asks herself, “What’s missing.” Then she realizes that when she was little, she loved hearing her parents sing her favorite song. So she adds that to the reframe and it becomes a 10.

She now feels it can’t be any better, that it’s perfect.

Andrea’s been developing this reframe by writing it down and editing. Now it’s perfect so she numbers it R5e (R stands for Reframe).

The fact that her parents never actually expressed anything nearly as wonderful as what Andrea is now imagining, is irrelevant.

Note that Andrea is NOT changing the past.
Andrea is designing a new instruction for the Subpersonality previously expressing the Blocker, telling it how to handle this kind of a situation in the future.

If you have difficulty allowing yourself to “create your own perfect movie,” you have a Blocker running. So document it and use the BA Clearing Process presented in Chapter Four to assist you in turning the reframe up to a 10.

Then, as soon as reasonable, resolve your Blocker that makes it difficult to tune-up your reframes to a 10.

Create an Imaginary Experience that expresses R5e and tune it up until it is a perfect 10.

Then, using her marvelous gift of hindsight, Andrea turns the original memory 4e. into an Imaginary Experience that matches the written reframe she’s recorded as R5e. She doesn’t have to do much more than remember 4e., read R5e, and close her eyes before the Imaginary Experience starts to emerge. She inspects it, corrects a few things until she rates it a 10 in perfection. She once again checks to see whether she can make it any better. The answer is no, now it’s really perfect.

In your imagination, surround your Imaginary Experience with a ball of white light and place it in your Heart Chakra. Then say to your Unconscious, via your Heart Chakra, “This is an example of the way I would like to perceive, experience, create and handle this kind of a situation. Please make that happen in ways that are for the highest good of me and of all concerned.” Breathe in and imagine that perfect reframe and your instructions becoming a part of you.

Andrea imagines placing that ball of white light containing the perfect reframe into her Heart Chakra. Silently, focusing on her Heart Chakra, she says, “This is an example of the way I would like to perceive, experience, create and handle this kind of a situation. Please make that happen in ways that are for the highest good of me and of all concerned.” She breathes in and imagines making the perfect reframe and the instruction a part of her.

I call this “Anchoring” the perfect reframe.
Repeat steps 1 through 4 for each of memories 4d., 4c., 4b. and 4a., one at a time, recording the perfect reframes (new versions) as R5d., R5c., R5b., R5a., respectively.

*In similar fashion, Andrea reframes each of memories 4d., 4c. 4b. and 4a., bringing each reframe to a perfect 10. As she does, she Anchors each and then moves onto the next one.*

*By the time she finishes, she is feeling extremely good.*

**BA Base Reframing Step 4: Creating the Merged Reframe**

At this point, you have created five perfect examples of how you would have liked this type of situation to be in the past, in five different but *Unconsciously* related situations, and have told your *Unconscious* to use these as examples for how it responds to the same sort of situation in the future.

Now your job is to refine those instructions to your *Unconscious*. Do this in the following way.

1. **In your imagination, run back and forth through all five of the perfect, 10-level reframes. Refer to your written descriptions R5a. through R5e. if you need to. Then identify the themes that run through all five of those perfect reframes.**

   *Andrea reads through her written description of each of her perfect reframes, R5a. through R5e. and realizes that there are some extremely clear themes that run through all of them. They are:*

   1. *When she expresses her inner loving through her smile, others respond with loving smiles.*

   2. *She feels safe and loved.*

   3. *Her loving is so infections that others around her catch it, stop fighting and become loving, harmonious and cooperative.*
She notes that, although her written descriptions of the perfect reframes didn’t all evidence these themes, on reflection, they were present in each of her associated Imaginary Experiences.

2. Record these themes under the heading, “Merged Reframe.”

Satisfied that what she’s now written down catches the essence of all of her perfect reframes, she titles the three themes, “Merged Reframe.”

3. Create an Imaginary Experience that expresses this Merged Reframe by starting with the original situation you recorded a 1 and tuning it up to a 10, ensuring that it incorporates all of the Merged Reframe themes.

Andrea creates an Imaginary Experience of the situation where she originally “exploded” at her kids that fully embodies these three themes.

(Having already read my wife, Gloria Walther’s, and my book on successfully parenting 3 to 5 year olds, “Eye to Eye,” Andrea incorporates some techniques presented therein.)

In this, Andrea’s two children, Keith (5 years old) and Annie (3 years old), start squabbling with each other and Andrea, smiling radiantly and holding each of their hands, places them equidistant from her.

Andrea says, “Keith, how many candles do you need until your heart is ready to receive love?” Keith answers, “12.” Andrea holds up one finger and Keith “blows it out.” They continue until he completes “blowing out” 12 candles.

Andrea asks if he’s now ready to receive loving and he says, “Yes.”

Andrea then does the same thing with Annie who requires 9 candles to be ready to receive loving.

She radiantly smiles and calmly asks her children, one at a time, what happened before they got so angry.

Keith says, “I was about to reach out to play with my new toy car when Annie grabbed it.”
Andrea thanks Keith and turns to Annie who says, “The car had just been sitting there for a long time and Keith was playing with his blocks. So I decided to take a look at it.”

At this point the Keith and Annie have calmed down and started to smile back at her so Andrea asks them to come up with a solution so that fights like this never occur again.

Keith says, “Let’s take turns. We can make a chart so we know whose turn it is.” Annie says, “You make the chart and I’ll decorate it.” Then they look at each other and say, “Wouldn’t it be great if we had a garage for the car?” And they jointly start building one out of Lego.

At this, Andrea is filled with loving feelings for her wonderful children and smiling so radiantly that both of them radiantly smile back at her.

Andrea feels extremely safe and loved.

This Imaginary Experience is a definite 10 for Andrea.

4. In your imagination, surround this 10-level Imaginary Experience with a ball of white light and place it into your Heart Chakra. Say to your Unconscious, via your Heart Chakra, “This is the way I would always like to perceive, experience, create and handle this situation. Please make this happen at all appropriate times in ways that are for the highest good of me and of all concerned.” Breathe this in and imagine your 10-level Merged Reframing Imaginary Experience and your instructions becoming a part of you.

Andrea imagines surrounding her 10-level Merged Reframing Imaginary Experience with a ball of white light, placing that into her Heart Chakra and silently says, into her Heart Chakra, “This is the way I would always like to perceive, experience, create and handle this situation. Please make that happen at all appropriate times in ways that are for the highest good of me and of all concerned.” She breathes in and imagines making both the Merged Reframing Imaginary Experience and her instructions a part of her.

At this point she actually feels a 10. She feels joyful, loved and secure.

What’s With The Heart Chakra?
The Heart Chakra is an energetic center located in the center of the chest that is a focus of the *Unconscious Mind*.

It is said to be the center of the positive (yang) Chi energy in the body. It is also said to be the point at which spiritual energies meet physical energies. It is said to be the point from which loving radiates.

In any case, it is a point that gets a tremendous amount of *Unconscious* attention. And anything “put into” the Heart Chakra similarly becomes the focus of *Unconscious* attention.

So, when you want to communicate consciously with your *Unconscious*, first get its attention by focusing on the Heart Chakra and then imagining placing your communication within it.

Your Heart Chakra may or may not be the most effective point in your body to achieve this result but it is fine for now.

Later, in Chapter Seven, I’ll show you how to find the exact point that’s most effective and to set it up so that anything you place into it receives a very high *Unconscious* priority. That may be your Heart Chakra or it may be some other point in your body.

**BA Base Reframing: What You Have Just Done**

You have given your *Unconscious* six sets of powerful instructions (via your five perfect reframes, perfect Merged Reframe *Imaginary Experience* and accompanying instructions) that define how, in the future, your *Unconscious* is to handle the type of situation that previously triggered the *Blocker*.

In the future, whenever a situation arises where your *Unconscious* would previously have expressed the *Blocker* you just resolved, it will express your new instructions instead.

The next time that Keith and Annie start squabbling, Andrea will smile warmly at each of them, gently takes each of their hands, gently draws them to her, keeping them equidistant from her, do the “candle process” if appropriate, turn to Keith, the oldest, and, in a soft and gentle voice lovingly says, “Keith, please tell me what was going on before you and Annie started fighting,” etc.
What you instruct your *Unconscious* to do in the future, via the BA *Base Reframing* Process, will simply happen - without your conscious attention.

Unless you keep a journal or otherwise reflect on events, you probably won’t even be aware of this happening. You’ll just feel somewhat lighter and happier.

Your *Unconscious* will continue to follow these new instructions until you change them, if you ever see fit to do so.

**Some Important Tips for Making the BA *Base Reframing* Process Work Easily and Smoothly.**

There are only a few problems that you might encounter doing a *BA Base Reframing* Process. I’ll now discuss each of them, as well as how to solve them.

**Turning a Blank into a Clear and Understandable Memory via the Color Process**

Always assume that when, via your Heart Chakra, you ask your *Unconscious* a question or ask it to do something, it will instantly respond.

If you don’t perceive the response, it’s because the response isn’t formatted so that it can be consciously understood.

This is because your *Unconscious* hasn’t yet learned how to properly format these types of communications so they are consciously clear and concrete.

In summary, doing the *Color Process* (described in detail in Chapter Six – B) is the first step in resolving a memory that comes across as a blank into a clear and understandable one. The second step is to do a *Tune-Up Process.*

**The Detailed Steps**

Here are the detailed steps involved in resolving a blank into a clear and understandable response.
1. Record exactly what popped into your *Conscious Mind immediately* after you asked the *Blocker Body Feelings* to take you back to the earlier memory.

2. If what you got seems to be a blank, do the Color Process as taught in Chapter 6-B on that blank. That is, frame and record the color of the blank, the liquid volume of the blank, the temperature of the blank and the sound the blank makes. In each case, record what you get.

Of course, all of this is imaginary so guess at the answer if you need to.

Repeat this Color Process until you get at least a hazy memory. When you do, rate its clarity and understandability on a 1 to 10 scale where 10 equals very clear and consciously understandable.

Then proceed to step 3.

*For example, what if Andrea had gotten a blank when seeking her first memory?*

*Let’s assume that she followed the instructions, focused on her blank and wrote down its color (dark gray), liquid volume (2 gallons), temperature (112 degrees Fahrenheit) and sound (an annoying whining).*

*She again asked for the memory and this time, she got a brighter blank with something going on but it was still too hazy to figure out.*

*So she did the Color Process again and, upon completion, she was aware of the people involved and the time in her life but the details were still hazy. She rated this a 6 in clarity and understandability.*

*She recorded what she got and moved on to the next step.*

If you don’t get a blank but, rather, get a memory that is less than a 10 in clarity and understandability, also proceed to 3.

3. **Do a Tune-Up Process.** Tell your *Unconscious* what you recorded in steps 1 (if a hazy memory) or the final step in 2 (if initially a blank), your rating of clarity and understandability and your written description of the memory.
Andrea had rated the clarity and understandability of the memory she just recorded as a 6.

Then she thought about how it would have to be changed to become a 10 on the same scale and recorded what she got. She wrote, “Need to see everyone involved and exactly what is happening. Need to hear what they are saying.”

Then she told her Unconscious what she had gotten by silently reading her rating and what had to be changed into her Heart Chakra.

4. Ask your Unconscious, via your Heart Chakra, to give you a 10-level experience of the memory, invoking the Insurance Statement. Record what you get.

She immediately said, “Please change my awareness of the memory I just described and do so in ways that are for the highest good of me and of all concerned.”

She took a deep breath and imagined that what she had read into her Heart Chakra and her instruction becoming a part of her.

5. Repeat 3 and 4 until your rating of clarity and understandability is a 10.

Andrea immediately took a deep breath, forcefully exhaled her breath and observed the memory. Now it was much clearer but still only a 7. So she recorded what she now knew about the memory and repeated steps 3 and 4. Now the clarity and understandability were a 10.

6. Record the memory.

Since the memory was now a 10 in clarity and understandability, Andrea wrote a brief description of it and continued with the rest of the BA Base Reframing Process.

Important Note: Through Tune-Up Processes, you train your Unconscious to format what it sends to your Conscious Mind so that what it sends is clear and understandable. Pretty soon you’ll “automatically” get that result.

What If the Memory is Now Pretty Clear, but Not Fully Understandable?
If, after 3 cycles of this Tune-Up Process your rating is still less than a 10, the problem is probably that you don’t understand why “that memory” was chosen. In other words, the memory is clear but not completely understandable.

Note that what you become consciously aware of when recalling a memory is a tiny fraction of what that memory constitutes in your *Unconscious* – like one Frame in a 90 minute movie – one out of about 130,000 Frames.

The problem is probably that your *Conscious Mind* is focused on the wrong one!

**To Get the Relevant “Frame” of the Memory.**

1. Record whatever you perceive of that memory. Rate its clarity and understandability on the same 1 to 10 scale you previously used.

   *For example, let’s say that in the previous example, Andrea got a pretty clear memory but it didn’t make sense to her in the context of this BA *Base Reframing*. So she recorded what she had gotten and rated the clarity and understandability as an 8 in clarity but only a 3 in understandability.*

2. Focus on your Heart Chakra and ask the *Blocker Body Feelings Anchored in your Heart Chakra* to take you to the exact point in that memory where the *Blocker Body Feelings* were present “…in ways that are for my highest good and the highest good of all concerned.” This triggers additional flow from your *Unconscious*.

   *Andrea then focused on her Heart Chakra, read into it what she had written about the memory and asked the *Blocker Body Feelings* to take her back to the exact point in the memory where they had arisen “…in ways that are for my highest good and the highest good of all concerned.”.*

   *Immediately, she leaped to an earlier point in the memory and everything made sense. She now rated both the clarity and understandability as a 10.*

3. Repeat 1 and 2 until the memory becomes a 10 in clarity and understandability. This usually requires no more than two repetitions.

4. Record and number the memory.
Andrea now wrote a brief description of the memory and numbered it 4a. before continuing to find the other memories. These popped up easily because her Unconscious had gotten the hang of the process.

Glimmers and Wisps Are Key Starting Points

When you’re seeking memories, assume that the first glimmer or wisp you get is the tip of the iceberg and write down a description of whatever that is.

Then write down the next glimmer or wisp.

Pretty soon, you will have turned that glimmer or wisp into a full memory.

Remember the power of writing things down!

Writing by hand is an extremely powerful Framing activity, as I have pointed out previously.

As you write, you give visual, auditory and kinesthetic feedback to your Unconscious.

Similarly, when doing reframes, be sure to write out your reframes before you try to come up with Imaginary Experiences.

The Easy Way to Reframe Memories

There is no such thing as a fixed memory. Every time you recall a memory, you Unconsciously reframe the original memory into the context of where you are in your life at that time.

For example, when you recall an early memory, you don’t experience it from the perspective of someone at that age, even though it may include your early emotions. You perceive it from a perspective resulting from your accumulated life experiences, your current knowledge, your linguistic skills and your current perceptions.

Try it. You’ll see what I mean.

In other words, reframing memories is something we are Unconsciously quite adept at doing.
However, to consciously manage reframing memories, it’s necessary to give your Conscious Mind permission to fully use your Unconscious creativity.

So here’s that permission:

In reframing your memories, you are the screenwriter, the casting agent, the producer, the director, the cinematographer, the musical director, the lighting director, the actor(s), etc., in making your own movie.

In other words, YOU have full permission to change ANYTHING in YOUR memory to make a perfect 10 reframe FOR YOU - anything except the basic situation!

Notice all those “YOU’s”?

You are in control of the process.

Nested Blockers

Your Unconscious is very clever and efficient. If something has worked to get your conscious attention in the past, it will use it again.

So if a set of Blocker Body Feelings gets your attention when your Unconscious expresses one Blocker, it may use those same Blocker Body Feelings to get your conscious attention when it’s expressing a different Blocker.

As such, you may find that what appears to be the same set of Blocker Body Feelings characterizes multiple different Blockers.

That’s fine.

Just work with your Blocker Body Feelings in the context of the present Blocker that you have Framed, even if you initially think you have worked with the same Blocker Body Feelings previously.

If you follow the process I just described, you’ll soon realize that the memories are different in context and/or specifics.

More challenging are what I call Nested Blockers.
Frequently stimulated Blockers can spawn other Blockers that respond to the same stimulus and are characterized by similar Blocker patterns and similar self-defeating habit patterns.

In Chapter Ten, I will show you how to quickly get at the root of those Nested Blocker patterns, clearing many associated Blockers at once.

However, for the time being, be aware that you may have to repeatedly “peel the onion” – this means doing repeated BA Base Reframings on apparently the same Blocker.

Since it’s important that your Conscious Mind agrees with what you are doing in such a case, it’s important to demonstrate for it that the apparently same Blocker is really a different one.

You can do this by asking the Blocker Body Feelings to take you to the exact point in the earliest memory of the current BA Base Reframing where the Blocker Body Feelings arose. (Be sure to include the Insurance Statement in your request.)

You’ll see that this exact point is different from the exact point you reached in other BA Base Reframings of what initially seemed to be the same memory.

By analogy, each Frame of the “movie” constituting your memory can reflect a different Blocker. (That’s “can”, not necessarily “will”.) Seldom will you find more than a few Nested Blockers.

**Bottom Line**

The Cybernetic Transposition Base Reframing Process is a way to permanently change the way you Unconsciously respond to a situation, from a self-defeating way to a self-supporting one.

It is very powerful.

**A CRITICALLY IMPORTANT NOTE**

Always, always invoke the Insurance Statement when instructing your Unconscious!

Your Unconscious has complete control of your body.
For example, based on the work of Dr. O. Carl Simonton, it appears that cancer is a result of Unconsciously trying to get the Conscious Mind to pay attention to and resolve repressed grief. (If you’d like to read more about this, Dr. Simonton has published several books on the subject.)


For example, based on extensive medical research (including the research of my father, a cardiologist), it appears that sudden death heart attack is the Unconscious Mind’s way of resolving a particular type of ego survival situation. It often occurs when a previously highly productive and involved executive or professional person retires and feels unworthy and without a purpose.

Unless you provide some guidance, your Unconscious can interpret your instructions to it in ways that can seem pretty strange from your conscious perspective and pretty destructive as well.

Thus, it is EXTREMELY IMPORTANT to always include the “Insurance Statement” – “…in ways that are for the highest good of me and of all concerned…” – whenever you give instructions to your Unconscious.

This clearly tells your Unconscious to ensure that what it does is appropriate for you and for everyone else involved.

That’s an extremely important protection.

Be sure to always use it.
I have good news and so-so news.

The good news is this:

Now that you have a clear Target and have resolved the inner conflicts that surfaced when you looked at it, you will probably move right to it’s accomplishment.

The so-so news is this:

I said “probably” move right to it’s accomplishment.

Because this process is new to you, you are going to need to keep active watch over your Unconscious.

When you have fully mastered the Cybernetic Transposition Super Achievement Three-Step process, it will often work almost completely automatically. That’s the way it works with very lucky people.

Now, however, this is a “new” process for you. Your Unconscious Mind is going through a complex learning. It is necessary to give it fairly frequent feedback on how it’s doing in moving toward your Target.

I call that feedback process Monitoring.

In this chapter, I’ll cover how to effectively monitor your progress.

Why Monitoring is Necessary

Most people’s conscious thoughts are usually contradictory.

For example, you might think, “It’s Saturday and I’m going to mow the lawn, clean out part of the garage and play some catch with my kids.”
However, at the same time, you might be thinking, “I don’t have to get up and go to work today. I’d like to stay in bed, just sleep in.”

Those thoughts are contradictory: Get up and do some work around the house versus stay in bed and sleep in.

You’ve been there, haven’t you?

That’s the sort of contradictory communications that most of us give our *Unconscious Minds* most of the time.

As a result, your *Unconscious* has a lot of trouble understanding what you consciously want. In fact, quite early in life, it begins to regard your conscious input as a lot of noise and turns down the volume.

Obviously, the more difficulty your *Unconscious* has in comprehending what you consciously want, the less likely you are to get it.

Therefore, we are now embarking on learning a process that will sharply improve your conscious communication with your *Unconscious Mind*. That’s what the *Cybernetic Transposition Basic Achievement Three-Step* process is primarily about.

**Your Phone Is Ringing Again**

Start paying attention to what you see, hear, and feel in your life.

Once you have made clear to your *Unconscious* what you want by doing the *Cybernetic Transposition Basic Achievement Three-Step* Process covered in the preceding seven chapters, your *Unconscious* will attempt to give you what it thinks you want.

Your conscious job is to clearly tell it how it is doing. I call this process *Monitoring*.

*BASIC ACHIEVEMENT* Monitoring consists of five steps. These steps are discussed in detail in the next section.

But here is an overview of them:
1. On a daily basis, read through your Basic Achievement Target, imagining and experiencing what it describes.

2. On a separate piece of paper, write down the things that you have done that day to bring you closer to the accomplishment of your Target.

3. Record a “1” to “10” rating that indicates how close you are to achieving your Target. A “1” means no progress at all and a “10” means full achievement.

4. If Blockers arise, either while you are reviewing your Target or while you are recording your progress in achieving it, note them and handle them using the Basic Achievement Clearing Process.

5. Check for the three sets of on-track feedback signals - joy and happiness, enthusiasm and eagerness, and certainty of achievement. If any of those are missing, repeat the previous steps.

Remember Cheryl and her vacation money?

In an earlier chapter I told you about Cheryl and her desire to get more money for a Vacation. When she finished prioritizing, her Target ended up as:

"I'm really enjoying my vacation. I feel exceptionally abundant whenever I feel the envelope in my pocket with the $500 that mysteriously appeared just before I left. I'm grateful to myself for setting the Basic Achievement Objective that brought the money to me. Please make this happen in ways that are for the highest good of me and of all concerned."

By the third day of practicing, Cheryl got the feeling that she was off track. Although she felt joy and happiness, enthusiasm and eagerness, she had no certainty of achievement.

As instructed, she redid the Practice routine and realized that she hadn't done anything much to bring about the result she wanted. So she sat down and thought about where she might get some money.

In doing so, she remembered that she had loaned a few college friends money when
they needed it and they hadn't paid it back. She made a list of the people and the amounts they had borrowed, looked up their phone numbers and called two of them.

No luck there, as neither of them had any extra money. But because Cheryl hadn't found the number of the third friend who owed her money, she asked each of the two she reached. They both said, no, they didn't have the number but she felt a little suspicious that one of them did.

On the fifth day, when the third friend called to say that she had the money to repay Cheryl, she mentioned that one of the other two had called her and told her that Cheryl really needed to be repaid. That was why she had called.

As you can see, by prioritizing and monitoring her Target, she was able to get clear about her options.

And that clarity helped her get the money she wanted!

**Detailed Instruction**

Now let’s walk through the whole monitoring process on the Target you have:

1. **Review Your Target**

   On a daily basis, read through your *Basic Achievement* Target, imagining and experiencing what it describes.

   For example, let’s assume that I have embarked on accomplishing the *Basic Achievement* Target created in Chapter One and modified in Chapter Three:

   I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a $170,000 payment.

   I’m reflecting on the fact that I only worked five days to earn that amount.
I’m really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.

Please make this happen in ways that are for the highest good of me and of everyone else involved.

2. Document Your Accomplishments

Become aware of the things that you have done this day to bring you closer to accomplishment of your Target.

For example:

What I have done today that brings me closer to achievement of my Target

1. I confirmed my booking for next month.

2. I received a list of trainees for next month’s training and background on each.

3. I made plane reservations for travel to the training location.

4. I reviewed and updated my training outline and overheads.
3. Rate Your Progress

Then record a “1” to “10” rating that indicates how close you are to achieving your Target. A “1” means no progress at all and a “10” means full achievement. Record this on your list of accomplishments.

For example:

My booking for next month was definitely confirmed and the most important detailed arrangements were made. However, I intuitively know that there are some important things that I haven’t covered. Therefore, I give myself a progress rating of “7”.

What I have done today that brings me closer to achievement of my Target

1. I confirmed my booking for next month.

2. I received a list of trainees for next month’s training and background on each.

3. I made plane reservations for travel to the training location.

4. I reviewed and updated my training outline and overheads.

My Progress Rating: 7
Remember, this is a trial and error process for your Unconscious. It tries something and you consciously tell it whether it has gotten it right.

What I have just done provides very concrete feedback to my Unconscious Mind.

**IMPORTANT:** When you hit a “10,” you have achieved what you want and you should complete the process by congratulating yourself, by writing something like:

![Congratulations. Great job!!!
Rating: 10](image)

This congratulatory feedback to your Unconscious is very important.

4. **Resolve Blockers**

Check for Blockers. If any arise, resolve them using the Basic Achievement Clearing Process.

For example, as I read through my Target, I have a vague feeling of unease. Something is nagging at me, a Blocker. So I read through again until I hit on what’s triggering it.

Something seems to be missing from the Target. Something was there before that isn’t there now.

So I go back to my papers that I wrote during Chapter One and find that, indeed, something is missing. When I rewrote my Target during the Chapter Two exercise, Prioritizing, I left something out.

What I left out is:

![I’m also very pleased that I achieved the Basic Achievement Objective that I set for myself of working no more than ten days a month, leaving lots of time to be with my kids.](image)
Now I’ll have another three weeks with them and I’m filled with joy and happiness at the thought.

And, with that in mind, I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.

I realized that what I left out is very important to me. So I edit my Target accordingly:

I’m sitting at my desk in Santa Barbara, enjoying the cool breeze and warm sun and looking at the wire transfer report from my bank that shows that I received a $170,000 payment.

I’m reflecting on the fact that I only worked five days to earn that amount.

I’m really pleased with myself as I reflect on the fact that I was able to perform five days of training with outstanding results.

I’m also very pleased that I achieved the SA Objective that I set for myself of working no more than ten days a month, leaving lots of time to be with my kids.

Now I’ll have another three weeks with them and I’m filled with joy and happiness at the thought.

And, with that in mind, I’m looking forward to the seven days of training that I have scheduled next month and the $225,000 I’ll earn from that.
Please make this happen in ways that are for the highest good of me and of everyone else involved.

Now as I read through my Target, there isn’t any sign of conflict.

Since I made a significant change, I will reprioritize my Target until I get a “That’s enough” intuitive signal. In practice, it only took 20 repetitions to reach that point.

5. **Check for On-Track Signals**

   The On-Track signals I’m looking for are:

   - joy and happiness
   - enthusiasm and eagerness
   - certainty of achievement.

   In my example, all of those are present when I think about achieving my Target. So I know that I’m on-track.

**Summary**

By Monitoring your progress toward achieving your Target, you provide very important feedback to your *Unconscious Mind* — feedback that substantially increases the likelihood that you will hit your Target. This is the feedback any good pilot would use to keep on course.

**Basic Achievement Monitoring** consists of the following tasks:

1. On a daily basis, read through your *Basic Achievement Target*, imagining and experiencing what it describes.

2. On a separate piece of paper, write down the things that you have done that day to bring you closer to hitting your Target.

3. Record a “1” to “10” rating that indicates *how close you are to achieving your Target*. A “1” means no progress at all and a “10” means full achievement.
4. If *Blockers* arise either while you are reviewing your Target or while you are recording your progress in achieving it, note them and handle them using the *Basic Achievement Clearing Process*.

If you make significant changes, reprioritize your Target until you get a “That’s enough” intuitive signal. Typically, no more than 20 to 50 repetitions will be required to achieve this.

5. Check for the three sets of on-track feedback signals - *joy and happiness, enthusiasm and eagerness, and certainty of achievement*. If any of those are missing, repeat the previous steps.

**What You Covered in This Chapter**

In this chapter, you learned why it is necessary to provide frequent feedback to your *Unconscious*, clear feedback on how you are doing in moving toward hitting your Target. You also learned the five steps involved in daily *Basic Achievement Monitoring*.

**Coming Up!**

Are you ready to tackle “impossible” targets?

That’s right. With the tools you’ll begin to learn in the next chapters, you will be armed and ready to create and manifest what others might call *impossible* dreams.

Well, what do *they* know?

You’re reading this book. Not them!

The next chapter describes the differences between the *Cybernetic Transposition Super Achievement Three-Step* and the *Basic* Process you just learned. It also presents some exercises that will give you a concrete feel for these differences.

Prepare for miracles!
Chapter Six
How to Become Super Lucky:
The Cybernetic Transposition Super Achievement Process

Is anything truly “impossible”?

Not with what you are about to learn in the rest of this book.

With the Cybernetic Transposition Super Achievement Three-Step you are about to learn, even desires that might be called “seemingly impossible” will now be within your reach.

Think of it: Even the desires you wanted but were afraid to even try to get are now possible for you!

That's what the Cybernetic Transposition Super Achievement Three-Step is about, becoming successful in a way that looks almost miraculous.

After you start using this amazing process, people will start calling you “lucky.”

You won’t be lucky, you’ll just be smart.

Let’s get cracking!

You’re About to Unleash Real Power

You’re going to feel like Superman (or Superwoman) after you learn the Super Process.

You’ll be able to fly right to your desires!

These techniques are much more powerful than the Cybernetic Transposition Basic Achievement Three-Step and somewhat more complicated.

While the Basic Achievement techniques pretty much let you work in your normal way, the Super Achievement approach may require some new learning for you.
(You’ve already encountered one aspect of that when you performed the Basic Achievement Base Reframing Process.)

The payoff on this learning is fantastic:

My research has shown that people who use this advanced method have an initial rate of success in achieving seemingly impossible SA Objectives of up to 100 percent!

Yes, I said 100% percent.

(In my coaching program where I lead the participants through learning what you are about to encounter, 100% of those who do at least most of the assigned work achieve their 10-difficulty, seemingly impossible SA Objective, first try.)

Now let’s get to the meat of the process itself.

In brief, the Super Achievement involves the same Three-Step Frame work of creating a target, prioritizing it, and resolving what would otherwise block you.

But it differs in at least four important ways.

1) It involves a good deal of creating specific Imaginary Experiences.

2) It incorporates a very powerful process for translating your conscious, written SA Objective into a harmoniously held, extremely precise Unconscious SA Target, the Target Process.

3) It develops an ability to directly trigger the parts of the brain that are capable of holding a sustained Unconscious focus on this Target, a very powerful additional way to prioritize your Target, your Inner Anchor Point.

4) It develops an ability to permanently change self-defeating Unconscious habit patterns (“Blockers”) into supportive ones. This involves a powerful modification of the Basic Achievement Base Reframing Process and a completely new and very powerful Process, the Subpersonality Negotiation.

Each of these differences is explained in the following sections.
Put on your Superman/Superwoman suit and let’s start flying.
The Truth About Visualization

The first major difference between the Basic Achievement and the Cybernetic Transposition Super Achievement Three-Step is the “Level of Explicit Imaginary Experiences.”

Please note that I’m talking about creating Imaginary Experiences. I am NOT limiting me or you to only visualization.

To understand this, you have to understand the truth about visualization.

The Cybernetic Transposition Super Achievement Three-Step frequently involves creating and modifying Imaginary Experiences – a process that some people call visualization.

But visualization can be a misleading term since it implies only visual experiences. To be complete, an Imaginary Experience should include:

- seeing
- touching
- feeling
- moving
- hearing
- smelling
- tasting
- emotions
- thoughts
- intuiting

You’re probably good at creating Imaginary Experiences, whether we call the process daydreaming, hindsight, visualizing or imagining.

When I asked you to put on your Superman or Superwoman suit, you probably had a visual in your mind of what that looked like.

But maybe you also felt the suit on your skin, felt great thinking of yourself with super powers, and maybe saw yourself flying, too. That’s more of an Imaginary Experience, and not just a visual experience.

Whatever we call it, the process is pretty much the same.
Are you with me here?

To give you a feel for exactly what I’m talking about, I’m going to ask you to do an exercise in creating *Imaginary Experiences*. First, I’m going to walk you through the exercise as I do it.

The numbered paragraphs are the instructions. The italic paragraphs are words explaining the thoughts and pictures going on in my mind.

1. Imagine a very tall tree with very strong branches. Become aware of how it looks, the color of its bark, the shape and color of its leaves, how it sounds with the wind blowing through its branches, what it feels like when you touch it, its smell, and how it would taste if you chewed on one of its leaves or needles.

   *I’m imagining a very tall redwood tree with an enormously thick trunk and very strong branches. Its bark is a rough, dark reddish brown and its leaves are pine-like, dark green needles. As I imagine the wind blowing through it, I hear a “soft susurrus and sighs of the branches” (to quote Longfellow). Its needles are spiny, sharp, prickly and relatively stiff. Its bark is rough and consists of raised strips. My tree has a wonderful resinous smell like an enormous Christmas tree and its needles taste the same way, a little like Greek Retsina wine.*

2. Imagine the face of someone who easily comes to mind. In your imagination, ask them if they are willing to try something with you. If they say yes, imagine shaking hands with them or giving them a hug. If they say no, thank them, imagine a different person and ask them. If they say yes, do the rest of the exercise with them. If they say no, find someone else.

   *I’m thinking of my eldest daughter, Lisa, who is now 40. I’m remembering her stories of trekking through Nepal, climbing slippery paths up the mountains in the rain. I’m pretty sure that she will feel comfortable with this exercise and when I ask her, she says “sure”! So I give her a hug.*

3. Imagine your person sitting on the lowest branch of the tree that’s strong enough to safely hold them. Check whether they’re safe and comfortable and, if not, change things in your imagination so they are.
I’m imagining Lisa sitting on a long and very thick branch, looking extremely happy. She’s waving to me with a smile on her face.

4. Now imagine your person standing, very safely and comfortably, on the very top of the tree. In your imagination, do what’s necessary to ensure that they are safe and comfortable.

In my imagination, I’m asking Lisa whether she’d like a platform on the top of the tree and she looks at me like I’m crazy. “You must be kidding,” she says, puts on her safety harness and climbs the tree to the very top where she looks around and says, “Well, on second thought, maybe a platform with a nice rocking chair would be nice.”

In my imagination, the platform with a rocking chair immediately appears and, for my comfort, it has a sturdy white picket fence. Just to make sure it’s safe enough, I imagine myself grabbing and trying to shake it. It doesn’t move an inch.

Now, Lisa climbs over the fence, looking knowingly at me, takes off her safety harness and sits comfortably in the rocking chair.

5. Imagine that your person is now standing on top of the tree on one foot and that they have their other leg stretched out in back of them. They have both their hands stretched out in front of them. In your imagination, do what’s necessary to be sure that they are safe and comfortable.

Lisa’s got a serious expression on her face. She says, “I want to make sure I get this right.” But once she’s stretched out and gained her balance, she looks like she’s enjoying the experience. She says, “The view is magnificent. You can see the Pacific Ocean. And the pine smell is terrific.”

6. Imagine that your person is also spinning a hoop on their back leg, the way performers do in the circus. Note the color of the hoop and the sound it makes. In your imagination, do what’s necessary to be sure that your person is safe and comfortable.

In my imagination, Lisa has grabbed ahold of the fence to brace herself and she is moving her right leg so that the red and yellow hoop is spinning in a wobbly fashion. It’s making a soft oscillating sound something like a lawn
sprinkler. She’s saying, “Daddy, this is really ridiculous” as she smiles at me.

7. Now imagine that your person also has a flag in one hand and they are waving it. Note the colors and messages written on the flag. In your imagination, do what’s necessary to be sure that your person is safe and comfortable.

In my imagination, while still holding onto the fence for support with her left hand, Lisa is holding a Thai flag in her right and waving it. The flag is red, white and blue with a red horizontal band at the top, a white one under that, then a blue band that is twice as wide and narrower white and red ones beneath it. She reminds me that she used to teach at the university in Chiang Mai, Thailand and that she speaks Thai.

She says, “Look!” as she increases the speed of the red and yellow hoop rotating around her leg. “Good job,” I say in my imagination.

8. Imagine also that a little bird has now landed on your person's head and is singing a song that you recognize. In your imagination, do what’s necessary to be sure that they are safe and comfortable.

Now, in my imagination, a finch gently lands on Lisa’s head. Its red head and golden breast contrast with its shiny black wings and upper body. The finch is singing a totally unlikely rendition of the Beatles’ “I’m Henry the Eighth I am” and I’m laughing out loud. I notice that, in my imagination, I’m somehow level with and quite close to Lisa – a good viewing platform.

9. Imagine also that your person is singing a song and that right now two more birds arrive on the scene carrying a banner with a message just for you. The banner carries a very noticeable and pleasant scent so take note of it. Be sure that you read the message on the banner and, in your imagination, make sure that your person is safe and comfortable.

Now things are getting really interesting. Lisa is singing along with the finch and, in my imagination, I’m joining in. We’re all having a great time of it and Lisa and I are smiling. (I’m not sure about the finch.) Two snowy owls (the Disney type) arrive carrying an Olde English appearing banner that
says, “LOVE TRIUMPHS.” It carries the smell of freshly cut, ripe red strawberries which I love. Lisa says, “Me too!”

10. Imagine your person coming down from the top of the tree in a very safe fashion, one that they especially enjoy. Be sure that they are safe and comfortable.

In my imagination, Lisa says, “I’ve got a really great one” and waves her hand.

Suddenly, a long, curving white stonelike staircase appears. It has strong but slim white handrails and is firmly mounted to the tree. It is supported by other trees as it curves its way around and about during its descent to the ground almost right next to the foot of my tree.

Lisa gracefully descends the stairway, regally waving to the imagined crowd watching. When she reaches the ground, she turns and looks upward at all of the imaginary creations and smiles. “Good work,” she says.

11. Imagine that your person has arrived on the ground safely and comfortably and that they are standing where they were when you first imagined them. Make sure that they feel safe, comfortable, and otherwise okay.

Thank them for participating in this exercise. Surround them with an imaginary ball of white light and let it take them back whence they came.

I’m asking Lisa whether she’s okay and she says, “I feel great. That was exhilarating.” She gives me a hug and I ask her where she was before she came to join me. She says, “I was working at the magazine and I really have to get back.” So I thank her and imagine her surrounded with a ball of glowing white light that rises gently off the ground, comfortably carrying her back to the world of New Haven.

In my imagination, I remain in the forest for a while, alternately smelling the resin smell and the smell of strawberries while I listen to the finch who has remained on the top of the tree and is now working on “Sergeant Pepper.”
Keys to Creating *Imaginary Experiences*

I’ve just demonstrated the keys to creating sophisticated *Imaginary Experiences*. Here they are as a list for you to review:

- start with the familiar, perhaps in an unfamiliar context
- add something else familiar, perhaps in an unfamiliar context
- then add another familiar something, perhaps in an unfamiliar context
- modify anything that you have created as you require
- keep going until you’ve created the imaginary version that you want.

I started with a familiar face and a tree that I had only seen from a distance. This evolved into a detailed experience of the tree (sight, sound, touch, taste, smell) and a series of events that I have only experienced in pieces, in completely different contexts.

For example, I have never seen my daughter Lisa climb a tree or spin a hoop on her leg. However, I’ve seen lumberjacks climb trees the way I imagined her doing and I’ve seen clowns in circuses spin hoops on their legs. My *Unconscious* was easily able to put these pieces of the familiar into a new context with only a slight suggestion from me (i.e., reading the instructions for the exercise).

In similar fashion, you can construct essentially any *Imaginary Experience* that you want.

It’s easy, and I’ll help you with the process in just a moment.

In fact, in Chapter Nine I will show you a relatively simple and extremely powerful way of translating your written SA Objective into a very precise *Imaginary Experience* of having just successfully achieved it.

To recap, a visualization usually involves just the visual sense, but an *Imaginary Experience* involves all of your senses.

In short, a visualization involves only seeing.

The *Imaginary Experience* involves seeing, hearing, feeling, touching, tasting and smelling.

The *Imaginary Experience* is almost real.
It’s the difference between just seeing yourself in a super powers costume, or actually experiencing yourself as the super power.

**It’s Your Turn**

Now it’s time for you to create your *Imaginary Experience*.

This will be fun, and great mental training.

Just follow the same set of instructions:

1. Imagine a very tall tree with very strong branches. Become aware of how it looks, the color of its bark, the shape and color of its leaves, how it sounds with the wind blowing through its branches, what it feels like when you touch it, its smell, and how it would taste if you chewed on one its leaves or needles.

2. Imagine the face of someone who easily comes to mind. In your imagination, ask them if they are willing to try something with you. If they say yes, imagine shaking hands with them or giving them a hug. If they say no, thank them, imagine someone else, and do the rest of the exercise with this new person.

3. Imagine your person sitting on the lowest branch of the tree that's strong enough to safely hold them. Check whether they're safe and comfortable and, if not, change things in your imagination so they are.

4. Now imagine your person standing, very safely and comfortably, on one foot on the very top of the tree. In your imagination, do what's necessary to ensure that they are safe and comfortable.

5. Imagine that your person is now standing on the top of the tree on one foot and that they have their other leg stretched out in back of them. They have both their hands stretched out in front of them. In your imagination, do what’s necessary to be sure that they are safe and comfortable.

6. Imagine that your person is also spinning a hoop on their back leg, the way performers do in the circus. Note the color of the hoop and the sound it makes.
In your imagination, do what’s necessary to be sure that they are safe and comfortable.

7. Now imagine that your person also has a flag in one hand and that they are waving it. Note the colors and messages written on the flag. In your imagination, do what’s necessary to be sure that your person is safe and comfortable.

8. Imagine also that a little bird has now landed on your person's head and is singing a song that you recognize. In your imagination, do what’s necessary to be sure that your person is safe and comfortable.

9. Imagine also that your person is singing a song and that right now two more birds arrive on the scene carrying a banner with a message just for you. The banner carries a very noticeable and pleasant scent so take note of it. Be sure that you read the message on the banner and, in your imagination, make sure that your person is safe and comfortable.

10. Imagine your person coming down from the top of the tree in a very safe fashion, one that they especially enjoy. Be sure that they are safe and comfortable.

11. Imagine that your person has arrived on the ground safely and comfortably and that they are standing where they were when you first imagined them. Make sure that they feel safe, comfortable, and otherwise okay.

Thank them for participating in this exercise. Surround them with an imaginary ball of white light and let it take them back whence they came.

Excellent!

You’re tracking right along and doing great.

An Effective Translation Incorporates Both “the Words and the Music”

Remember that the first step of the Cybernetic Transposition Three-Step involves creating a very precise Unconscious Target that is harmoniously agreed on by your Conscious Mind and all of the relevant parts of your Unconscious.
We indirectly accomplish that in the *Basic Achievement Three-Step* but in the *Super Achiever Three-Step*, we accomplish that very directly, in a way that creates an extremely precise and tightly focused *SA Unconscious Target*.

That is the second major difference between the *Basic Achievement* and *Super Achievement Processes*.

It has been said and repeatedly demonstrated that an effective translation must incorporate both “the words” and “the music.”

In other words, it must incorporate all of what is important.

The *SA Target Process* empowers you to perform this critical task in a rather easy and extremely effective fashion so that the *SA Target* you create provides an excellent aiming point for your *Unconscious* to strive to reach. It is far more precise and comprehensive than the *BA Unconscious Target*.

**The Secret of Focus**

So far, we’ve talked about the first and second major difference between the *Basic* and *Super Achievement* processes, the explicit use of *Imaginary Experiences* and effectively translating your conscious *SA Objective* into a very precise *Unconscious SA Target*.

Now let’s explore the third difference, a powerful additional way of prioritizing your Target. The second major difference between the Basic Achievement and the Cybernetic Transposition Super Achievement Three-Step is the process of holding a sustained *Unconscious* focus.

Let me explain.

There are specific parts of your brain (i.e., the frontal lobes) that have the ability to keep you *Unconsciously focused* on something at the same time that you are consciously concerned with completely different things.

> For example, have you ever wondered how you can safely drive a car while thinking about what’s happening at work, dinner, your plans for the weekend, etc.?
That’s what I mean by consciously focusing on one thing (thinking about all of those things) and *Unconsciously focusing* on something else (driving the car).

But that’s a simple example.

Let’s go deeper.

**How Your Unconscious “Slows Time”**

Do you know all of what is happening in and around you right now?

Probably not. None of us do—not consciously, anyway.

Your *Unconscious Mind* is typically *focused* on a tremendous number of things, ranging from keeping your heart beating to maintaining your body weight to searching through billions of alternatives until you come up with the solution to a problem that’s troubling you until you have an “aha!”

However, in a life-threatening situation or one that your *Unconscious* takes to be life-threatening, essentially all of the power of your *Unconscious* is *focused* on one or a very small number of things and, consciously, time seems to slow down.

The reason I’m telling you this is that you normally only know how to use this special *focusing* capability when your *Unconscious Mind* perceives your very survival is at stake.

In the next chapter, however, we’re going to show you how to use this marvelous already existing ability to help achieve what previously seemed like “impossible” *SA Objectives*.

**Watch This Bullet Coming At You**

Have you ever gotten an amazing amount of work done while on a deadline?

Have you ever knocked over a cup and watched it slowly fall and shatter?

Have you ever been in an auto accident and time seemed to move like molasses?
You may have already experienced this *focusing* ability at work, when you were rushing toward an impending deadline and later wondered how you achieved so much in so little time, or when you dropped something extremely valuable and watched it slowly float to the floor and fly apart, or even when you were involved in an automobile accident and saw the collision slowly occurring.

Maybe you can recall a movie you’ve seen in which somebody fired a gun at somebody else. Remember how everything went into slow motion?

The example I like to think about that illustrates this phenomenon is from *The Matrix*.

Keanu Reeves, the hero, was on top of a tall office building when attacked by the evil Agents. As an Agent fired his gun, time slowed sharply. You could see the bullets slowly moving toward Reeves, spiraling from the rifling in the gun barrel, as our hero moved out of the way.

However, what we’re talking about here isn’t simply a cinematic special effect.

What that movie depicts is actually a slightly enhanced version of what you might see if the gun had been fired at you!

The same part of the brain that so *focuses* you in a crisis situation is the part that will allow you to remain *Unconsciously focused* on your *SA Objective*, once you have established the *Framework*.

Think of this!

In the next chapter, you will learn to consciously trigger that part of your brain by developing an imaginary tool, the *Inner Anchor Point*, into which you will imagine placing *Imaginary Experiences* that you want to highly prioritize.

For now, just realize that the second difference in the Super process is maintaining an *Unconscious* focus on your *SA Objective* independent of your conscious focus.

Now let’s move on to the fourth difference between the Basic and Super Processes.

**Get Clear—For Good!**

Just so we’re on the same page, so to speak, let’s review:
The first difference is explicit visualization
The second difference is creating an extremely precise and comprehensive *Unconscious* Target.
The third difference is maintaining a sustained focus.

And what’s the fourth?

The fourth is learning two processes of permanently changing self-defeating *Unconscious* habit patterns into self-supportive ones.

This is where you get clear inside yourself.

This is where you transform the self-sabotage into self-support.

To do this you’ll need what I call the *Root Normal Base Reframing Process*.

You’ll love this section because it deals with getting clear within yourself so you can have, do, or be whatever you can imagine.

In the *Root Normal Base Reframing Process*, you will use your ability of sensing what is going on with your body to track down self-defeating *Unconscious* habit patterns through remembered time.

The difference from the *BA Base Reframing Process* is that you will wipe out numbers of related *Blockers* at one time.

Think of a tree. In this context, the leaves represent minor *Blockers* while the branches represent modestly intense *Blockers*. The trunk represents very intense *Blockers* while the roots represent extremely intense normal (not Cell-Level Memory) *Blockers*.

When you destroy the roots of a tree, the trunk, branches and leaves all die. In similar fashion, where you perform a *Root Normal Base Reframing*, the tree of *Blockers* built on the Root *Blockers* will be cleared.

As usual, once you have completed the *Root Normal Base Reframing*, your *Unconscious* will handle the types of situations that previously triggered the self-defeating habit patterns in the new way that you have defined with your highly desirable Targets.
The second major SA Process for clearing Blockers is the Subpersonality Negotiation. In this Process, you will regress the Subpersonality expressing the Blocker at hand to its most basic state – which is extremely cooperative and supportive. You will then build a team of other Subpersonalities around the regressed Subpersonality whose job it is to express more or less the positive opposite of the Blocker in a broad range of situations.

I’ll be explaining all this to you in Chapter Ten. For now, just understand that the fourth main difference between the Basic Process and the Super Process is getting really clear. You’ll learn how your body is trying to send you messages—messages that come in the form of body feelings.

To understand how you use your body to give you feedback, I’m going to take another cut at explaining “body feelings” to you.

Why Body Feelings?

Body feelings are the most common form of communication from your Unconscious to your Conscious Mind when your Unconscious can’t otherwise get through.

In other words, most messages that our Unconscious Mind tries to send to our Conscious Mind are blocked.

You are, in some ways, on the phone right now.

Your Unconscious is trying to call you but your line is busy.

Since it can’t get your attention, it sends you a non-verbal signal—through your body.

When your Unconscious can’t get the message through directly to your Conscious Mind, it resorts to indirect signals – in this case, modifying various things in your body that it controls, such as:

- the flow of blood (that we consciously note as feelings of hot or cold depending on whether it dilates the blood vessels or constricts them)
- muscle tension (that we consciously note as stress, pain or a feeling of relaxation depending on whether it tenses or relaxes your muscles)
- headaches (when it severely constricts blood flow to parts of the brain)
the flow of bile and enzymes into your stomach (that we consciously note as stomach pain and the pressure of bloating when too much enzyme flows and congestion when too little flows).

In the Super Achievement Root Normal Base Reframing, you will use your ability to become aware of your body feelings to track down the root source of the self-defeating habit pattern.

Do you see how healing this can be, as well?

Once you start paying attention to those messages, and clearing them, many of your health issues will dissolve.

Why?

Because you finally heard what they were trying to tell you!

Again, I’ll explain all this to you later. For now, I’m just introducing the differences and concepts in the Super Process.

Now let’s look at another concept that may be brand new to you.

**Here’s How to Achieve Any Success**

Are you a detailed planner?

Do you set goals and map roads to them?

Ordinarily, you are taught that when you want to achieve a challenging SA Objective, you develop a detailed plan of how to do it and then implement your plan.

Right?

You’ve heard the advice: Make a plan and make it so.

That’s NOT the case when you're doing the Cybernetic Transposition Super Achievement Three-Step.

Here the rule is:
Don't try to figure out how to achieve your SA Objective.

That’s not to say that, once having set your Super Achievement Objective, you shouldn’t think of how to achieve it if that’s your normal way of thinking.

In fact, once you’ve created an Unconscious focus by setting your Super Achievement SA Objective, your Unconscious may flood your Conscious Mind with “how-to” thoughts.

That’s fine. Handle them normally. In fact, it might be worthwhile keeping some Post-Its and a pen with you to note those suggestions. That’s what I do.

But!

But what I am saying is that you DO NOT try to figure out how you are going to achieve your SA Objective as part of the Cybernetic Transposition Super Achievement Three-Step process.

If your Unconscious wants you to do something that contributes to achieving your SA Objective, you'll either do it Unconsciously or you'll be given conscious reasons that motivate you to do what's needed. Of course, as you may later realize, those reasons may have little or nothing to do with what's really going on.

In other words, let go.

Yes, of course, act on the ideas that occur to you and seem right to you, but don’t worry, plan, or schedule your time for your goal’s arrival.

So just relax into the Cybernetic Transposition Super Achievement Three-Step process and allow yourself to be lucky - meaning Unconsciously successful.

This is another difference between the Super process and anyone else’s approach to achieving your dreams.

Can you imagine how easy this will be for you?

Success almost becomes automatic.

It certainly becomes more natural.
Is This Magic?

When you let go and allow your *Unconscious Mind* to bring your results to you, you might feel like magic is happening.

It’s not really magic. It’s invention. Your *Unconscious* invents a way to carry you to successful achievement of your Objective and it does so with minimum conscious awareness.

That's what I mean about seeming to be lucky – you let your *Unconscious* do the work.

When the *Unconscious* does it, the *Conscious Mind* isn't aware of what's happening to produce the intended results. They happen naturally. That’s when “luck” seems to happen.

Here’s a true story to illustrate what I mean:

*Carl was a big fan of competition badminton (like in Forrest Gump) and the founder and head of his local badminton club. He wanted to generate at least $300,000 in sponsorship for an international competition.*

*Being a high achiever, Carl was quite familiar with talking people into approving major expenditures so he was confident that he had the *Unconscious* skills to do what he wanted.*

*He, therefore, set a *Cybernetic Transposition Super Achievement Objective* that within 4 weeks he would have done whatever was necessary and appropriate so the sponsorship of the international competition would have been fully subscribed. He did the complete Three-Step process and practiced faithfully according to the schedule presented in Chapter Eleven.*

*Then, being a very busy executive, he attended to business at hand, managing a multi-billion dollar revenue stream.*

*Carl kept a log of the amount subscribed and, by week 3, he was over $100,000. By Thursday of week 4, subscriptions had reached $300,000 and by Friday, they totaled $365,000.*

*Was it magic? No. Carl did speak to various potential sponsors during the four weeks, meeting some for lunch or dinner. But he never set a conscious plan to achieve these*
things. Everything seemed to happen by chance. He’d be introduced to a potential sponsor by a friend who knew Carl was looking. Or someone that he’d never considered a potential sponsor mentioned that his firm was looking for a way to get its name in front of sports fans.

In other words, while Carl’s Conscious Mind was focusing on his normal day to day business, his Unconscious Mind was making things happen.

What to Do If Road Blocks Appear

Is all of this sounding too good to be true?

That very thought might be a “Blocker” in your progress.

Again, I’ll teach you how to powerfully resolve Blockers later, but let’s take a look at this idea of road blocks for a moment.

As you make progress through the Cybernetic Transposition Super Achievement Three-Step, you may run into some roadblocks. This is normal and to be expected.

The following things may happen:

- you may feel “stuck,” tired, unmotivated, or confused
- you may think “halfway there is good enough” (it’s not – you want to finish what you set out to accomplish)
- you may feel inclined to skip part of the work, like Practicing, telling yourself “I don’t have enough time for this.”

When that happens, you’ll be pleased to know, there’s a technique you’ve already learned that can get you through these roadblocks easily, quickly and with 100% reliability.

That technique is the Cybernetic Transposition Basic Achievement Three-Step, which you learned in the previous chapters. Just review those steps to get through any bumps in the road.

Using this technique to help yourself through a rough stretch of road is something like picking yourself up by “your bootstraps,” so that’s why I call it “bootstrapping.”
You see, even though you may have achieved some gratifying things with the *Cybernetic Transposition Basic Achievement Three-Step Process*, that wasn’t the primary reason for including those techniques in this book.

The reason I wanted you to have them at your disposal is to give you a *bootstrap* way of mastering the *Cybernetic Transposition Super Achievement Three-Step*, if you need it.

The *Basic Achievement* technique is just one part of your *bootstrapping* resources.

Here’s the full bootstrapping program:

1. Read each of the *Super Achievement* Chapters, one at a time. Do what is suggested, chapter by chapter. Do not wait until you’ve read everything to get to work.

   If, at any point, you have difficulty implementing what I suggest, do the *Cybernetic Transposition Achievement Three-Step* dealing with easily and effectively completing what's causing you trouble.

2. If you feel even slightly stuck or experience other minor *Blockers*, do a *Basic Achievement Clearing Process* or *Basic Achievement Base Reframing Process* on the feelings of conflict.

3. Maintain a *Success/Failure List* for tracking your *Super Achievement* progress (see below).

I’ll explain that last step in this next section.

**Success and Failure Lists**

A great way to track your ongoing journey is with a Success/Failure list.

As you learn the *Cybernetic Transposition Super Achievement Three-Step*, each day take a clean piece of paper, divide it into two columns, write “successes” at the top of the left hand column and “failures” at the top of the right hand one. Then date the page.

Under “successes,” briefly note each of the day's successes in learning the *Cybernetic Transposition Super Achievement Three-Step*, one per line. They can be little or big.
For example, if today I read and understood this chapter and decided on a more challenging version of my previous *SA Objective*, I might write under successes:

<table>
<thead>
<tr>
<th>Successes</th>
<th>Failures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Completed and understood Chapter Six.</td>
<td></td>
</tr>
<tr>
<td>2. Created a very desirable and substantially more challenging new version of my <em>SA Objective</em>.</td>
<td></td>
</tr>
</tbody>
</table>

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Similarly, under “failures,” list each of what you perceive to be the day’s failures. I might write under failures, “I initially felt like I’d have trouble doing the *Imaginary Experience* exercise” or “the first time I read the *Root Normal Base Reframing* description, it seemed confusing” (if that were the case.)

<table>
<thead>
<tr>
<th>Successes</th>
<th>Failures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Remembered to water plant.</td>
<td>1. I initially felt like I’d have trouble doing the <em>Imaginary Experience</em> exercise.</td>
</tr>
<tr>
<td>2. Gave a presentation that earned a very profitable contract.</td>
<td>2. The first time I read the <em>Root Normal Base Reframing</em> description, it seemed confusing.</td>
</tr>
</tbody>
</table>

7/18/02
Then read through your success list. After reading each “success,” remember the experience it refers to and say to yourself, “That’s a success. I'd like more like of those!”

Next read through your “failure” list. After each “failure,” remember the experience and say, “That’s a failure. I don't want any more of those!”

You will soon see that the daily list of successes increases and the list of failures decreases simply because you consciously told your Unconscious Mind what you mean by “successes” and “failures” and instructed it to focus on generating the former and reducing the latter.

Remember, what you focus on expands.

What you focus on is an instruction to your Unconscious.

If you want more successes, focus on successes.

Easy, isn’t it?

The Bonus Packages

As you have probably discovered by now, I am giving you a series of Bonuses.

Six of these consist of packages of forms, descriptions and audio segments of me leading you through the Cybernetic Transposition Super Achievement Three-Step processes, just as I did in the trainings that typically cost participants $4,500 apiece.

Once you have read and understood a Super Achievement Chapter, you will be ready to use the associated package to lead you through the process that the chapter describes.

Here’s how to use them:

First you will print and fill out the form as instructed in the Chapter (always by hand).

Then, the online audio segment will verbally lead you through the process.

This way you will have both visual (form) and verbal (audio) guidance in doing the process.
A Caution

The *Cybernetic Transposition Super Achievement Three-Step* is very powerful, *too* powerful to teach without a good deal of training.

So please note this warning:

*This book doesn't teach you how to teach others to do the Cybernetic Transposition Super Achievement Three-Step or any of the component processes.*

*Please do not attempt to teach this to others.*

Here's why:

First, the *Cybernetic Transposition Super Achievement Three-Step* is very sophisticated, having been refined over a twenty-five year period. The script for presenting it is about 250 single-spaced pages in this size type. The trainers have to go through a year long process of building *Unconscious* models of the processes and resolving *Unconscious* habit patterns that might get in the way before they are ready to lead others.

If you’re interested in what’s involved in that, take a look at:

http://www.howtobeagreatcoach.com/cttct

NONE of that is taught in this book!

Second, someone who isn't properly trained can, potentially, hurt others if they try to train them in the *Super Achievement* techniques. That's because we *Unconsciously* treat another human being very differently from the way we treat a book.

When you read a book, your *Unconscious* protective mechanisms will block you from hurting yourself unless you are so foolhardy as to ignore some very strong intuitive messages. Even then, you'll probably *Unconsciously* misinterpret things so you don't hurt yourself. And, finally, the “insurance” instruction will cancel any remaining self-defeating things that you try to do.

But if someone else tries to lead you through the techniques, two unfortunate side effects may occur:

- They may misinterpret the instructions in a way that suits them but not you.
• They may *Unconsciously* implant some of their own *Blockers* in your *Unconscious Mind* by virtue of the way they present the material to you or how they act or talk when you are in a receptive state. These *Blockers* may well be totally wrong for you and create severe unintended problems.

The same may be the case if you try to lead someone else through the processes.

*So please don't take a chance. Don't try to teach the Super Achievement material to anyone else or let anyone other than someone I approve teach it to you.*

Again, this material is for *you* to use NOT to teach!

Use it and blossom.
Summary

The *Cybernetic Transposition Super Achievement Three-Step* differs from the *Basic Achievement* in these ways:

- It utilizes a good deal of *explicit* visualization.
- It incorporates a very powerful process for translating your conscious, written *SA Objective* into a harmoniously held, extremely precise *Unconscious* SA Target, the *Target Process*.
- It develops an ability to directly trigger the parts of the brain that are capable of holding a *sustained Unconscious focus*, a powerful additional way to prioritize your Target.
- It develops an ability to permanently extremely powerfully change self-defeating *Unconscious* habit patterns ("*Blockers*”) into supportive ones.

And it differs from the way we normally try to achieve *SA Objectives* by not focusing on *how* to do something when setting your *Super Achievement* Target.

What you have already learned will assist you in *bootstrapping* your way to success with the *Cybernetic Transposition Super Achievement Three-Step*:

- If, at any point, you have difficulty implementing what is described in the following chapters, do the *Cybernetic Transposition Achievement Three-Step* dealing with easily and effectively completing what's causing you trouble.
- If you feel only slightly stuck or experience other minor *Blockers*, do a *Basic Achievement Clearing Process* on the feelings of conflict.
- If you feel more seriously stuck or experience more intense *Blockers*, do a *Basic Achievement Base Reframing* on the feelings of conflict.
- Maintain a *Success/Failure List* for tracking your *Super Achievement* progress.

Once you have read and understood a *Super Achievement* Chapter, you will be ready to use the associated package of forms, downloadable downloadable audio instructions and discussion to more easily lead you through the process that it describes.
Chapter Six - B

Consciously Dialoguing with Your Unconscious

One way I describe Cybernetic Transposition is that it empowers you to consciously manage your *Unconscious Mind* in ways that allow you to consistently achieve seemingly impossible results.

To Successfully manage your *Unconscious* requires that you have effective two way communication with it.

Very few people have developed that skill.

That’s why learning to effectively communicate with your *Unconscious Mind* is the subject of this chapter.

Here are a couple of important definitions.

Imagine a great big circle. What’s within that circle represents your *Unconscious Mind* (and what’s outside represents everything else including the collective *Unconscious*, the spirit realm and the God realm).

![Diagram of Conscious and Unconscious Minds]

Within that big circle, imagine a very small circle defined by a fairly thick line. What’s within that very small circle represents your *Conscious Mind*.

The fairly thick line that divides your *Conscious Mind* from your *Unconscious* represents your *Subconscious Mind*. The *Subconscious Mind* contains what’s on the edge of conscious awareness.
Just one more definition.

There is a constant massive stream of communication from your Unconscious Mind, across your Subconscious Mind into your Conscious Mind. I call this the Stream of Consciousness.

Normally, we are consciously aware of only a tiny aspect of the Stream of Consciousness. But hallucinogenic drugs, such as LSD, can make one consciously aware of much more of the Stream of Consciousness. Some people who tried LSD couldn’t handle that and went mad, literally and irretrievably.

Normally, self-supporting Unconscious habit patterns protect us from becoming consciously aware of too many aspects of this Stream of Consciousness but hallucinogenics can overwhelm those protections.

One way of thinking of the Stream of Consciousness is as a massive river.

Imagine that as you are standing on one bank of this river, you see many logs and bits of flotsam floating past you. Obviously, you can’t simultaneously comprehend very much of that flow.

But if you focus on one log, carefully inspecting it, you can see great detail. While you do that, your awareness of the rest of what’s floating on the river and the river itself becomes a blur.

Similarly, if you consciously focus on one thing in the Stream of Consciousness, you become increasingly aware of that one thing.

This happens because the very act of consciously focusing on something sends feedback to your Unconscious that what you’re focusing on is of conscious interest to you. Your Unconscious responds by sending more about that something into your Conscious Mind via the Stream of Consciousness.

To illustrate, let’s talk about dieting.

If you’re typical, when you focus on dieting, you become quite aware of previous dieting experiences. The very act of focusing on dieting tells your Unconscious to send you more on the subject.
Perhaps you remember how difficult it was last time you tried to lose weight and how you quickly regained all of the weight you lost when you ended the diet.

Perhaps you remember all of the foods you yearned to eat but “couldn’t.”

Perhaps you remember the depressing days when you went hungry all day but your scale showed no weight loss.

Perhaps you remember that you were hungry most of the time and that it was a struggle to stay on the diet.

Perhaps you remember wondering how long it would take to lose a significant amount of weight. Etc.

Similarly, if you’re typical, when you focus on chocolate cake, you become quite aware of your previous encounters with chocolate cake.

Perhaps you remember how great it tastes.

Perhaps you remember the contrast of textures, the slightly spongy cake itself as contrasted with the luscious smoothness of the frosting.

Perhaps you remember the wonderful taste of the frosting in contrast to the taste of the cake itself.

Perhaps you remember how that first piece of cake looked on your fork. Perhaps you remember the scent of chocolate.

Perhaps you remember how nicely full and satisfied you felt when you ate a big piece of that chocolate cake last time. Etc.

When you consciously focus on something in your Stream of Consciousness, your Unconscious devotes more and more of the Stream of Consciousness to that something.

It’s as if, in the river analogy above, the log you’re focusing on expands to fill more and more of the width of the river.

This is an important key to learning to effectively Dialogue with your Unconscious, to consciously conduct a clear and effective two way conversation with it.
Consciously Dialoguing with your Unconscious can take many forms.

Most commonly, in your Conscious Mind you’ll silently say words and your Unconscious will reply with words, a productive variation of talking with yourself.

*For example, using a Cybernetic Transposition Process that I teach in my coaching program, I developed an Unconscious team that I call my HouseKeeping Team.*

*Its job is to automatically resolve up to moderately powerful Blockers.*

*In my Conscious Mind, I just now silently asked my HouseKeeping Team how many Blockers it had resolved in the last week. Immediately, in my Conscious Mind a voice answered, “159.”*

*That’s what I mean by Dialoguing using words.*

**Let’s Talk About Framing**

Framing is simply the process of separating what’s of interest from everything else, somewhat as a picture Frame separates what it surrounds from everything else on the wall.

Framing is a familiar and very effective process of implicitly Dialoguing with your Unconscious.

For example, I’m about to show you The Color Process that is very useful for improving communication from your Unconscious to your Conscious Mind – and for getting rid of headaches.

*The Color Process* consists almost entirely of Framing.

**The Color Process**

You can also effectively send implied communications to your Unconscious and receive replies in terms of changes in your body or your awareness.
For example, here’s a rather reliable way of “curing” headaches through Framing (which I’ll explain in a minute) and Dialoguing.

I call it The Color Process.

Try this the next time you have a headache.

Focus on the headache and imagine it has a color. Determine what that is and record it on paper.

Then imagine that the headache has a physical volume and determine how much water it would take to fill it. Record what that is.

Next imagine that the headache has a temperature that you can measure and record that temperature in degrees Fahrenheit or Centigrade. Record what that is.

Finally, imagine that the headache is making a sound and record what that is.

Repeatedly do this process until the headache disappears.

Normally, this requires 3 to 5 cycles and, in the process for example, the color goes from red or black to clear, the liquid volume will go to zero, the temperature will go from high to low and the sound will go from an agonizing or complaining one to a gentle and soothing one or none at all. And when you reach that point, you’ll usually find that your headache has disappeared.

In that process, you’re doing two things that make the Color Process work.

First, in order to imagine the color, volume, temperature and sound of the headache, you must intensely focus on your experience of the headache for some time. In the process, you very effectively Frame the headache, indicating clearly to your Unconscious what’s of interest to you.

In other words, you’re consciously separating your headache from everything else in your conscious awareness.

However, there is one more important aspect of the Color Process that I haven’t yet described and it is really key.
The headache was a message from your Unconscious to your Conscious Mind. Think of it as the ringer on your telephone. When your phone rings, it will continue ringing until either you answer it or your voicemail system does.

In similar fashion, when you actually consciously receive the message from your Unconscious, the headache stops.

Of course, the ringing tone is not the message just as the headache is not the message. You can usually greatly benefit by actually getting the message that your Unconscious is trying to send to your Conscious Mind when it gives you a headache.

That’s usually pretty easy to do once you have repeatedly Framed the headache sufficiently so that your Unconscious dissolves it.

Just focus on the center of your chest, your Heart Chakra, and silently say to your Unconscious, “What is the message that you were sending me when you sent the headache?”

The answer will usually immediately pop into your Conscious Mind. Record that answer on paper and then, in similar fashion, ask your Unconscious, “Is what I wrote down the message you sent?”

If the answer is, “yes,” your conscious job is to consider and, if appropriate, act on that message.

If the answer is, “no” or “maybe,” ask your Unconscious to give you the real message, record it and check whether that’s what it sent. Usually one or two times through this cycle, which I call a Tune-Up, will get you the real message.

Congratulations. If you did what I suggested, you have just consciously Dialedged with your Unconscious.

Getting back to the Color Process, it really works. No kidding!

For example, the other day I accompanied Gloria, my wife, to the local BMW dealership because her lease had expired and she had to decide whether to buy her car out of the lease or to lease a new one.
After helping Gloria to Frame what she liked about her favorite car of all time, a yellow Mercedes 450SL convertible that she owned some years ago, my job was done.

When we arrived at the BMW dealer, I gave her space to explore the available cars with one of the salesmen, a knowledgeable and courteous Russian fellow named Pavel. I didn’t want to influence her choice because, being a “car nut,” a former sports car racer, I have strong opinions about cars.

While waiting, I saw a couple of middle aged female sales people sitting outside. So, with nothing else to do, I walked up and said, “Hi. Beautiful day but a little warm isn’t it?” One of them answered, “It’s hot and I have a terrible headache. I wish I had some Advil but I don’t.” I replied, “I don’t have any either but would you like to try something a little nutty that will probably resolve your headache?”

Somewhat timorously, she said, “Yeeeesssss.” So I led her through the “Color Process” a few times. In three minutes, no more headache and her Unconscious had told her to drink two glasses of water.

By the way, Gloria found her “perfect” car, a white BMW 328i hardtop convertible with the sports suspension that she’s named Aspen. Driving it she’s like a kid again, which gives me great pleasure. (And, while I think Aspen is a neat car that I feel comfortable driving, I’ll continue to be very happy driving my Porsche Cayman S which I’ve named Chloe. I’m astounded by and really like the precision of everything “she” does.)

Of course, I often think of Gloria as a big kid in adult clothes which makes her both extremely empathetic with children and wonderful to be with. My children think of me as a big kid so maybe that’s one reason Gloria and I have so much fun living together.
A Little More About the Color Process in Terms of Framing

As you try to imagine the headache’s color, your *Unconscious* responds by sending you information about the color.

As you focus on that color sufficiently to name it and translate that name into written form, you are sending more information to your *Unconscious* about what you’re focusing on and it replies with the desired information.

Implicitly you had previously been sending to your *Unconscious* the message, “I don’t like or want this headache.”

So when you effectively Frame your headache in visual (color), kinesthetic (liquid volume and temperature) and auditory (sound it makes) ways, you very effectively tell your *Unconscious* what you didn't like or want.

And, since your *Unconscious* always wants the best for you, it probably responded by eliminating the headache.
Chapter Six – C
Easily Creating Effective Imagination Experiences

Do you remember the saying, “A picture is worth a thousand words?” Well, an effective Imagination Experience is worth a lot more than a thousand words when communicating what you consciously want to your Unconscious.

Note that the term, “Imagination Experience” is NOT equivalent to the term “visualization.”

A visualization contains only visual images.

An Imagination Experience can include visual (images) auditory (sounds), kinesthetic (intuitive feelings, touch, movement, pressure, temperature), olfactory (smells) and gustatory (taste) aspects. It may include all of these sensory modalities but more typically, it includes only a couple or a few of them.

Effective Imagination Experiences are ones that are vivid, adequately complete and just right for you.

Creating effective Imagination Experiences is at the heart of the Cybernetic Transposition Processes so I’m going to show you how to easily create effective Imagination Experiences.

When creating Imagination Experiences, Frame a memory or other experience that your Unconscious Mind has popped into your Conscious Mind by writing it down and then modify it in your imagination.

Everyone I’ve ever met is already quite skilled at this process. They call it hindsight.

To initially Frame that memory or other experience, simply focus on it for five seconds and then write a brief description of it.

As you continue to focus on this Imagination Experience and explicitly or implicitly ask your Unconscious to modify it in various appropriate ways, your Imagination Experience becomes more vivid, complete and right for you.

In effect, you intuitively or explicitly edit your Imagination Experience until you are satisfied with it.
For example, while I was writing the preceding, the idea of having a chocolate pie for dessert tonight popped into my Conscious Mind. (Chocolate meringue pie is my absolute favorite pie.)

As I focused on that Imaginary Experience, I could recall the taste and texture of Gloria’s chocolate meringue pie which is the best I have ever tasted.

However, as I focused on that, two thoughts immediately popped into my mind. First, that I’m on a diet this week and, second, that Gloria is the pie maker in the family and she’s away visiting her family.

Thinking about those two things sent a message to my Unconscious and it popped two alternatives into my mind. First, going out to Marie Calendar’s to buy a chocolate cream pie and, second, having no pie at all and substituting watching an installment of “The Wire” on DVD after dinner while drinking some coffee.

I decided that “The Wire” and coffee was a much more agreeable choice. So my Unconscious changed my Imaginary Experience to that.

I rate the result as just right for me and it certainly is vivid and complete.

How to Easily Create Effective Imaginary Experiences

Imaginary Experiences are the most effective way of communicating what you consciously want to your Unconscious and a key part of Cybernetic Transposition. Thus, I’m going to show you the easy way of creating effective Imaginary Experiences.

I need to show you that because, even though creating Imaginary Experiences is something that we do easily and naturally when we’re daydreaming or applying hindsight, some people run into major or minor Blockers when they try to purposefully apply these skills.

So I’m first going to show some “workarounds” that will allow you to initially rather easily create effective Imaginary Experiences.
Or you can start right out improving your ability to create effective \textit{Imaginary Experiences} by performing a \textit{BA Base Reframing} on any type of experience that tells you that you can’t easily create an effective \textit{Imaginary Experience}.

Whether you resolve those \textit{Blockers} immediately or after you’ve practiced creating \textit{Imaginary Experiences} a little, once you do, the whole process will become pretty automatic.

Let’s get started. Please be sure to actually DO what I’m about to suggest – IMMEDIATELY.

\textbf{Read paragraph 1,} below, and do what it suggests, \textbf{RIGHT NOW}. Do not read ahead of that.

Record what you get on a clean piece of paper headed “Creating \textit{Imaginary Experiences}.”

\begin{enumerate}
  \item Daydream about something that you’d like to happen in the future.
    \begin{itemize}
      \item Do so for about 5 seconds.
      \item Observe your daydream.
      \item As it initially appears, does it primarily contain visual images, sounds and/or words, feelings (intuitive, touch, temperature, movement) or a combination of some of or all of these?
      \item Record your answer to this question.
    \end{itemize}
  \item Using hindsight, review something that happened yesterday or today and create an imaginary improved version.
    \begin{itemize}
      \item Focus on this imagined experience for about 5 seconds. Observe the resulting \textit{Imaginary Experience}. As it initially appears, does it primarily contain visual images, sounds and/or words, feelings (intuitive, touch, temperature, movement) or a combination of some of or all of these?
      \item Record your answers to this question.
    \end{itemize}
\end{enumerate}

\textbf{Now read paragraph 2,} below, and \textbf{IMMEDIATELY} do what it suggests.

\begin{enumerate}
  \item Using hindsight, review something that happened yesterday or today and create an imaginary improved version.
    \begin{itemize}
      \item Focus on this imagined experience for about 5 seconds. Observe the resulting \textit{Imaginary Experience}. As it initially appears, does it primarily contain visual images, sounds and/or words, feelings (intuitive, touch, temperature, movement) or a combination of some of or all of these?
      \item Record your answers to this question.
    \end{itemize}
  \item \textbf{Compare the two answers that you have just recorded.}
\end{enumerate}
Normally they will agree and point the way to what I call your “Dominant Perceptual Modality,” your primary way of perceiving the world.

Did you primarily initially SEE the Imaginary Experiences? If so, your Dominant Perceptual Modality is likely to be visual.

Did you primarily initially HEAR the Imaginary Experiences? If so, your Dominant Perceptual Modality is likely to be auditory.

Did you primarily initially FEEL the Imaginary Experiences? If so, your Dominant Perceptual Modality is likely to be kinesthetic.

Record what you decide is your Dominant Perceptual Modality based only on this exercise. Then review the answers to the above questions to ensure that what you have identified as your Dominant Perceptual Modality is consistent with those answers.

Now I can tell you how to start easily creating effective purposeful Imaginary Experiences.

Step 1

If your Dominant Perceptual Modality is visual, start by remembering or imagining visual images. See what you want in your Imaginary Experience.

If your dominant Perceptual Modality is auditory, start by remembering or imagining sounds and conversations that you want in your Imaginary Experience. Hear what you want in your Imaginary Experience.

If your Dominant Perceptual Modality is kinesthetic, start by remembering or imagining feelings – intuitive, touch, movement, pressure, temperature - that you want in your Imaginary Experiences. Feel what you want in your Imaginary Experience.

It is MUCH easier to create an Imaginary Experience when you start with your Dominant Perceptual Modality. And easy is good, as you’ll often hear me say.

Starting with what’s natural for you is the easy way.

My Dominant Perceptual Modality is visual.
I want to create an **Imaginary Experience** of my dinner tonight.

As I wrote that, an image of a head of romaine lettuce popped in which quickly migrated to me cutting the romaine into slices.

Then, as I continued to focus, a ripe tomato popped into my **Imaginary Experience** and that migrated to me cutting it into slices and then cutting those into pieces.

Then a bundle of cilantro popped in and I saw myself cutting it with scissors onto my salad.

Next a package of organic ground beef popped in and I saw myself cutting it in half, sprinkling it with garlic salt and Worcestershire Sauce and searing it until it was medium rare.

Finally, I saw myself putting the cooked meat and salad on a plate and sprinkling some salt on the tomato pieces.

**Step 2**

When creating an **Imaginary Experience**, it is always important to **Frame** what you get, at each step, by **writing a description**.

As you probably recall, **Framing** is the process of separating the wheat from the chaff, of putting a “**Frame**” around what is of interest to you that separates it from everything else.

*Writing is a very powerful Framing technique.*

*When you focus on your **Imaginary Experience** sufficiently to convert that intuitive experience into words that you can write down, you are giving your **Unconscious** very powerful feedback as to what you want it to focus on.*

*As you send these implicit messages, your **Unconscious** will send you additional aspects of your **Imaginary Experience**.*

*It is key to always write by hand.*
In doing so, you give your *Unconscious* visual feedback (seeing what you’re writing), auditory feedback (essentially everyone subvocalizes – almost silently saying the words they are writing to themselves) and kinesthetic feedback (the feeling of holding the pen or pencil, the movement of your hand and arm, the pressure you put on the paper).

By *Framing* your *Imaginary Experience* in this way, you communicate to your *Unconscious* what you want it to focus on.

As you do, your *Unconscious* becomes much clearer about what you want it to give you and it responds by giving you more of the same. As this occurs, your *Imaginary experience* will expand in scope and intensity.

*I write a description of the present state of my *Imaginary Experience* which is:*

*I am seeing my dinner of seared ground beef and a romaine, tomato and cilantro salad with a little salt and salad dressing on it sitting on one of my favorite plates.*

**Step 3**

Now rate the vividness, completeness and perfection for you of your *Imaginary Experience* using a 1 to 10 scale where 10 equals as vivid and complete as your experience of “real life” and perfect for you and 1 equals nothing at all and/or not at all perfect for you. Record this rating on your paper.

If your rating is less than a 10, also record how your *Imaginary Experience* would have to be changed to bring it up to a 10.

*Focusing on my *Imaginary Experience* of tonight’s dinner that I described above, the salad seems incomplete, a little bland. In fact, as I continue to focus on it, it seems a little boring.*

*So I rate my *Imaginary Experience* as a 9 in vividness and completeness but only a 6 in perfection. Something’s missing. It seems bland. I feel that I need to add other and stronger tastes.*

Then, while focusing on your Heart Chakra (the center of your chest), using *The Insurance Statement*, tell your *Unconscious* your 1 to 10 rating and how your *Imaginary Experience* must be changed to bring it to a 10.
Next ask it to make these changes “in ways that are for the highest good of me and of all concerned.”

I focus on my Heart Chakra and say, “My Imaginary Experience of dinner is only a 6 in perfection. Strong tastes are missing. Please change my Imaginary Experience to bring it to a 10 in perfection and please do this in ways that are for the highest good of me and of all concerned.”

In response, the first thing that pops up is that I see a jar of pitted kalamata olives right next to a jar of ancho chile mustard. Then I see some feta cheese. Next I see a jar of maple syrup.

Adding those tastes would bring my perfection rating up to an 8.5 but something is still missing.

Repeat this Step 3 at least three times or until you honestly rate your Imaginary Experience as at least a 7.

I now rate the completeness as an 8 and the perfection as an 8.5.

I focus on the thought, “something’s missing” and almost immediately I realize that my Imaginary Experience is missing the smells which, to me, are one of the most important aspects of cooking.

So I ask my Unconscious to give me smells and, immediately, the smell of the meat cooking pops in.

But something is still missing. I realize that what I’m imagining still tastes a little bland. So I ask my Unconscious to modify my Imaginary Experience to include stronger tastes.

Immediately, I see myself mixing a dressing of olive oil, ancho chile mustard and a little maple syrup and pouring it on the salad. I smell the mustard and the kalamata olives.

Now, an experience of tasting my dinner pops in and it is perfect

My Imaginary Experience is now a 10 in vividness still on a 9 in completeness and perfection.
Step 4

Focus on the less vivid or less complete aspects of your Imaginary Experience, if any. Record them. Record any glimmers or intuitive hits that you get about those areas as you focus on them.

As you Frame these glimmers by writing, your Imaginary Experience will very probably “automatically” become much more complete in those areas (unless you run into a major Blocker).

*As I focus on my Imaginary Experience, I ask myself whether anything’s missing and I get an aha! I become aware that something to drink is missing.*

*Using The Insurance Statement, I ask my Unconscious for something to drink and immediately, I see a wine glass with some red wine in it. Okay, that’s a glimmer but which wine, I ask my Unconscious.*

*Then I see a bottle of one of my favorite wines pop up and immediately the taste of it, a 2003 Barolo. Wow!*

*Okay, that does it. My Imaginary Experience now is a 10. It is complete, vivid and just right.*

If those less vivid or less complete aspects of your Imaginary Experience don’t rapidly become much more complete, see below. You’re probably hitting a Blocker.

Bottom Line

Cycle through these four steps until you’re getting a least an 8 rating with respect to each of your visual, auditory and kinesthetic experiences. You should be able to get there unless you’re encountering a Blocker.

I call this these four steps a Tune-Up Process.
Framing Any Blocker That Is Making This Difficult

If you’re unable to tune up your *Imaginary Experience* to at least an 8 with respect to the visual, auditory and kinesthetic aspects or you’re unable to fill in the missing elements or you are unable to get it to a 10 in perfection, you’re probably running into a *Blocker*.

For now, your job is to Frame that *Blocker*. Later, in Chapter 9, I’ll show you how to resolve that self-defeating *Unconscious* habit pattern into a self-supporting one.

For now, on a separate piece of paper, record what was going on when you tried to tune-up your *Imaginary Experience* and “couldn’t.”

For example, Michael was upset because he’d yelled at his daughter, Avis, when she wouldn’t clean up her room. So, having read Volumes 1 and 2 of “Eye to Eye” (Gloria’s and my book on successfully parenting 3 to 5 year olds), he decided to do two things.

First, he’d do a *BA Base Reframing* or an *SA Root Normal Base Reframing* (see Chapters 4 – C and 10 ) to resolve the *Blocker* that caused him to act reactively.

Secondly, he would do the *Cybernetic Transposition* Three-Step to implement the way of handling this type of situation as described in Volume 1 of our book (“Making Clean Up Fun” in Chapter 5).

Having performed the *BA Base Reframing*, he wrote the following *BA Target*, which is the first step of the *Cybernetic Transposition* Three-Step (See Chapter 2.)

His *BA Target* was:

When Avis’ room is a mess and it’s time to clean up, I sit on the floor with her and gently and lovingly say, “I’ll put the first thing away if you agree to put the second thing away. Please point to the thing that you’d like me to put away” She smiles at me and points at something so I put it away. Then I ask, “What are you going to put away?” She says, giggling, “That one,” pointing at something very small. I say, “great” and she puts it away.

We continue doing this “I’ll do it then you do it routine” but I’d like things to go a little faster. So I say, “I’ll bet I can get my things put away faster than you can put yours away.” She laughs and says, “No, I can do it faster,” grabs a toy and puts it in the
appropriate bin. Pretty soon, the room is clean and I say, “What a great job we did, didn’t we?” She smiles and says, “Great job!”

Then I ask Avis, “What can we do so that next time cleaning up is a lot easier.” She smiles, thinks briefly and makes a great suggestion. We discuss her suggestion and consequences of forgetting (we recommend corrective actions rather than punishments) in case she forgets until we get something that seems right for both of us. Then she agrees to carry it out.

We’re both smiling and happy.

But when Michael tries to create a 10-level Imaginary Experience of this happening, he has a feeling that it’s all a pipe dream. It just won’t happen.

So he writes on a paper, “When I try to imagine my BA Target actually occurring, I get a strong feeling that it is impossible.”

This Frames the Blocker situation so that he can resolve it once he has learned how to do so (in Chapter 4- C).

Don’t beat yourself up about the Blocker that you identify and Frame in this way. See it as an opportunity to make things easier and more successful for yourself once you have resolved your Blocker into a self-supporting Unconscious habit pattern.

The Tune-Up Process

Any process that involves the following steps is what I call a “Tune-Up Process.”

1. Frame an Imaginary Experience by describing it in writing and rate how perfect it is with respect to whatever is the relevant measure, using a 1 to 10 scale.

   For example, in coming up with my perfect Imaginary Experience of dinner that I described a couple of pages ago, I hit several minor Blockers but, because they’re so familiar to me, I didn’t have to formally go through all of these steps.

   To give you an illustration of this Process, however, I’ll show you the way I would have done one of those Tune-Up’s if I were doing the formal version of the Tune-Up Process, as described here.
Here we go.

At a certain point, when reviewing my Imaginary Experience of tonight’s dinner, I concluded, “Something’s missing.”

So, as step 1 of my “formal” Tune-Up, I would have rated my Imaginary Experience in terms of how vivid, complete and perfect it was for me, using a 1 to 10 scale where 10 equals terrific, exactly what I want. My rating was 8.5. I recorded that.

2. Frame how your Imaginary Experience needs to be changed in order to make it a 10 and record that in writing.

I focused on my Imaginary Experience looking for what was missing. Almost immediately, I realized that the missing element was the food smells which, to me, are among the most important aspects of cooking. I recorded that.

3. Focus on your Heart Chakra, tell your Unconscious what your rating is and ask it to make the changes noted in step 2 “in ways that are for the highest good of me and of all concerned.”

Focusing on my Heart Chakra, I said to my Unconscious, “I rate this Imaginary Experience of dinner tonight as only an 8.5. It is missing food smells. Please change my Imaginary experience to include food smells and anything else needed to bring it up to a 10 rating. Please do this in ways that are for the highest good of me and of all concerned.”

I breathed that all in and imagined making it a part of me. Then I blew out and, immediately, the smell of the meat searing popped into my Imaginary Experience.

That was the first time through, the first iteration of the Tune-Up Process. To get my rating up to a 10, I’d go through at least one more iteration.

The Tune-Up Process is a simple and powerful way of effectively Dialoguing with your Unconscious to modify your Imaginary Experience until it is very vivid, complete and perfect for you. In this process, you tell your Unconscious what you would like changed and it responds by giving you a modified Imaginary Experience.
We will use *Tune-Up Processes* extensively in doing what I will show you in the following Chapters.

**IMPORTANT:**

*The Insurance Statement*

When instructing your *Unconscious*, it is imperative that you always include what I call “*The Insurance Statement.*”

Your *Unconscious* controls everything in your life. The Insurance Statement ensures that it interprets your instruction in a way that works for you rather than against you.

*The Insurance Statement is “…in ways that are for the highest good of me and of all concerned.”*

**IT IS EXTREMELY IMPORTANT TO ALWAYS INCLUDE THE INSURANCE STATEMENT WHEN GIVING INSTRUCTIONS TO YOUR UNCONSCIOUS.**
Chapter Six – D
An Effective Yet Simple Application of Dialoguing And Creating Imaginary Experiences – The Success/Failure Process

In my wife Gloria Walther’s and my book on successfully parenting three to five year old children, we talked about the importance of setting clear boundaries for your child and of, so to speak, saying, “That’s it! Please do that again” when they do something that you deemed appropriate and successful.

When you do the Success/Failure Process that I’m about to describe, you do a similar thing with your Unconscious. In this Process, you applaud your Unconscious for creating successes and you give it specific alternatives that you consider successful to replace what you consider to be failures that it has created.

As you repeatedly do the Success/Failure Process, your Unconscious will get the point and the daily number of successes will greatly increase and the daily number of failures will greatly decrease.

The Success/Failure Process utilizes only Framing, Dialoguing and Creating Imaginary Experiences through hindsight. So you already know everything you need to do it.

Here are step-by-step instructions for doing the Success/Failure Process.

1. Each day, take a clean piece of paper, divide it into two columns, write “Successes” at the top of the left hand column and “Failures” at the top of the right hand one. Date the page at the top.

   Under “Successes,” briefly note each of your Successes that day, one per line. Include both the little and the big successes.

   For example, today is Wednesday, August 28, 2008. Thinking about my Successes today, I came up with the following Successes list.

   1. I edited 5 chapters of the Parenting Book.
   2. I remembered to water my Hydrangea plant.
3. I visited my chiropractor in Santa Barbara. As a result, my back feels much better.
4. I got my timing right and made the drive to Santa Barbara and back without delays, in about 1 ½ hours each way.
5. I remembered to put the current backup hard drive in the safe box in Santa Barbara and retrieve the old one.
6. I remembered to deposit the checks I finally received from my past due tenant.
7. I got Chloe (my Porsche) washed. She looks especially beautiful now, which I greatly enjoy.
8. I made dinner for my son Per and we enjoyed watching “The Bourne Ultimatum” together, critiquing the score and cinematography. Per showed me some possible art for his new album. We had a great time.

2. Similarly, under “Failures,” list each of what you perceive to be the day's Failures. Continuing with my review of today, August 28, I came up with only one failure to list.

1. I didn’t get to sleep until 3AM last night and got up at 6AM so I’m somewhat tired.

3. Then read through your Successes list.

After reading each “Success,” remember the experience it refers to, tune it up to a 10 level Imaginary Experience, place it in your Heart Chakra and say into your Heart Chakra, “That’s a Success. I'd like more of those! Please make that happen in ways that are for the highest good of me and of all concerned.”

I recalled each of the Successes on my list, one at a time, and where they were already a 10, in my imagination I surrounded that remembered Success with an imaginary ball of white light, placed it in my Heart Chakra and said, into my Heart Chakra, “That’s a Success. I’d like more of those. Please make that happen in ways that are for the highest good of me and of all concerned.”

Two of the items on my Successes list weren’t 10’s as I remembered them. So I edited them until they were a 10. The results were as follows.
1. I edited 6 chapters of the Parenting Book, and created the Annotated Table of Contents for those chapters and wrote this Chapter of the Second Edition of “How to Get...”

2. I not only deposited the checks I received from my previously past due tenants but I received the September rent in advance and deposited that.

One at a time, I modified my original memories to match the edited 10-level version, using my skill of hindsight. Once that Imaginary Experience was a 10, I imagined surrounding it with a ball of white light and placing it in my Heart Chakra. Then I said, into my Heart Chakra, “That’s a Success. I’d like more of those. Please make that happen in ways that are for the highest good of me and of all concerned.”

4. Next read through your “Failure” list.

In your imagination, using the skill of hindsight, modify each “Failure” in ways that make a 10, imagine surrounding that with a ball of white light and placing it in your Heart Chakra and say into your Heart Chakra, “That’s the way I’d like things to be in this situation in the future. Please make this happen in ways that are for the highest good of me and of all concerned.” Imagine breathing that Imaginary Experience and that instruction in and making it a part of you.

For example, I modified the one item on my Failures list as follows.

As I initially wrote it, it was:

I didn’t get to sleep until 3AM last night and got up at 6AM so I’m tired.

In my imagination, I changed that to:

I got to sleep at 11PM last night and felt completely rested when I arose at 6AM and I still feel filled with energy.

That was a 10 for me. So I surrounded that Imaginary Experience with a ball of white light, imagined placing it in my Heart Chakra and said, into my Heart Chakra, “That’s the way I’d like things to be in this situation in the future. Please make this happen in ways that are for the highest good of me and of all concerned.”
Then I imagined breathing that all in and making it a part of me.

Of course, it takes a lot longer to describe what I did than it took to do it.

After I had done the *Success/Failure Process*, I was filled with energy even though it was after 1AM and I wrote this Chapter which I am now completing. (By now, my *Unconscious* is pretty responsive.)

If you do this *Success/Failure Process* each evening before going to sleep (so that your *Unconscious* can work on it while you’re asleep) and you keep your daily lists, over time, you’ll see your Successes list growing longer and your Failures list shrinking.

If, however, you see the same type of failure repeatedly occurring, that indicates a *Blocker* is operating. Resolve that using the *BA Base Reframing Process* described in Chapter Four – C or the *SA Root Normal Base Reframing Process* described in Chapter Ten.

While doing the *Success/Failure Process* is just a ministep on your way to much greater things you can accomplish using *Cybernetic Transposition*, what you get will be a very worthwhile return on the few minutes you invest in doing the *Success/Failure Process* each evening.

**Coming Up**

Remember what I promised you in Chapter Six?

I told you I would teach you how to *Unconsciously* stay focused on your *SA Objective*. In the next chapter, you will create a powerful imaginary tool to accomplish just that.

This tool is called *The Inner Anchor Point*. 
Chapter Seven
How to Locate Your Inner Anchor Point
A Magic Tool for Rocketing To Your Target

Think back to a time when you had a lot of work to get done and a very tight schedule.

Maybe you worried how you would ever meet your deadline.

Somehow, you managed to get all the work done, meet the deadline, and maybe even had a moment or two to spare.

How did that happen?

The answer is you concentrated a majority of your inner resources on that single task.

In this chapter I'll show you how to consciously accomplish the same sort of thing with your Cybernetic Transposition Super Achievement Three-Step Target.

When you do this, your Unconscious Mind really goes into action to get you what you want.

In short, you’ll turn on the after-burners and really rocket ahead!

The key is getting the prioritization mechanisms of your brain to focus on what you have in mind, rather than what they habitually do. The effect has something in common with the following story:

A couple of mountain men encounter each other at the local fishing hole. Clem is thinking about buying a new mule while Harold has a mule that he's eager to get rid of. In most places, a willing buyer and a willing seller yield a pretty straightforward transaction. But in the mountains, folk are a little more wary. So the conversation goes something like:

Clem says, “Sorry your mule's looking so sickly. Hope she's a-gonna pull out of it.”
Harold replies, “Aw shucks, Clem. She's just fine, what with slimming down for the summer. Why this old mule is almost a member of the family. I take better care of her than my wife. I wouldn't think of letting anything happen to her.”
Then, with a pause he shifts into the sales pitch. “Why she's so smart, you just whisper
in her ear and she'll do just what you tell her.” Of course, Clem's pretty skeptical so he
says, “Why that sure is fantastic, Harold. Can ya show me a little of that?”

Sensing he's got a pigeon on the line, Harold makes a big show of reluctance and then
begrudgingly obliges. Standing alongside the mule, he lifts her right ear and quietly
says, “Go straight ahead 3 steps, stop, go to the left 4 steps, go to the right 5 steps, go
backwards 8 steps, and shake your head up and down.” Just as soon as he stops
talking, the mule obligingly walks straight ahead 3 steps, stops for a second, sidesteps
3 to the left and then 4 to the right, walks back 8 steps, and shakes her head yes.

That's so amazing - what with mules being well known for their stubbornness - that
Clem almost loses his cool and it's all over but the talking. Pretty soon he's the owner
of the mule.

With Harold's help, the mule walks herself into Clem's truck and he's off to show his
wife his new prize. Arriving home, he tells his wife what happened and she explodes,
yelling and screaming at how dumb he must have been to have squandered their hard
earned money that way. “You take that no-good mule back to Harold this minute and
either get our money back or shoot the crook,” she demands.

“Shut yer mouth, woman. This mule's even smarter than you are. Just watch!” Clem
then lifts her right ear and, playing it safe, repeats Harold's exact set of instructions.
Nothing happens. So he tries the left ear. Still nothing. Then he tries the right again
and the mule passes wind and kicks him.

Finally, his wife really explodes and pretty soon the mule's back on the truck. After a
little search, Clem finds Harold and says he's returning the mule. Harold responds,
“Why sure, I didn't want to sell her in the first place. But first tell me what's wrong!”
So Clem recites the whole sad tale.

With a pained expression on his face, Harold slaps his forehead, walks to the woodpile,
picks up a 4 inch diameter log, walks to the mule and gives her a good one right
between the eyes. Then he tells Clem to try again and, sure enough, the mule does just
exactly what Clem says to do.

Pretty soon, Clem is satisfied. “But,” he says, “there's just one more thing. What was
all that with the log and hitting her over the head.”
“Ohhh!” says Harold. “Well, she'll sure do whatever you whisper in her ear... but first you've got to get her attention.”

Typically, our **Unconscious Mind** has learned to ignore our conscious input.

It just doesn’t pay attention.

By **Locating Your Inner Anchor Point**, you will establish a gentle and very effective way of getting your **Unconscious Mind**’s attention – and keeping it!

**How You Normally Prioritize**

You normally use a number of different ways of activating your **Unconscious Mind**’s prioritization mechanisms. Some of them include:

- **Repetition**, as in memorizing lines for a school play (the approach we use in the **Basic Achievement Processes**)
- Simulated or actual **survival situations**.

As your **Basic Achievement** prioritization demonstrated, repetition works.

After you activated your brain’s prioritization mechanism through repeatedly writing or reading your Target, you were pretty much on automatic until you achieved it.

Simulated **survival situations** - such as deadlines - or life-threatening ones - such as an impending car crash – very powerfully stimulate our prioritization mechanism because ensuring our survival is the number one job of the brain.

Here’s a VERY important point—

Our **Unconscious Minds** don’t typically differentiate between actual and imagined survival situations. So our prioritization mechanism can be powerfully stimulated by events as “obviously” safe as riding a roller coaster, experiencing a virtual reality ride, or watching a movie.

That’s why people scream as they rush down roller coasters.
Their survival instinct has been kicked in.

What’s more, biofeedback triggers can be developed so that we can consciously trigger our brain’s prioritization mechanisms by linking the biofeedback trigger to an experience of the brain’s prioritization mechanism in action. (More about this below.)

This is the approach that I have incorporated into the Super Achievement Three-Step Process.

I call the biofeedback trigger mechanism the Inner Anchor Point.

By coupling the Inner Anchor Point with repetition, you can create an extremely powerful Unconscious focus on achievement of your Super Achievement Target.

Stick with me as I explain all this to you…

The Secret of Biofeedback Triggers

This is easier — and more fun — than you might guess.

Creating a biofeedback trigger involves Framing (isolating) the experiences accompanying a particular brain or body state and creating a consciously accessible trigger mechanism.

For example, if you remember your last intense argument or upset and focus on that memory for a few minutes, your body will return to the state it was in during the argument or upset.

Typically, that means that you’ll go into a “fight or flight” mode with the adrenaline flowing, a faster heartbeat, tightening of muscles, and strong emotions.

In this case, the memory of your last intense argument or upset is the trigger.

But be careful if you try remembering your last fight. You’ll be ready for another one and could easily create that!

Think peace!
The Inner Anchor Point

Your programmed need for survival can actually help you achieve all the success you want.

Let me explain.

If you think about an experience that is linked to the activation of your Unconscious prioritization mechanism, that mechanism will be immediately reactivated.

For example, I was in a violent automobile accident recently. When I recall that experience, my body muscles tense and I involuntarily move to protect my chest which sustained a contusion from the impact of the airbag when we crashed. I feel a fear of the impact. I notice that my vision has narrowed and my concentration has become far more intense than usual. And I feel a sense of gratitude that I was protected from serious injury.

To create such an imaginary biofeedback trigger, I will lead you through an Imaginary Experience that triggers your natural survival mechanism, isolates the experience of it, concentrates it into a consciously accessible trigger, and labels it your Inner Anchor Point.

This will be gentle and easy, yet profound.

From that point on, whenever you imagine placing something into your imaginary Inner Anchor Point, your Unconscious Mind will give it a very high and sustained priority.

You will be associating your SA Objective with what your Unconscious deems essential.

When you then use repetition to increase this prioritization, you will be giving yourself a rocket boost toward achievement of your Target.

With your Unconscious so focused on your Target you will move rapidly toward achievement of it, assuming no Unconscious habit patterns get in the way.

But don’t worry if any Blockers do surface.

When you resolve any Blockers (interfering Unconscious habit patterns) through the Root Normal Base Reframing Process or the Subpersonality Negotiation Process (see Chapters Ten and Ten - B), you will almost automatically flow to achievement of your Target.
You’ll learn more about this later, just understand that you are about to plug into the power of all that.
Levels Of Experience

How do you experience your *Unconscious* prioritizing your life?

When our *Unconscious* prioritization mechanism is at work, we experience it on many *levels*.

Those *levels* are actually quite familiar. They include the:

- Physical
- Emotional
- Mental
- Inner

Physical experiences include seeing, hearing, touching, feeling, tasting, and smelling.

Emotions are typically experienced through changes in our body. That's why we talk about emotional feelings since we can only feel with our bodies, not with our minds.

Mental experiences include thoughts, naming, descriptions, logic, and conclusions, among others.

Inner experiences are associated with a direct, intuitive knowing. They include awareness of your *True-Self*, as in the saying, “To thine own self be true.”

For example, in the car crash example I just used, all of those *levels of experience* are present:

*When I recall that experience, my body muscles tense and I involuntarily move to protect my chest which sustained a contusion from the impact of the airbag when we crashed. (Physical) I feel a fear of the impact. (Emotional) I notice that my vision has narrowed (Physical) and my concentration has become far more intense than usual. I realize that I could have been seriously injured. (Mental) And I feel a sense of gratitude that I was protected from serious injury. (Inner)*

To effectively *isolate* the experience of your prioritization mechanism at work, you need to become aware of that experience on all of the *levels of experience* that I just described.
To do this, I will stimulate your *Unconscious* prioritization mechanism and lead you through becoming aware of it on all of these levels during the process of *Locating Your Inner Anchor Point*.

I’ll do this through a gentle imaginary experience.

**Locating Your Inner Anchor Point**

As I’ve already mentioned, the tool that you'll use to perform this four-level (physical, emotional, mental and inner) prioritization of your Target is called the *Inner Anchor Point*.

I call it *Inner* because you experience it somewhere within your body.

I call it *Anchor* because its job is anchoring something real or imagined to your *Unconscious* prioritization mechanism.

And I call it *Point* because it is some specific imaginary point within your body.

When you have created this tool, it will be an imaginary place where you can put visualizations and other experiences that you want your *Unconscious* to treat with a very high priority.

Once *Framed*, it will be accessible to you forever.

**A True Story**

Take a breather from the material I’m giving you and soak up the following true story…

*Annie created beautiful artwork through both photography and computer graphics. Her problem was marketing her works that sold for an average of $50 to $150 apiece. She really didn’t like going door to door to art galleries and frequently encountering, “Beautiful work but we already have stock. Sorry.” She felt hurt when this occurred and, so, avoided direct selling as much as possible.*
When looking for a seemingly impossible **SA Objective** to try out her newly learned **Cybernetic Transposition** techniques, it didn’t take Annie long to home in on one dealing with selling her artworks in relatively high volume.

The final form of her conscious **SA Objective** was:

“Within 4 weeks, I will have done whatever is necessary and appropriate so that I will have sold and received payment of at least $20,000 for my artwork to customers who clearly express their pleasure at a level of at least 9 where 10 is totally unbounded praise. I will have done this easily at a level of no more than 4 where 1 is so easy it is almost automatic, spending an average of no more than 3 hours per day in marketing and selling my works. In the process, I will have felt happy and joyful at a level of at least 8 as measured and recorded at the end of each day. I will do this in ways that are for the highest good of me and of everyone involved.”

Using the **Cybernetic Transposition Super Achievement Target Process**, Annie converted her written **SA Objective** into a very precisely focused **Unconscious** Target and prioritized it using her **Inner Anchor Point**. Then she checked her level of certainty that she would achieve her **SA Objective** and identified two sets of strong **Blocker Body Feelings**.

So she used the **Root Normal Base Reframing Process** to resolve both of the underlying **Unconscious** habit patterns into ones that now supported achieving her **SA Objective**.

She also felt uncertainty about how to proceed so she did a **Super Achievement Clearing Process** that identified three steps that would easily start her on the way.

These were: 1) Contact her most frequent customers and ask their advice in selling her works. 2) Contact a particular dealer whom she’d met some years before but had never followed up with. 3) Prepare a catalog of her works that could be printed on paper or sent as an email attachment.

When she contacted her frequent customers, one of them told her that she loved Annie’s work and had been thinking about investing in publishing some of Annie’s images and asked whether she would be interested. Annie, of course, said “yes.”
Annie then contacted the dealer who turned out to publish graphics of the sort that Annie produced. He asked her to send him some images and that moved Annie into the third suggestion, creating a catalog. After some feverish work, she sent it off to the dealer by email.

You can probably see where Annie’s Unconscious was taking her. Pretty soon, Annie, her customer and the dealer had negotiated an exclusive marketing agreement with a guarantee to Annie of at least $50,000 for the first year and, contingent upon a specified level of new artwork, rising to $100,000 for the fourth year.

During the third week, Annie received the first payment of $25,000 by an electronic deposit to her bank account.

When she looked at her records of how easily she had achieved her SA Objective and how happy and joyful she had felt at the end of each day, she found that she’d done better than she’d specified.

How to Locate Your Inner Anchor Point

Are you ready?

The actual process of Locating Your Inner Anchor Point usually takes about forty minutes and centers around thinking of and experiencing a situation that stimulates all levels of experience.

This is critical if you want to prioritize all levels of your Target. Otherwise, you might achieve a physical result without the emotional, mental or inner (sense of self) experiences that you want.

The ONLY situation in which our Unconscious reliably activates all levels of experience in the required fashion is when your survival is threatened.

That’s why you will imagine a point in imaginary time just before you are about to die. Since your Unconscious doesn’t differentiate between imagined and “real” situations, it will react to this Imaginary Experience by triggering your survival reactions.
This isn’t spooky or odd. It’s no more real than being in a movie or a virtual reality simulation where your Unconscious thinks your survival is being threatened. (Remember those white knuckles you got at a scary movie?)

And once we have located your Inner Anchor Point, you will make sure that your Unconscious knows that this Imaginary Experience was not something that it should take “for real.”

This imaginary situation is particularly powerful at stimulating the inner level (which is normally “silent”) by taking you to a point, in your imagination, where people naturally turn inward, the time just before they die.

The feelings, thoughts, and emotions that you'll experience at that time are always based on the loving positivity that springs from the inner level. However, negative feelings, thoughts, and emotions are often added to and overlay the positive ones.

Since it wouldn't be very productive to restimulate such negative feelings when you’re prioritizing your Target, the process of Locating Your Inner Anchor Point includes provision for purging those negative experiences.

So relax. This is a safe, easy process.

During the process of Locating Your Inner Anchor Point, you'll have your eyes closed part of the time and you'll be writing part of the time. You will be relaxed and should be in an open body position.

What you do may be a little unfamiliar but that won't get in the way of the process if you simply follow the instructions.

This is not a difficult process because your Unconscious Mind already understands it and you have probably encountered the energies we'll stimulate when you attended a funeral, wedding, or the birth of a child.

You'll imagine moving closer and closer to your time of death, focusing on both the parts of you that deal with the outer world and the inner parts of you that involve emotions, thoughts, and intuitive knowing.

As you come closer to imaginary death, you'll become aware of powerful multilevel energies building up inside of you. When they are clearly Framed, you will merge them into a single
focus. That single focus of physical, emotional, mental, and inner energies is your Inner Anchor Point.

I know this may seem strange to you.

That’s okay. Let it seem strange.

You are going to experience one of the most remarkable events of your life—an event which will give you a window to creating all you will ever desire.

This has worked for 70,000 plus people so far.

It will work for you, too.

**Downloadable Audio Instructions and Forms**

You have already received an email that allows you to access the downloadable audio instructions and form that will be used in *Locating Your Inner Anchor Point*.

This would be a good time to take a look at the form and to print it out. (It is included in Bonus #1 on our download page, just to the right of the book icon.)

In any case, please do so BEFORE you do the process.

If you are using the downloadable audio instructions (accessible in Real Player or mp3 format at the bottom of our download page), please **DO NOT** listen to the instructions before you do the Process. If you’re curious, you can read the same instructions listed below.

The mp3 format downloadable audio instructions comprise a very large file, too large for some people to conveniently download, so we also will supply it to you through the technology of RealPlayer streaming audio.

You don’t have to know *anything at all* about that technology to use it. In fact, you probably already have the RealPlayer installed on your computer. If not, it’s free and easy to install.

The RealPlayer has “buttons” like a tape player. Become familiar with the Pause button since you may choose to use it to give yourself more time to write. When you click the Pause button, it changes into a Play button that you press to continue with the audio.
Locating Your *Inner Anchor Point*

What follows are the step by step instructions for locating your *Inner Anchor Point*.

You can follow them in the book or, typically far more effectively, you can listen to the downloadable audio instructions that I have provided to you as a Bonus.

Some people find that reading the process, below, works best for them. Most prefer using the downloadable downloadable audio instructions.

In either case, now is the time to download the *Locating Your Inner Anchor Point* form and print it out, if you have not already done so. This form is tied into and reinforces the instructions listed below and presented in the downloadable downloadable audio instructions.

This is a profound process so find a dim, quiet place where you won’t be disturbed. If necessary, put a sign on the door “Do Not Disturb.”

Ensure that you are seated, stationary and will not be interrupted. That’s very important!

Have a pen or pencil handy and your copy of the *Locating Your Inner Anchor Point* form in front of you.

The process works best if you close your eyes while you are creating or modifying your *Imaginary Experiences*.

Let’s get started…

1. Become relaxed and focus inwardly toward whatever you perceive as the center of your beingness. Breathe in and out a few times while focusing on your breath.

   While you do this, say to yourself, into your Heart Chakra, “Please make this process that I am about to do take place in ways that are for the highest good of me and of everyone else involved.”

   At the same time, imagine yourself surrounded with a protective ball of very bright white light that protects you from any outside interference. With this protection, you are safe to open yourself to your inner experiences.
2. Read the following excerpt from *Palm Sunday* by the well-known novelist, Kurt Vonnegut. It is a eulogy to his friend Lavina (lah-VIE-nah).

In it, Vonnegut touches very deep feelings within himself as he talks about his friend whom he met while he was working for General Electric in Schenectady, N.Y.

I find that his brief talk about his friend Lavina touches deep feelings, feelings that will arise again in the rest of this process. So just listen (or read) and experience.

*Vonnegut said:*

*One of my closest friends from General Electric is Ollie M. Lyon, who became a vice-president at Young and Rubicam advertising for a while, and then went back to his home state of Kentucky to sell sophisticated silos to farmers. The silos were so airtight that almost no silage was lost to fermentation and vermin and rot.*

*I loved Ollie's wife Lavina exactly as much as I loved him, and she died fast of cancer of the pancreas out there in Kentucky. One of her last requests was that I speak at her funeral. "I want him to say good-bye to me," she said. So I did.*

*I said this:*

*Lavina asked me to be up here.*

*This is the hardest thing Lavina ever asked me to do, but then she never asked anyone to do anything hard. Her only instructions were that I was to say good-bye to her as an old friend-as all old friends.*

*I say it now. If I had to say it at the end, to build up to saying it, I would go all to pieces, I think. I would bark like a dog. So I say it now: 'Good-bye, darling Lavina.'*

*There-that is behind me now. That is behind us, now.*

*It is common at funerals for survivors to regret many things that were said and done to the departed-to think, 'I wish I had said this instead of this, I wish I had done that instead of that.' This is not that sort of funeral. This is not a church filled with regrets.*
Why not? We always treated Lavina with love and decency. Why did we do that? It was Lavina's particular genius to so behave that the only possible responses on our part were love and decency. That is her richest legacy to us; I think: Her lessons in how to treat others so that their only possible responses are, again, love and decency.

There is at least one person here who does not need to learn what Lavina knew. He is Lavina's spiritual equal, although he was so much in love with her that perhaps he never knew it. He is Ollie Morris Lyon.

Ollie and Lavina are country people, by the way.

I have seen them achieve success and happiness in the ugly factory city of Schenectady, New York, where I first met them. They were not much older than Mary and Philip then. Think of that. Yes, and when they lived in New York City, they had as much fun as any jazz-age babies ever did. Good for them! But they were always a farmer and his wife.

Now the farmer's wife has died. I'm glad they got back here before she died.

The wife died first.

It happens all the time—but it always seems like such a terrible violation of the natural order when the wife dies first. Is there anyone here, even a child, who did not believe that Lavina would survive us all? She was so healthy, so capable, so beautiful, so strong. She was supposed to come to our funerals—not the other way around.

Well—she may come to them yet. She will, if she can. She will talk to God about it, I'm sure. If anybody can stretch the rules of heaven a little, Lavina can.

I say she was strong. We all say she was strong! Yes and in this bicentennial springtime we can say that she was like a legendary pioneer woman in her seeming strengths. We know now that she was only pretending to be strong—which is the best any of us can do. Of course, if you can pretend to be strong all your life, which is what Lavina did, then you can be very comforting to those around you. You can allow them to be childlike now and then.

Good job, Lavina, darling. And remember, too, Lavina the times we let you be a little girl.
When she was a little girl in Palmyra, Illinois, being the youngest of a large family, she was expected to leave a note in the kitchen saying where she had gone after school. One day the note that was found said 'I have gone where I have decided.'

We loved you.
We love you.
We will always love you.
We will meet again.”

3. Begin to imagine what it would be like for you if you had only 30 days left to live. Imagine that in only 30 days you will gently and easily stop existing on this planet. No longer will you be with your loved ones. They will remain to continue their lives and you will be gone.

So what does it look like with only 30 days left to live?

Where are you.
Who and what do you see around you?
What sounds do you hear?
Are there voices? Or is there stillness?
What does your body feel like with only 30 days left to live?
Feel the rhythms of your body.
Feel your heart, the heart that you will no longer feel in 30 days.
Are you moving or still?
What are you doing with your body, if anything?
Are there any smells?
Or tastes?
What are they?
And do you have any sense of being closer to who you really are?
The true you?
The you that is above your body, emotions, and mind?

4. Now, with only 30 days, only 720 hours left to live, become aware of the 3 to 5 most important things to be done in the time left to you and record them in the first space on your Locating Your Inner Anchor Point form, the space that has “30 Days” written above it.
5. Now put down your pen or pencil, close your eyes, and move through imaginary time to the point where you have only 7 days of 24 hours apiece, only 168 hours left to live...

Imagine that in only 7 days you will gently and easily stop existing on this planet. No longer will you be with your loved ones. They will remain to continue their lives and you will be gone...

What does it look like with only 7 days left to live? Where are you. Who and what do you see around you? What sounds do you hear? Are there voices? Or is there stillness? What does your body feel like with only 7 days left to live? Feel the rhythms of your body. Feel your heart, the heart that you will no longer feel in 7 days. Are you moving or still? What are you doing with your body, if anything? Are there any smells? Or tastes? What are they? And do you have any sense of being closer to who you really are? The true you? The you that is above your body, emotions, and mind?

6. Now, with only 7 days, only 168 hours left to live, become aware of the 3 to 5 most important things to be done in the time left to you and record them in the second space on your Locating Your Inner Anchor Point form, the space that has “7 Days” written above it.

7. Now put down your pen or pencil, close your eyes, and move through imaginary time to the point where you have only 1 day of 24 hours, only 1440 minutes left to live... That's a very short time.

Imagine that in only 24 hours, you will gently and easily stop existing on this planet. No longer will you be with your loved ones. They will remain to continue their lives and you will be gone.

What does it look like with only 24 hours left to live? Where are you. Who and what do you see around you?
What sounds do you hear?
Are there voices? Or is there stillness?
What does your body feel like with only 24 hours left to live?
Feel the rhythms of your body.
Feel your heart, the heart that you will no longer feel in 24 hours.
Are you moving or still?
What are you doing with your body, if anything?
Are there any smells?
Or tastes?
What are they?
And do you have any sense of being closer to who you really are?
The true you?
The you that is above your body, emotions, and mind?

8. Now, with only 24 hours, 1440 minutes left to live, become aware of the 3 to 5 most important things to be done in the time left to you and record them in the third space on your Locating Your Inner Anchor Point form, the space that has “1 Day” written above it.

And now become aware of the physical, emotional, and mental energies you are experiencing... and of the inner energies of who you truly are and have been throughout this lifetime. How strong are those experiences? How clear? Sense all of those powerful energies coursing through you...

Now record a description of them on your paper.

9. Now put down your pen or pencil, close your eyes, and move through imaginary time to the point where you have only 1 hour of 60 minutes left to live... There's such a short time until you will no longer exist within this body, emotions, and mind that have carried you through this life with all its joys and trials.

In only 60 minutes you will gently and easily stop existing on this planet. You can already sense that coming to pass. Your loved ones will continue here but you'll be gone. No more will you experience a sunset or dawning, the sound of your loved ones’ voices or of your own. Those around you will remain here without you...

Where are you now with only 60 minutes left to live.
Who and what do you see around you?
What sounds do you hear?
Are there voices?
Or is there stillness?
What does your body feel like with only 60 minutes left to live?
Feel the rhythms of your body.
Feel your heart, the heart that you will no longer feel in 60 minutes. Are you moving or still?
What are you doing with your body, if anything?
Are there any smells?
Or tastes?
What are they?
And do you have any sense of being closer to who you really are?
The true you?
The you that is above your body, emotions, and mind?
The you that is the source of your integrity?...

Notice how strong your inner experiences are - your physical, emotional, and mental energies you are experiencing... and of the increasingly strong inner energies of who you truly are and have been throughout this lifetime.
How strong are those experiences?
How clear?
How complete?
What are those experiences like so near the end of your time on earth?...

10. Sense all of those powerful energies coursing through you and becoming focused at a single point within your body.

Experience that point. Perhaps it is a familiar and yet much stronger experience... Let that point build in intensity...

11. Now imagine surrounding that point with a ball of white light... Imagine placing your hands around that focus of all of those powerful energies and the white light that surrounds them...

12. And now, in your imagination, place that ball of white light with all of those energies inside it... place that in your Heart Chakra. And experience it becoming a part of you....

As you do this, say to yourself, silently speaking your Heart Chakra... “This is what I call my Inner Anchor Point...” This is what I call my Inner Anchor Point...” This is
what I call my *Inner Anchor Point*...” Now breathe all of that in and make it a part of

13. Again place that ball of white light within your Heart Chakra. As you do, imagine placing your hands around it and say to yourself, “This is what I call my *Inner Anchor Point*...” “This is what I call my *Inner Anchor Point*...” “This is what I call my *Inner Anchor Point*...” Now breathe all of that in and make it a part of you.

14. And now, focus on that point where all of those physical, emotional, mental, and inner energies are concentrated, your *Inner Anchor Point*... Imagine placing your hands around or on it...

Now, imagine surrounding your *Inner Anchor Point* with a ball of white light... And as you do this, silently say into your *Inner Anchor Point*, speaking to your *Unconscious* say, “This is my *Inner Anchor Point*. Please place a very high and sustained *Unconscious* priority on anything that I imagine putting into my *Inner Anchor Point*. And please do so in ways that are for the highest good of me and of everyone else involved.”... Now breathe in and make that all a part of you.

15. And now, again focus on your *Inner Anchor Point*, imagine placing your hands around it, and say, into your *Inner Anchor Point*, say to your *Unconscious*, “This is my *Inner Anchor Point*. Please place a very high and sustained *Unconscious* priority on anything that I place within this *Inner Anchor Point*. And please do so in ways that are for the highest good of me and of everyone else involved.”... Now breathe in and make that all a part of you.

16. Now create an Affirmation by writing an detailed description of your *Inner Anchor Point* and your experience of it. Write this in the fifth blank on your form, the blank that says “Affirmation” above it.

Note where your *Inner Anchor Point* is located, the physical experiences, emotions, thoughts and intuitive sense of self associated with it...

17. Recreate your experience of your *Inner Anchor Point*... Now allow a visual symbol that represents your *Inner Anchor Point* to enter your *Conscious Mind*. Take what comes up. That will work best unless you simply don't like it.

If you want to change the symbol, focus in your *Inner Anchor Point* and ask for the changes that you want to see and ask that this be done in a way that is for your highest
good. Very soon you'll experience changes. See whether they are what you're looking for and, if not, ask for additional changes. This is a process that will work very easily if you allow it.

18. Now draw a simple picture of your symbol in the sixth blank on your form, the one labeled “Inner Anchor Point Symbol”. Don't worry if it isn’t a detailed and exact drawing, that's just fine because it’s just a reminder...

19. Now focus on your Inner Anchor Point. When you have a very clear experience of it, imagine placing your symbol within it and merging the symbol and the Inner Anchor Point together so they become one, inseparable.

Focus on both your Inner Anchor Point and the symbol that you have merged into it. Imagine placing a ball of white light around the merged result. Further imagine that you have placed your hands around all of that and can feel it... And say, into your Inner Anchor Point, “This is my Inner Anchor Point and, merged with it, is my symbol that represents my Inner Anchor Point.

“Whenever I think or talk to myself about my Inner Anchor Point and whenever I imagine or look at my drawing of my Inner Anchor Point Symbol, please give me a very clear and immediate conscious and Unconscious experience of my Inner Anchor Point. Please do this in ways that are for the highest good of me and of everyone else involved...” Breathe in and make that a part of you.

20. Now imagine your symbol, recreate your experience of your Inner Anchor Point, and say into it, “This is my Inner Anchor Point. Please place a very high and sustained Unconscious priority on anything that I place within this Inner Anchor Point. And please do so in ways that are for the highest good of me and of everyone else involved.”... Now breathe in and make that all a part of you.

21. Now focus within your Inner Anchor Point and observe. Are there any physical, emotional, or mental experiences anchored in it that are sad, distressing, or involve a sense of loss?... If so, imagine bringing large amounts of bright white into your Inner Anchor Point and flushing out all of those unwanted experiences... Do this completely until all of those unwanted experiences are washed away or completely replaced by positive ones, until only joy, loving and harmony are left.
If you still sense any of these unwanted experiences within your Inner Anchor Point, perform a BA Base Reframing on the Blocker that you experience as your inability to clear your Inner Anchor Point.

22. Very gradually and gently, slowly, in your own timing, become aware of the room around you. Become aware of what you're sitting on. Become aware of the sounds around you. And the tastes within you and smells outside of you...

Take your time... and when you're completely ready, open your eyes and expand your inner experience to include the outer one...

Now stretch and relax before moving on.... Give yourself a few minutes before interacting with other people. Be gentle with yourself…

Where You Might Find Your Inner Anchor Point

Where is your Inner Anchor Point?

Most people find their Inner Anchor Point in the center of their chest, center of their throat, center of their forehead or the very top of their head.

A few people find two locations. If that happens to you, focus on the clearer one of the two and ask your Unconscious to merge the two locations into a single point.

This change will usually occur immediately but may happen gradually over the ensuing few days.

If the location changes, modify your Affirmation accordingly, describing the experience of your Inner Anchor Point so it reflects the new location.

What If You “Couldn’t Find” Yours?

After you complete this process, you may wonder whether you have actually found your Inner Anchor Point.

The answer is that if you got something that you think might be your Inner Anchor Point, that's almost sure to be it.
If you thought you might have found your *Inner Anchor Point* but rejected it, that's probably also it.

Every one of the 70,000 plus people whom I’ve trained in this process has successfully located their *Inner Anchor Point*.

You will, too.

Remember that your *Inner Anchor Point*:

- is imaginary and not necessarily what you expect.
- is seldom either spectacular or remarkably obvious.

Be aware that when you ask your *Unconscious* to give you something, it always comes back with something, immediately. Often it's a familiar thing. The trick is being consciously sensitive to what your *Unconscious* gives you, paying attention to what you are being given even if it is familiar.

*For example, my *Inner Anchor Point* is in the center of my chest and was quite familiar before I ever did this process. I could have said that nothing new appeared. However, I did not. I was sensitive to the fact that the experience occurred just when I went through the process.*

**If Your Inner Anchor Point Is Not Clear and/or Concrete Enough to Satisfy You...**

If when you performed the *Locating Your Inner Anchor Point Process*, you got some awareness that might be your *Inner Anchor Point* but it isn’t clear and/or concrete enough to satisfy you or you are not certain of its location, do a *Tune-Up Process*.

The *Inner Anchor Point* version of the *Tune-Up Process* consists of the following steps:

1. Frame your experience of your possible *Inner Anchor Point* by describing it in writing and rate how perfect it is with respect to whatever is the relevant measure, using a 1 to 10 scale where 10 equals very clear and concrete.
For example, Clark wrote, “My Inner Anchor Point is really vague if I’ve found it at all. It might be in my Heart Chakra or in my stomach. It is a vague warm feeling and I imagine it radiating a dim golden light.” I rate this as a 3 in clarity and concreteness.

2. **Frame** how your *Imaginary Experience* needs to be changed in order to make it a 10 and record that in writing.

   Continuing with this example, Clark then wrote, “To make my experience of my Inner Anchor Point a 10, it must be in one location, the feelings associated with it must be a lot more intense and the light has to be a lot brighter.”

3. Focus on your Heart Chakra, tell your *Unconscious* what your rating is and ask it to make the changes noted in 2 above “in ways that are for the highest good of me and of all concerned.”

   Clark then focused on his Heart Chakra and said into it, “My conscious experience of my Inner Anchor Point is only a 3 in clarity and concreteness. Please make the following changes as required to bring it up to a 10: It must be in one location, the feelings associated with it must be a lot more intense and the light has to be a lot brighter. Please immediately make these changes in ways that are for the highest good of me and of all concerned.

   Clark then took a deep breath, strongly blew out his breath and focused on the two locations he’d previously noted. He noticed that his Inner Anchor Point had converged on his Heart Chakra, that the warm feelings had become a lot more intense and the imaginary light it radiated seemed much brighter.

   He rated the result a 9.

That was the first time through, the first iteration of the *Tune-Up Process*. To get my rating up to a 10, I’d go through at least one more iteration.

   *Having repeated the three Tune-Up steps described above, Clark’s experience of his Inner Anchor Point now seemed just right to him so he rated its clarity and concreteness as a 10.*

As I’ve told you previously, the *Tune-Up Process* is a simple and powerful way of effectively *Dialoguing* with your *Unconscious* to modify your *Imaginary Experience* until it is very
vivid, complete and perfect for you. In this process, you tell your *Unconscious* what you would like changed and it responds by giving you a modified *Imaginary Experience*.

It works in this instance because your *Unconscious* immediately responded to the guided creation of an *Imaginary Experience* during the *Locating Your Inner Anchor Point Process* by giving you what was called for. If the result wasn’t consciously satisfactory, the *Tune-Up Process* gave it enough guidance to get it spot on.

**If You Just Get a Blank Instead of an Awareness of Your Inner Anchor Point**

You can also effectively send implied communications to your *Unconscious* and receive replies in terms of changes in your body or your awareness.

1. Focus on the blank and imagine it has a color. Determine what that is and record it on paper.

2. Then imagine that the blank has a physical volume and determine how much water it would take to fill it. Record what that is.

3. Next imagine that the blank has a temperature that you can measure and record that temperature in degrees Fahrenheit or Centigrade. Record what that is.

4. Finally, imagine that the blank is making a sound and record what that is.

   *For example, let’s say that your blank was dark gray in color, had a liquid volume of 2 quarts, was 89 degrees Fahrenheit in temperature and made a low groaning sound.*

5. Focus on your *Heart Chakra* and describe the blank to your *Unconscious*.

   *In this example, you would say, “When I did the Locating My Inner Anchor Point Process just now, my only experience was a dark gray blank that had a liquid volume of 2 quarts, was 89 degrees Fahrenheit in temperature and made a low groaning sound. Please immediately give me this experience of my Inner Anchor Point in ways that are consciously clear, concrete and satisfying to me. Please do this in ways that are for my highest good and the highest good of all concerned.”*
In similar fashion, you should insert the data that you experienced and noted in steps 1 through 4 into the following statement:

“When I did the Locating My Inner Anchor Point Process just now, my only experience was a (insert color) blank that had a liquid volume of (insert volume), was (insert temperature) in temperature and made (insert sound) sound. Please immediately give me this experience of my **Inner Anchor Point** in ways that are consciously clear, concrete and satisfying to me. Please do this in ways that are for my highest good and the highest good of all concerned.”

6. Take a deep breath, blow out strongly and write down what you now experience.

7. If that is clear and concrete enough to move into the **Tune-Up Process** described above, do so. If not, repeat the **Color Process** once or twice.

8. If this doesn’t do the trick, you’re almost certainly running into a **Blocker**. In that case, perform a **Base Reframing** as described in Chapter Four – C which starts on page 83. Then repeat the **Color Process**.
How to Use Your *Inner Anchor Point*

Now what?

Now that you have the location of your *Inner Anchor Point*, what do you do with it?

Typically, use of the *Inner Anchor Point* involves creating an *Imaginary Experience*, *Framing* it by surrounding it with a ball of white light that you imagine flowing from your *Inner Anchor Point*, and experiencing the ball of white light and the *Imaginary Experience* flowing into and becoming a part of your *Inner Anchor Point*.

It is very important that you always finish this process with the “highest good” instruction. (Your *Insurance Statement* from the Basic Process.) It is also important to tell your *Unconscious* how to handle what you are anchoring.

At first you'll find it easiest to locate your *Inner Anchor Point* when you want to use it by looking at its symbol and reading your description of it.

At the same time, imagine placing your hands over the point in your body where your *Inner Anchor Point* is located.

Very soon, you'll find that you easily and naturally become aware of your *Inner Anchor Point* whenever you think about your associated symbol or of the term *Inner Anchor Point*.

**A Real Life Example**

*Following the instructions, Jim prepared to locate his Inner Anchor Point by sitting next to his computer and listening to the Bonus audio instructions with his Bonus Inner Anchor Point form in front of him.*

*As he listened, he experienced strong emotions of loving, yearning, sadness, joy and closeness. He also homed in on and recorded the things that were most important to him when all was said and done.*

*As he did this, he also experienced a series of powerful physical feelings that centered around the center of his chest and he realized that these were the same feelings he’d had at his brother’s wedding and the birth of his daughter.*
He continued to follow the downloadable audio instructions and, in his imagination, *framed* these emotional and physical feelings and mental thoughts into a single point that he named his *Inner Anchor Point*.

He later realized that his *Inner Anchor Point* was present for him whenever he looked for it and that whatever he imagined placing in it received a heightened level of attention from his *Unconscious*.

He first noticed this when doing a *Basic Achievement Clearing Process*. Things cleared up much more rapidly. Later, using the *Inner Anchor Point* when doing the *Super Achievement Root Normal Base Reframing process*, he found that he could remember early experiences that he’d never before been able to recall. And, still later, when doing the Bonus “Zapper” Processes, he was amazed by the responsiveness of his *Unconscious* to very simple instructions.

Jim soon concluded that the effort invested in locating his *Inner Anchor Point* was well spent.

**A Summary for Your Conscious Mind**

This summary is just to let your *Conscious Mind* know what is going on. I don’t expect you to do anything with what follows. Just review it.

1. Find a dim, quiet place where you won’t be disturbed, become relaxed, and recite the *Insurance Statement* – “Please make whatever takes place be for the highest good of me and of everyone else involved.”

2. Listen to (or read) Vonnegut’s eulogy to Lavinia accompanied by Daniel Kobialka’s music.

3. Imagine that you have 30 days left to live. Develop this *Imaginary Experience* until it becomes quite clear. Then become aware of the three to five most important things to be done in those remaining 30 days. Record them on your form.
4. Repeat the preceding step, except now imagine that you have 7 days left to live. As you do, become aware of the experiences in your body and mind. Record the three to five most important things to be done in those remaining 7 days. Record them on your form.

5. Repeat the preceding step, except now imagine that you have only 1 day left to live. As you do, become more aware of the experiences in your body and mind. On your form, record the three to five most important things to be done in the remaining time.

6. Imagine having only 1 hour left to live. As you do, become completely aware of the powerful multi-level experiences in your body and mind and imagine that these are all focused at one particular point within your body.

That point is your **Inner Anchor Point**.

*Frame* your **Inner Anchor Point** by imagining putting your hands around it.

Name the **Inner Anchor Point** for your **Unconscious**.

Then, in your imagination, merge the name **Inner Anchor Point** into the energy focus of the same name. Do this several times.

Finally, instruct your **Unconscious** to place a very high and sustained priority on anything you imagine placing within your **Inner Anchor Point**.

7. Identify a visual symbol to be used as a conscious trigger. Draw a simple picture of it.

Then imagine merging the symbol with your **Inner Anchor Point** and instruct your **Unconscious** to give you an immediate conscious and **Unconscious** experience of your **Inner Anchor Point** whenever you imagine and or see a picture of your symbol.

8. Create an **Affirmation**, a detailed written description of your experience of your **Inner Anchor Point**. This **Affirmation** should include your physical, emotional, mental, and inner experiences.

9. If your experience of the **Inner Anchor Point** seems too vague, unclear, or of a form that is uncomfortable for you, do a **Tune-Up Process**: Frame what you want to change by focusing on it in your mind or imagination. Then anchor that **Framed** experience in your **Inner Anchor Point** and ask your **Unconscious** to change things.
Use self-talk to verbally *Frame* the changes you want and ask that they take place in ways that are for the highest good of you and everyone else involved.

10. Purge the *Inner Anchor Point* of any residual sadness, sense of loss, or other unwanted experiences, anything other than joy, loving and harmony. Perform a *BA Base Reframing* if necessary to clear your *Inner Anchor Point* of any unwanted experiences.

**Coming Up**

In the next chapter, you will learn how to create effective conscious *SA Objectives*, something that almost no one does correctly without instruction.

Since creating an effective conscious *SA Objective* is the first step in creating a *Super Achievement Target*, this is an important chapter.

It’s next…
Imagine this: I hand you a bow and arrow and ask you to shoot it.

What would you do?

Or imagine this:

Robin Hood enters the archery contest in England. He has his trusty bow and a supply of arrows.

What else does he need?

Or imagine this:

An old Zen master picks up a bow, carefully lifts an arrow, and stands as a disciple puts a blindfold over his eyes.

What does the Zen master still need?

You guessed it.

In all three cases, they need a target.

In this chapter you’ll learn the amazing secrets of the first step in creating clear consciously stated targets — what I call SA Objectives — that will do only one thing: Lead you right to your heart’s desires!

Want some proof?
Celia worked for a company that she didn’t feel respected her. She was a quiet woman with low self-esteem. She felt abused at work. She took one of my seminars and worked on her *SA Objective*.

She wrote down that she wanted at least one job offer for a much better position, still in the same company, working with people who respected her, and at a salary fifty percent higher than she was getting—and she wanted it in four weeks.

What happened? Four weeks later she got two job offers! And yes, it was for exactly what she specified.

In fact, one of the offerers said they would hold the job open in the event that she took and didn’t like the other!

Are you beginning to sense the power of having a clear *SA Objective*?

Here’s another example:

*Christina didn’t like her job.*

She was smart and well educated, but didn’t feel fulfilled. She wanted to give up, quit, and escape by hiding in the Himalayas.

*She came to my workshop. She worked on an *SA Objective* that she really wanted to achieve. It specified getting a job at her company working to protect the environment. But she said the company didn’t even have such a department.*

*I advised her to write an *SA Objective* that specified that in 4 weeks she would have the exact job she wanted, even if right now it didn’t even exist. She did. What happened?*

*Four weeks later she was made manager of the company’s newly formed environmental division!*

Miracles like this can happen for you, too—once you learn how to create *SA Objectives* and set out to achieve them using the *Cybernetic Transposition* techniques.

In general, *SA Objectives* are simple formalized statements of what you want to achieve. They are short, clear declarations that define the target you are seeking. Truly effective *SA Objectives* are also—
• very clearly *Framed* and
• focused on what you *really* want.

You’ll learn more about those aspects of *SA Objectives* in this chapter. First you’ll learn –

• how to identify possible *SA Objectives*

And then you will learn —

• how to structure them so they work.

Are you excited? I am!

Let’s begin with –

**A Revealing Little Quiz**

Things don't make sense to us if they are not *Framed*.

Whoops! What's “*Framing*”?

You’ll know the answer after the following brief exercise. Take a moment and quickly read this passage:

```
astblackdogranquicklythroughthecitystreetsbarkingloudlyandjumpingupanddown

thatwasmydogandhisscreamedtodosomeonebutmecrazywithhisscreamingandherding

heightheightofonesothousandpoundsandwasveryfriendly

edveryfriendlyperhap
```

Confusing, wasn’t it?
It was for me, too.

Why?

The above words and phrases—yes, there are actually words and phrases in the above gibberish—don’t make sense because they aren’t Framed.

For most people, problems and frustration arise from the lack of framing of the characters into words and sentences.

A Framed version of the above box looks like this:

(The f)ast black dog ran quickly through the city streets, barking loudly and jumping up and down. That was my dog Andy, my nutty Newfy pup who drove everyone but me crazy with his barking and herding. He weighed over one hundred pounds, you see, and was very friendly - too friendly, perha(ps.)

Wasn't that a lot easier to read?

It was easier because it was Framed into groups of letters called “words” and groups of words called “sentences.” In two cases in the above example I even had to add a few missing letters at the beginning and end to complete the groupings. Why? To help “Frame” the writing so it finally made sense to you.

What is “Framing”?

All of this will make sense to you once I - well, Frame it for you.

Here's a definition of Framing to go with your experience.
Framing is the process of separating things into logical elements and separating the logical element of interest from everything else.

The “logical elements” of written language are words, phrases, sentences, and paragraphs. They also include our old friends - prepositions, adjectives, adverbs, participles, and all those other timeworn favorites of English teachers.

In creating effective SA Objectives, or targets, it is critical to Frame what you want precisely, including all of what is required to specifically target what you want and eliminate what you don’t want.

All of this will be much clearer to you in a few moments.

How a “10” Can Make You Rich

Right now I want you to start thinking about a truly incredible experience you’ve had in your life—a real 10 on a scale of 1-10—that you love to relive in your mind.

This 10 experience will serve as a reference point for you later.

Just allow an experience to float into your awareness, something you loved and feel enthused about as you relive it in your mind. You want it to be a perfect 10 in your mind. Nothing less will do. What perfect 10 comes to mind for you?

Record it on a clean piece of paper labeled “My 10 Reference Point.”

For me, my reference point is something that happened with my younger son, Johannes, when he was about 18 months old:

We were living in the southwestern part of Sweden at the time, in a picturesque little village called Viken (The Inlet). From our living room, we looked out on the sea between Sweden and Denmark.

Each night, I put Johannes to sleep, walking with him in the darkened living room and gently talking to him. Then we’d sit down in a chair facing the ocean and look at the Danish lighthouses across the sea, many miles away.
One night, just before falling asleep, Johannes cuddled up a little closer than usual, put his little arms around my neck in a gesture that seemed so full of trust and loving that it brought tears to my eyes, and, with a smile on his face, fell asleep.

That memory for me is so precious, so beautiful to me that I wouldn't change it for “all the tea in China.”

As I recall it a big smile fills my face, tears start to flow, and my heart opens as I recall the sweet, joyful experience of that tender and loving moment.

That is truly a “10” for me.
Now It’s Your Turn

Identify at least one “10” experience of your own and *Frame* it in writing.

Simply write out the experience as I did above. Feel it. Enjoy it. And describe it. Your description is your “*Frame*” of the experience.

Label that “My 10 Reference Point.”

Have fun! Enjoy the process!

Go ahead and do that now…..

...........................................
...........................................
...........................................

What To Do If You Can’t Find Your “10”

What if you can’t remember a “10” for you?

That’s not likely but I’ll address it just in case someone can’t remember one.

Out of 70,000 plus people, no one has ever told me that they couldn't find one.

However, if they did, I'd probably tell them that the only way they could know if they did not have a 10 experience is by *having* an inner reference point of what a 10 is.

Otherwise, they would have no chance of saying something was less than a 10.

Follow?

So, if they have that inner reference point, they should create a written description that they can edit until it rings a bell as a 10 and then convert that to an *Imaginary Experience*, again making sure that it is a 10, and use that as a reference point.

Any way you look at it, a perfect “10” is within reach of everyone.
Again, do the above exercise before moving on…

**How to Make All Your Wishes A Reality**

So what’s the point of doing that above exercise?

You want to have an experience of framing a “10” in your life.

Why?

So you can use it to *Frame* your *SA Objective* in the most powerful way humanly possible.

So that when you create a *Metastory*, you’ll know that it is truly perfect for you.

So that when you modify an unpleasant remembered experience into a perfect one, you’ll know that it is truly perfect for you.

You’ll know this because you’ll have a reference point.

Once you have a clearly *Framed SA Objective* that is perfect for you, you will then convert it into a target Robin Hood could hit with ease and Zen masters could hit even blindfolded.

Are you beginning to understand the power in this tool?

Stay with me. You’re learning how to create miracles in your life. If this material seems new, it’s because *it is*. But if you want to get new results in your life, you have to do new things. Right? That’s what you’re learning right here.

And the next new thing you’ll learn involves the process for creating *Wish Lists*. A *Wish List* will help you create a very clear *SA Objective*.

**Creating Wish Lists**

You create a powerful *Wish List* by —

1. Deciding on what you want,
2. Writing down the memories that occur to you concerning what you want, and
3. re-writing those memories into “10” level *Metastories*.

You’ll recall that I told you about *Metastories* earlier in this book. In short, when you consciously rewrite or reframe a memory into a “perfect” picture, you create a new, *Imaginary Experience* — a *Metastory* — that tells your *Unconscious* what you want.

Here’s a portion of a *Wish List* that I created. The subject is writing e-Books. The original memories are from writing my first book, “The Art of Success, Luck, and Harmony,” in 1984.

Note how I describe a memory, rate it, and then re-write that memory so it gets a “10” rating from me:

<table>
<thead>
<tr>
<th></th>
<th>Memory: I am transcribing tapes from my trainings. It is very tiring.</th>
<th>Rating: 5.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><em>Metastory</em>: Because the material is clearly <em>Framed</em> in my <em>Unconscious</em>, I am simply reeling it off verbally to an editor who is interviewing me over the phone. The resultant tapes are being transcribed and emailed to me in less than 24 hours. The whole process is very easy, exciting, and highly productive and I am very enthusiastic, happy and satisfied with the results.”</td>
<td>Rating: 10.</td>
</tr>
<tr>
<td>2.</td>
<td>Memory: Editing is laborious. It seems to take 4 to 8 drafts to get things to the point where I am satisfied. Even then, when I read over the material, I keep making changes.</td>
<td>Rating: 4.</td>
</tr>
</tbody>
</table>
|   | *Metastory*: My first drafts are excellent. My editor suggests areas for clarification, expansion, or cutting. I talk them out with her and then quickly and easily produce an excellent modified version on the computer. After a couple of minor touchups to get things right for me, all that's left to do is the final editing which my editor handles very well.

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Page 233
And when I read through the result, I am very pleased with it and feel the need to make very few changes. The whole process is easy, fun, and very very satisfying.

**Rating:** 10.

3. **Memory:** It took about 250 hours of my time over 60 days to generate a publishable version of the book. I felt quite tired when I finished but was very pleased with the result.

**Rating:** 7.

**Metastory:** It only takes about 100 hours of my time during a 21 day period to write an e-Book about a subject in which I have expertise. I am extremely pleased with the results and the ease with which they are achieved. The whole process is enthusiastic, joyful and very very satisfying.

**Rating:** 10.

Do you see how the process works?

First, I stated a wish (to write an e-book).

Second, I wrote out the memories that came to mind.

Third, I rated those memories.

Fourth, I rewrote those memories into Metastories—into the images I wanted.

Fifth and finally, I rated those Metastories and kept rewriting them until they were a perfect 10, as good as my “True 10” experience.

I’ve only given you three examples of my process in the above scenario but there are actually eight Metastories comprising my *Wish List*. Some of them were initially 10’s while other were in the 1 to 9 range.
But when I finished the *Wish List*, all of them were 10’s.

*By the way, I set this SA Objective and converted it into a Super Three-Step Target before writing the ebook, Proven Secrets For Making Large Sums Of Money In Your Own Business* that you received as a Bonus.

Everything specified easily came to pass exactly as specified except that, while practicing I changed “reeling it off to an editor” to “very easily reeling it off to my computer as I rode on airplanes and trains while visiting my daughters and my brother on the east coast.” That’s what occurred in a delightful fashion.

*It was, far and away, the easiest job of writing a book ever for me.*

**How to Create Your Own Wish List**

Right about now you should be getting very excited!

You’re learning how to rewrite your life, program your mind, and aim for the biggest and boldest dreams you can imagine!

And, you’re learning how to achieve them all!

While the fire is hot, let’s move on to writing your own *Wish List*. This will greatly help you in stating an *SA Objective* that will work like magic for you.

To create your own Wish List, focus on what you want to achieve and, as you do, simply remember specific memories that pop up from various relevant times in your life. Think of:

- Whatever made you think of working on what you chose.
- Any other time today.
- Any time yesterday.
- Any time on a weekend.
- Any time on a work day.
- Any time on a holiday.
- Any other kind of day that seems important to you.
Do not go back any earlier than one year from today. We are only interested in your current life experiences.

On the other hand, if you’re working on a specific subject (as I did in the above example) focus on any time in your life that is relevant to that subject. If you’re covering your entire life, focus only on recent times.

Let’s say you are working on a money goal. Your SA Objective (which you’ll refine and reframe before this chapter is over) is to raise money fast. So you might write it like this—

“I want to raise $50,000 in cash within 30 days.”

Okay. Now, write down whatever comes up for you regarding raising that money fast.

As you recall a memory, record it. Then give it a 1 to 10 rating.

After that, rewrite or reframe the memory into a Metastory—the way you want it to be.

Do that until you have a 10 rating on it—a 10 as good as the one you wrote about earlier, your 10 Reference Point. A perfect 10 for you.

Are you with me here?

In short, take a clean sheet of paper and write out your descriptions in the following steps:

Memory:
Rating:

Metastory:
Rating:

Go ahead and do that right now.

………………………………
………………………………
………………………………
Excellent! Pat yourself on the back for taking these initial first steps to creating an SA Objective that will make your heart sing!

I have found that most people come up with between eight and fourteen Wish List items. If you come up with significantly more or less than that, you are either including redundant items, “nitpicking” or ignoring what your unconscious pops up for you. In other words, you are encountering a Blocker that you should resolve via a Base Reframing.

To identify such a Blocker, Dialogue with your unconscious to determine whether a Blocker is operating. If so, ask the assistance of your unconscious in framing the associated Blocker Body Feelings.

**How to Use Your Wish List**

You’re going to be surprised by what you learn when you review your Wish List!

If you created a Wish List covering the extent of your current life, take a close look at the items that you initially rated 1 to 4.

See them?

Those are your weak links.

These low-rated areas Unconsciously pull down the rest of your life.

This may show up as you being tired, excessively active, irritable, or otherwise missing out on a really happy and enjoyable life. You know what I mean. Those low rated areas are the “downers” that are still in your life.

They clearly reflect Blockers at work.

You may decide to focus on just one of the areas of your life that were initially rated 1 to 4. In that case, I’d suggest that you make a new Wish List dealing only with that specific area of your life.

For example, take creating enough money.
This is to ensure that you have covered all the important aspects of that part of your life (as in my book writing example, above).

So, in this case, you would rewrite those low areas of your life concerning money into Metastories that are perfect 10’s for you.

Here’s an example:

**MEMORY:** I recall eating lunch in a restaurant and having all of my credit cards refused because I didn’t have enough money to pay my bills. (promised payments just didn’t come.)

**RATING:** 1

**METASTORY:** I’m looking at my credit card statements. All were fully paid at the beginning of the month and will be at the end of this one because I have lots of money. I have great wealth in my life. I am now prosperous. My bills are paid easily and before they are due. Now, when I look at a bill, I feel really good because I know I have the money to pay it.

**RATING:** 10

Do you see how this can transform your life?

Suddenly those low spots in your life are now high spots. Suddenly the 4’s are now 10’s, at least potentially so. And when you tell your *Unconscious* to make these *Imaginary Experiences* real, you will have them.

However, if the *Blocker* experience that was evident in the original memory still persists, it’s time to get to work resolving that via the *BA Base Reframing Process*.

Once you have created a focus and resolved the associated *Blockers*, money will probably now start looking for you!

*I remember a New Yorker magazine cartoon. Two street people are sitting on a bench in Central Park. The older is wisely saying to the younger, “Focus your mind on quarters and they’ll pop up everywhere.”*
Actually, a friend of mine did this using the Cybernetic Transposition techniques. He found 75 quarters in one month, after never finding a quarter lying around in his entire life.

How to Create Consciously-Defined SA Objectives That Work

Okay! Now let’s move on.

Let’s use what you learned so far in this chapter to help create an incredibly powerful SA Objective.

Most people set remarkably sloppy SA Objectives for themselves.

Unfortunately, confusion in your SA Objective generates confusion in the results you produce.

It would be like Robin Hood trying to hit two or three targets at once, or having no target at all.

He needs a clear target.

So it is very important that your SA Objective be clear and specific. That’s why the Cybernetic Transposition Super Achievement Three-Step process includes very specific criteria for an acceptable SA Objective.

Let’s take a look at that aspect right now…

The Cybernetic Transposition Super Achievement Three-Step Objectives Criteria

You are getting closer and closer to creating true miracles in your life.

Now you’re going to get even greater clarity on how to create SA Objectives that work.

First, I’ll list the criteria for them.

Then, I’ll explain each of them.
To work effectively using this process, your *SA Objective* must:

- be extremely desirable.
- be appropriately difficult.
- be as clear and single-focused as feasible.
- be time-based and measurably achievable rather than a moving target. Thus, it involves a very specific completion date.
- be both specific and comprehensive (via a *Subsidiary Target*, if appropriate) in defining what is desired.
- set a lower limit on success but not an upper one.
- concretely and measurably quantify what you want to achieve so that you can effectively monitor your success along the way and at the point where full success has been scheduled.
- deal with your actions and accomplishments rather than those of others (the subject of each sentence must be “I”).
- be clearly and explicitly *Framed* in writing.
- be stated in positive terms.
- incorporate the “*Insurance Statement*” of stating “I will do this in ways that are for the highest good of me and of all others involved.”

**How to Achieve the Impossible**

At this point you probably have an idea for an *SA Objective*.

You probably want more money. Maybe you’ve even fine-tuned the statement and *Framed* it into terms that are more specific. If so, great. Now let’s refine it even more. Keep your “rough draft” *SA Objective* in mind as you keep reading this section.
In fact, write out your current rough draft *SA Objective*. Have it beside you as you go through the points below. Rewrite your *SA Objective* so you can reframe and refine it.

Ready?

Now let’s take a more detailed look at the criteria that define an effective *Cybernetic Transposition Super Achievement Three-Step SA Objective*.

1. **Extremely Desirable**

   Are you excited about your *SA Objective*? Do you really want the money you say you want? If you are filled with a sense of joy and enthusiasm when you reflect upon the achievement of your *SA Objective*, you're asking for the experience of joy and enthusiasm when you reach your target. Therefore, the first criterion is to modify or rewrite your *SA Objective* until it is a 10 on a 1-10 scale where “10” equals “extremely desirable.”

   Look at your *SA Objective*: Do you really want to achieve it? If not, rewrite it until you do.

2. **Appropriately Difficult.**

   Do you feel your *SA Objective* is easy to achieve? Then why use a sledgehammer to drive a nail? If you can reliably achieve an *SA Objective* without using the *Cybernetic Transposition Super Achievement Three-Step* Process, why use it? The *Cybernetic Transposition Super Achievement Three-Step* is designed for accomplishing seemingly impossible *SA Objectives*.

   Think about that! You can achieve the “seemingly impossible”!

So, the second criterion is that your *SA Objective* should be between 8 and 10 on a 1-10 scale of difficulty. The 1 equals “automatic” and “10” equals “seemingly impossible based on experience and logic,” but is accompanied by an inner knowing that somehow it's right for you.

Remember: An *SA Objective* that is seemingly impossible but lacks that inner knowing usually won’t work!
Look at your *SA Objective*: Will it be a snap to achieve? If so, maybe rewrite it so it is more difficult. Go for what you *really* want!

3. **As Clear and Single-Focused as Feasible.**

Think of your *SA Objective* as the very center of the center ring of an archery target.

When translated into an *Unconscious Target* via the *Target Process* (Chapter Nine), it will provide a homing point for your *Unconscious*.

The more clear, precise and single-focused that homing point is, the greater your chances of achieving exactly what you want to achieve.

So, in writing your *SA Objective*, you must home in on the core, the essence of what you are seeking.

In Chapter Nine – B, I’ll show you some very important ways of doing that.

Your *SA Objective* must also have a precisely stated *single focus*.

*For example, if you specify both generating money and losing weight, you are dealing with two foci – generating money is the first one and losing weight is the second.*

*That simply doesn’t work in an *SA Objective*.*

*Specifying multiple foci in a single *SA Objective* almost ensures your failure to achieve any of them.*

4. **Time-Based And Measurably Achievable**

Sailors used to navigate by the North Star because it was so far away that it seemed to be a relatively fixed reference point. It could effectively guide them but they could never reach it, something that was quite clear to them.

Unfortunately, most people are so casual about setting *SA Objectives* for themselves that they sometimes mistake unreachable guiding-stars for achievable *SA Objectives*. 
Setting a guiding-star \textit{SA Objective} and expecting to reach it is something like being a donkey who's trying its best to reach a carrot that its rider is dangling from a stick, in front of the donkey’s nose.

Every step the donkey takes toward the carrot, the carrot moves a step away from him.

This is analogous to a guiding star \textit{SA Objective}.

In contrast, the donkey can reach the carrot and enjoy the fruits of its labor if the rider simply plants the pole in the ground.

This is analogous to a “time-based” \textit{SA Objective}.

Guiding star \textit{SA Objectives} simply don't work.

For example, a little child might decide that if he or she is always good, mommy and daddy will always be happy and will never fight.

That's obviously impossible, isn't it?

Not only is no one always good, the child has no control over most of the conscious and \textit{Unconscious} factors affecting mommy and daddy and their relationship.

This is a guiding star \textit{SA Objective}. No matter what the child does, it will fail. There is always some way that it will feel it could have done better.

If the child sets this kind of an intuitive \textit{SA Objective}, they will almost certainly grow up with an \textit{Unconscious} expectation of failing.

Mistaking guiding-star \textit{SA Objectives} for time-based, achievable ones is a ticket to a loss of self-esteem. You promise yourself things you can't achieve and slowly erode your faith in yourself.

So, how do you get out of the mistake here? Simple: \textbf{Specify a target date!}
This is pretty obvious. Remember the donkey example? Do you want the carrot to be a moving target or a fixed, achievable one? The latter requires that you specify your target date in writing so that all parts of you will know what you're aiming at.

The test of whether you have picked a feasible date involves imagining achieving your SA Objective by the indicated date and then Framing your feelings.

If you experience a feeling of certainty that somehow you can achieve your SA Objective by that date, chances are the date is reasonable. If not, use the Basic Achievement (and later, the Super Achievement) Clearing Process to resolve those Blockers into an appropriate date.

On the other hand, the date may too easy and that will show up in your evaluation of the difficulty of achieving your SA Objective.

Look at your SA Objective: Do you have a deadline on it? If not, add one now. I strongly suggest that, initially, it be at least one month from today and not more than two months.

5. Specific And Comprehensive

Imagine a small dot in the center of a large circle (at left, below).

This dot represents what you really want while the large circle represents what your initial fuzzy picture allows your Unconscious to give you.

If the dot is a normal #2 pencil mark and the circle is one inch in diameter, you can fit about 625 dots in the circle. So, initially, you have one chance in 625 of getting what you want. Not very good odds.
However, as you go through the process of becoming more specific so as to develop a clear and complete written definition of your **SA Objective**, the large circle shrinks until it becomes more or less indistinguishable from the dot (at right, above). When that happens, you have a clearly defined **SA Objective**.

So you not only have to be specific. You also have to be comprehensive. In this sense, the **Three-Step** Process is a two-edged sword. It will almost always give you what you ask for but it will often fail to give you what you assume will be there but don't ask for.

It is very important that you understand that. For example, if it’s obvious to you that you’ll be happy if you get a million dollars, you could end up being the most miserable millionaire around – if your **SA Objective** doesn’t include being happy. I’ve seen that happen numerous times. So have you, I’ll bet. Someone gets something that they think will make them happy and have a “let down” feeling.

**Don’t let that happen to you.**

However, making your **SA Objective** comprehensive may seem to be at odds to making it as simple, precise and single-focused as feasible.

That would be true but for one thing.

In Chapter Ten – B, I’ll show you how to create **Subsidiary Targets** that you can incorporate into your simple, precise and single-focused **SA Objective** by reference.

Once you have incorporated all of your comprehensive criteria into a **Subsidiary Target**, you can still have an extremely simple **SA Objective** that very adequately covers the territory.

*For example, if you want a terrific new job, you might create a Subsidiary Target named “My Perfect Job” that specifies all of the aspects of that job that you really desire.*

*Then your SA Objective might be, “On or before (date), I will have done whatever is necessary and appropriate to have become employed in My Perfect Job. I will do this in ways that are for the highest good of me and of all concerned.”*
Incorporate in your *SA Objective* all of what is necessary for you to experience what you want when you achieve it. Include conditions such as:

“This will happen in ways that leave my health, happiness, and financial condition equal to or better than when I set the *SA Objective*”

Or, even more to the point, the *Insurance Statement* of “I will do this in ways that are for the highest good of me and of all concerned.”

Look at your *SA Objective*: Add your *Insurance Statement* line: “I will do this in ways that are for the highest good of me and of all concerned.” Also add the other boundary conditions that define what you really want.

6. **Set A Lower Boundary On What You Are Seeking, Rather Than An Upper One**

As strange as it may sound, many of us are so *Unconsciously* afraid of success that we *Unconsciously* set our *SA Objectives* to limit what we achieve.

For example, someone might set an *SA Objective* focused on, “I will earn $50 thousand per year” when they’d actually like $100 thousand. Their *Unconscious* bias is revealed by what they actually put on paper.

A more effective approach – and the only one that is appropriate for a *Super Achievement SA Objective* - would be to say, “I will earn *at least* $50 thousand per year” or “I will earn *at least* $100 thousand per year.” *This* leaves room for improvement and with our remarkably inventive and creative *Unconscious Minds*, improvement is well within reach.

Look at your *SA Objective*: Do you have it *Framed* so you can have something *better* than what you’re asking for? If not, rewrite it right now.

7. **Concretely And Measurably Quantify The Key Aspects Of Your SA Objective**

If you don't quantify your *SA Objective* in a concrete and measurable way, you have a good chance of getting what you *don't* want.
That's analogous to expanding the circle around what you want after you worked so hard to shrink it down. Or to creating a guiding-star when you are really interested in time-based results.

There are two key ways of appropriately quantifying your Cybernetic Transposition Super Achievement Objectives:

- The obvious one is to use normal forms of quantification: dollars, days, minutes, and so forth.

For example: “I will earn or otherwise bring in at least an additional $5,000 within 30 days” as opposed to “I’ll have enough money this month.”

The first matches the quantification criterion while the second doesn’t. What’s enough? It’s a moving target, as most people know from their own experience.

- Convert your intuitive evaluations into quantitative ones by numerically Framing and recording them.

For example: “At the end of each day, I will leave work feeling enthusiastic and pleased at a level of at least 8 where a 10 is the way I felt when I got the promotion.” Then Frame your daily evaluations by recording them.

That works while “I'll feel great at the end of each day” doesn't.

Look at your SA Objective: Is it written in quantified terms? If not, rewrite it.

8. Deal With Your Actions And Accomplishments. The Subject of Each Sentence Must Be “I.”

YOU are the only person who can produce the success you desire using the Cybernetic Transposition Super Achievement Three-Step.

Thus, your SA Objective must specify that you and only you are doing the things required to achieve your Objective.

Thus, the subject of EVERY sentence in your SA Objective must be “I.”
To directly specify others’ actions or attitudes is outside the scope of the *Super Achievement* techniques. In fact, it is antithetical to my whole approach.

However, that’s not so limiting as it might seem, assuming you already know how to “press” other people’s “hot buttons.”

Usually you do.

Whatever you've done before you can do again. If this includes making lots of money or talking your boss into giving you a raise and you want to do it again but much better, you shouldn't have much trouble when using the *Cybernetic Transposition Super Achievement* Three-Step techniques. The trick is to simply instruct your *Unconscious* to “do it again” in a new context.

If, however, you don’t have any experiences that seem relevant to what you want to accomplish, you may be able to use others as reference points to develop them.

That’s what the “Transposition” in *Cybernetic Transposition* is all about – transposing successes in one area of your life into another area.

For example, you might say, “I will close sales in the same way that I see John closing sales.” Under certain circumstances that will work.

Whether this will work is more subtle but can be clearly evident to you. The key is that if you already have that ability in your *Unconscious*, whether or not you’ve previously expressed it, you will see your latent ability *reflected* in others.

All of us have an amazing range of positive and negative unexpressed abilities in our *Unconscious*. The negatives are most familiar. For example, someone who takes one drink and becomes an alcoholic or becomes immediately addicted on first try of an illegal drug. On the positive side, there are innumerable examples.

*For example, my son Johannes (who is now 23) has taught himself to be a very accomplished guitarist without instruction. He just took to it “like a duck takes to water.” My son Per (who is 25) sat down at one of my computers when he was 8 and taught himself the most complicated graphics programs from the help screens. Then he taught himself to play and compose music on the computer. It was just “natural” for him.*
Similarly, you have lots of unexpressed abilities that will blossom when you effectively ask your *Unconscious* to implement them.

One test of whether you have the resources in your *Unconscious* to do something that you have never done is whether, when you imagine doing or being something, it seems real and connected to you. If so, it is probably something you have the inner resources to achieve.

*For example Eugenio had always had an "impossible" ambition to write and publish popular songs. He deemed it impossible because, with the exception of singing in the school choir as a child, he had no musical experience whatsoever.*

*So, when asked to choose a nearly impossible *SA Objective* for his first application of the *Super Achievement* techniques, he targeted easily writing a song and obtaining a music publishing contract. The timeframe was eight weeks.*

*About four weeks after setting the *SA Objective*, Eugenio met one of his new neighbors, Simon, who turned out to be a member of a major Symphony Orchestra. After a few evenings in Simon's basement studio, a demonstration tape emerged with Eugenio singing the words and music that he had composed by humming and Simon providing the instrumental accompaniment.*

*Four weeks later (which turned out to be the day previously set for achievement of his *SA Objective*), Eugenio and Simon found themselves in the offices of the most important music publisher in London. Through a friend, Simon had arranged a meeting with one of EMI's more junior executives.*

*Their hearts sank as the young man answered a phone and talked through their three minute demo tape but, suddenly, the door to the office opened and the head of the publishing company, Kay, walked in and instructed the junior executive to write a music publishing contract with Eugenio and Simon. Only later did Eugenio find that this apparently marked the first such contract offered by this music publisher to a new composer.*
Look at your **SA Objective**: Does it feel like something you can achieve? Either you’ve done it before, someone else has and that resonated with you, or you can imagine doing it in a way that resonates. If not, rewrite it now.

9. **Clearly And Explicitly Recorded In Writing**

When you write things down, you first mentally translate the intuitive signals created by your **Unconscious** into words and then intuitively test to see whether the words you've selected match what those signals mean. When they seem right to, you put words on paper.

*For example, watch someone else writing when they don’t know you’re looking.*

*They will often hold their pen or pencil poised in the air while they look up. What’s going on inside of them is what I just described.*

*Then they will suddenly look down at the paper and start writing.*

*But they may stop, lift their pen or pencil and look up again before scratching out or erasing part of what they’ve written and continuing with something new.*

As you write, you send visual, auditory, and tactile feedback to the various parts of your **Unconscious**. If those **Unconscious** parts don’t agree with what you’re writing, you’ll get intuitive feelings that things aren't right and scratch out or erase what you've written.

This continues to the point where you get only positive intuitive signals about what you've written. At that point, the major parts of your **Unconscious** are in at least preliminary agreement and you’re consciously satisfied with what you have written.

In similar fashion, when you have clearly and explicitly written down your **SA Objective** so that it meets all of the **Super Achievement** criteria and you intuitively feel that it is correct, all of your major conscious and **Unconscious** parts will be sufficiently in accord to proceed to the next step in the **Super Achievement** process.

However if you have some **Blockers** (self-defeating **Unconscious** habit patterns are working), what you put on paper may very well not match what you intend. In that case, you may find it very difficult to write an **SA Objective** that meets the **Super Achievement** criteria.
For example, Barney set the following SA Objective because he wanted to improve his relationship with his mother:

“I will have a deeper relationship with my mother, such that I can talk to her about at least some of my feelings. I want to break down the wall that stops me from having physical contact with her and that stops her from having physical contact with me.”

This SA Objective violates quite a few of the criteria stated in this chapter, reflecting a lot of conflict within Barney. He had no trouble getting the idea across verbally but it took several hours before he could write down what he really wanted. In fact, he had to resolve some Blockers via the BA Base Reframing Process before he could.

In case you haven't seen what doesn't work in Barney’s SA Objective, here are the primary problems:

1. It is not time based.
2. It is neither specific nor comprehensive. In fact, the phrase “break down the wall that stops me” is a metaphor that is almost certain to confuse things or could, at worst, lead to physical violence.
3. The preceding phrase also is negative.
4. Nothing is quantified.
5. It is neither clearly nor explicitly Framed.
6. It fails to incorporate the Insurance Statement.

Of course, Barney failed completely to achieve what he really wanted.

In contrast, here's an SA Objective that I used to “create” a house I wanted when I first moved to Stockholm at the end of September, 1983:

On or before November 1, 1983, I will have easily found, rented, and moved into a house that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where 10 is totally overjoyed. This house will match the following specifications at a level of at least 9 on a scale where 10 is an intuitively perfect match: a very open living room and dining room with a high ceiling; very large windows, an open fireplace, green carpet, and a weeping willow tree visible
through the front window of the living room; many other rooms that are relatively isolated from each other and that have large windows and an airy feeling; a quiet location with very little traffic situated within 15 minutes off-peak or taxi driving time from the center of Stockholm; a location that is approached through attractive farmland and open fields; a very cooperative landlord; and a rental of not more than 5,000 kr. per month. All of this will take place in ways that are for the highest good of me and of everyone else involved.”

I'm sure you can see the difference.

(As I’ll explain in Chapter Ten – B, my Objective is far too complex for you to use as a model. There I demonstrate how I would write it now, using a Subsidiary Target.)

By the way, the house came in right on schedule, looked exactly as described, and cost slightly less than specified (about half of what our friends said the house was worth). It was located in a part of Stockholm called Djusholm, an area that I had never previously seen or heard of. The landlord was so cooperative that he put in a new washer, dryer, dishwasher, and driveway and let us move in the next day without even signing a contract or giving him any money.

Look at your SA Objective now:

Well, if you can’t look at it, then you haven’t written it down yet! Do so now.

10. Is Stated in Positive Terms

If you say to your Unconscious, “Don’t do this,” you are also saying that it can “Do anything else.” That’s neither specific nor comprehensive.

What’s more, if you say, “Don’t do this,” there’s a very good chance that your Unconscious will just drop the “don’t” and do exactly what you don’t want it to do.

In other words, where you place your conscious focus may well be where your Unconscious will take you.

So always figure out the positive aspect of what you want and incorporate that in your SA Objective, even if you start out wanting to avoid a negative.
For example, you might have a boss who yells at you and that disturbs you greatly. So you start thinking, “I don’t ever want my boss to yell at me again.” Obviously, that’s not an acceptable formulation.

So you might reformulate that to, “I will have a boss who either appropriately praises me or gives only constructive criticism which, at least 95 percent of the time, provides a clear and feasible model of what he desires, at a level of at least 9 where on a scale where 10 is totally clear and feasible.”

Look at your SA Objective: Is it stated in positive terms? If not, rewrite it.

11. Incorporates The “Insurance Statement”

I have already explained why it is important to include the comprehensive boundary condition that things be for the highest good of you and of everyone else involved.

However, this is so important, especially with the Super Achievement techniques, that I want to add a few more words.

This Insurance Statement “boundary condition” instructs your Unconscious Mind to avoid doing self-destructive things in pursuit of your SA Objective and to also avoid the equally self-destructive process of hurting others along the way.

Please remember to always use it!

Look at your SA Objective: Did you add the Insurance Statement?

If not, add it now:

“I will do this in ways that are for the highest good of me and of all concerned.”

Examples of Acceptably Formulated SA Objectives

At this point you should have a nicely Framed SA Objective.

Here are a few examples of SA Objectives that were rapidly and completely achieved.
New Venture: Within 4 weeks, I will have done whatever is necessary and appropriate so that I will have received over $2 million in investment capital to start my new Artificial Intelligence Venture as indicated by the agreement signed by all parties and the check I have in hand. I will do this in ways that are for the highest good of me and of all concerned.

Increase Commissions: Within 4 weeks, I will have done whatever is necessary and appropriate to have increased my commission payment by at least 60 percent as compared with my average commission payment over the past 6 months. I will have done this easily, at a level of no more than 4 on a scale where 10 is extremely difficult, and enthusiastically, at a level of at least 9 on a scale where 10 is extremely enthusiastic. I will do this in ways that are for the highest good of me and of all concerned.

New Job: Within 4 weeks, I will have done whatever is necessary and appropriate to be employed in My Perfect Job I will do this in ways that are for the highest good of me and of all concerned.

Note: This SA Objective incorporates a Subsidiary Target with the proper name, “My Perfect Job. The following specifications that were originally included in the Objective are incorporated into that Subsidiary Target (see Chapter Eight – B).

“…that is challenging at a level of 8 on a scale where 10 is my maximum comfortable challenge. At least 95 percent of the time, I will be happy and satisfied with what I am doing at a level of at least 9 on a scale where 10 is intuitively totally happy and satisfied. The job will give me frequent opportunities to help myself and other people grow and develop, both technically and as human beings. I will have a manager with whom I am extremely satisfied, at a level of at least 9 on a scale where 10 is intuitively totally happy and satisfied. I will be paid at least 50 percent more than I am being paid now and will receive at least equal benefits in all areas.”

Managerial: Within 4 weeks, I will have done whatever is necessary and appropriate to have gained the full support of my co-managers for My New Project. I will do this in ways that are for the highest good of me and of all concerned.
Subsidiary Target Named “My New Project”: Includes the following specifications that were originally stated in the Objective. “I will have very clearly defined a project to increase the profitability of my division by at least $700,000 during the ensuing twelve months ending December 31, 1997. This project will be so obvious, appropriate, and realistic and I will present it so effectively to my co-managers that we will all agree that it is completely achievable at an average level of at least 9.5 on a scale where 10 is absolutely certainty of achievement.”.

Time Management: Within 4 weeks, I will have done whatever is necessary so that at least 80 percent of the time I go home no later than 5 PM feeling very relaxed, very enthusiastic, and highly satisfied with the job I have done, at a level of at least 9 on a scale where 10 is totally relaxed, enthusiastic, and satisfied. I will do this in ways that are for the highest good of me and of everyone else involved.

Examples of Objectives That Are Not Acceptably Formulated

The following are actual SA Objectives developed by senior- and mid-level managers in major corporations. Read through them and determine as many of the reasons why they are not acceptable as you can. You can do this most easily by printing out the list of criteria for an acceptably formulated SA Objective (pages 210-222) and comparing.

New Job: The new job will support my creativity. My personal tasks and SA Objectives will be clearly expressed in measurable terms. My boss and colleagues will be positive and will listen to me and involve me in their activities. At least 80 percent of my suggestions will be either partially or wholly accepted and only 2 percent will receive a definite no. The salary will be at least $9,000 per month. At least 60 percent of the time I will leave the job at the end of the work day feeling satisfied at a level of at least 8. I will have at least 1 good laugh each day.

Describe what is wrong with the statement of this SA Objective, on a separate piece of paper.

Do this by comparing the Objective to the criteria for a properly formatted SA Objective previously stated. (Try not to look at my evaluation, below, before you make your own.)

Personal Relationship: (Note that this one was discussed previously. Please don’t look at that discussion. Make your own evaluation first.)
I will have a deeper relationship with my mother, such that I can talk to her about at least some of my feelings. I want to break down the wall that stops me from having physical contact with her and that stops her from having physical contact with me.

Again, describe what is wrong with the statement of this SA Objective, on a separate piece of paper. (Try not to look at my evaluation, below, before you make your own.)

How Well Did You Do?

Well, what was wrong with the above SA Objectives?

Compare your thoughts to my own:

**Job Objective:**

1. It assumes that the SA Objective deals with getting a new job but does not state it. This violates the requirement of being specific and comprehensive.

   *An appropriate formulation of the start of this would be something like: “Within 4 weeks, I will be in a new job. This job will...”*

2. It deals substantially with the actions of others, this person’s boss and colleagues. It fails to make the subject of each sentence “I.”

   *An appropriate formulation of part of this might be something like, “I will do whatever is necessary and appropriate so that at least 90 percent of the time I will feel that my boss and colleagues involve me in their activities at a level of at least 9 on a scale where 10 is completely involved.”*

3. It does not incorporate the Insurance Statement.

   *An appropriate formulation would include, “I will do this in ways that are for the highest good of me and of all concerned.”*

4. Much of it is not measurable, given the significant number of intuitive ratings, unless the SA Objective specifies keeping track of these ratings on a daily or weekly basis. Thus it is also not specific and comprehensive.
An appropriate formulation would include something like, “I will easily and consistently keep a daily log of all of these measures.”

It should come as no surprise that this person did not achieve his *SA Objective*. 
Personal Relationship Objective

As noted previously, the problems are, in summary;

1. It is not time based.
2. It is neither specific nor comprehensive. In fact, the phrase “break down the wall that stops me” is a metaphor that is almost certain to confuse things or could, at worst, lead to physical violence.
3. The preceding phrase also is negative.
4. Nothing is quantified.
5. It is neither clearly nor explicitly Framed.
6. It fails to incorporate the Insurance Statement.

Here’s a more detailed analysis:

1. The first sentence is a goal rather than an SA Objective. It has no completion date and the terms "deeper relationship" and "some of my feelings" are moving targets that will probably never be reached since they will Unconsciously escalate with each improvement in the situation. They should be quantified.

   This might be appropriately formulated as, “Within 4 weeks, I will have done whatever is necessary and appropriate so that at least 80 percent of the time that I interact with my mother I will feel accepted and free to discuss my feelings with her at a level of at least 9 where 10 is perfectly accepted and free to discuss my feelings.”

2. The second sentence is neither specific nor comprehensive because it lacks instructions to the Unconscious. It is simply the statement of a feeling ("I want.").

If your SA Objective says, “I want,” you will probably end up at the end of the period wanting whatever it is that you specified. If you’d prefer actual tangible or intuitive results, specify what you want, comprehensively.

**Do not EVER use the term, “I want” in your SA Objective.**

This might be appropriately formulated as something like, “I will do whatever is necessary and appropriate so that I will hug her, at a level of ease of at least 8
on a scale where 10 is extremely easy, and she will respond by hugging me as she did when I graduated from college.”

3. One aspect of the SA Objective, “break down the wall...” is negative and specifies no measurable result.

This aspect of the second sentence might be appropriately formulated with something like, “I will also have done whatever is necessary so that 80 percent of the time my mother and I both feel so comfortable with each other that she spontaneously hugs me and I enjoy it at a level of at least 9 on a scale where 10 is total enjoyment.”

Note that each of the preceding three appropriate formulations constitutes a single Objective. They cannot be appropriately combined into a single SA Objective.

Now It’s Your Turn

Now it’s time for you to take your “rough draft” SA Objective and make it perfect!

Let’s get that target up so Robin Hood—your Conscious Mind—and the Zen Master—your Unconscious Mind can hit it dead on!

Your Bonus package includes the Objectives Process form. If you haven’t already downloaded that form and printed it out, now is the time to do that. This form is closely integrated with the process of developing an acceptably formulated SA Objective. The numbers in the following list refer to the numbering on the form.

1. List the points that you want to achieve. If you created a Wish List, most if not all of these points are already identified by your Metastories. You should record just enough of each point or Metastory on the form to reliably remind you of the specific point that you want to include. So, if you’re taking your points from your Wish List, you will create a title for each Metastory, write it next to that Metastory on your Wish List, and write the same thing on your Objectives Process Form.

2. Rate how much you want to achieve what you have just described using the desirability 1 to 10 scale where a 10 is extremely desirable. If your rating is less than a 10, modify or expand your points until your rating becomes a 10.
If you have a set of detailed specifications that must be incorporated in your Objective for it to be a 10 in desirability, create a Subsidiary Target (which we’ll cover in Chapter Eight – B) that you incorporate into your Objective by reference.

3. List the external measures that will tell you whether your SA Objective has been achieved. In order for your SA Objective to be measurably achievable, which is one of the criteria for an acceptably formulated SA Objective, you must be able to determine when you have achieved it by referring to external measures, some form of quantification. This can be either quantification in the usual manner (dollars, time) or quantification of your intuitive evaluations that have been converted to numerical measures and recorded in writing.

4. Ask your Unconscious what would be a reasonable time frame for achievement of this SA Objective. To do this, focus on your Inner Anchor Point and say, imagining that you are speaking into it, “What is a reasonable time Frame for achievement of the SA Objective, the points of which I have just described on my Objectives Process form?”

Your Unconscious Mind’s response will probably be in one of several forms:

- A time frame pops into your mind.
- You have a feeling that the date is associated with some other date that is important to you, such as your birthday.
- You have an Imaginary Experience of achieving your SA Objective but the time frame isn’t clear.
- You have a vague intuitive feeling but can’t quite grasp what it means.

If the time frame isn’t clear, again focus on your Inner Anchor Point and ask “What is a reasonable time frame for achievement of the SA Objective, the points of which I have just described on my Objectives Process form?” Repeat this over and over again until you get a clear answer. One will definitely come.

When the time frame (e.g., number of weeks from now or a specific date) is clear, record it on your form, then focus on your Inner Anchor Point and say, “Did I correctly interpret what you communicated?”

If the answer is “yes”, your Unconscious Mind’s response will probably be:
• A clear “yes” pops into your awareness.

• A feeling of certainty arises.

If the answer is “no”, your Unconscious Mind’s response will probably be:

• A clear “no” pops into your awareness.

• A feeling that it definitely isn’t right arises.

If the answer is “yes,” proceed to the next step. If it is “no,” return to the beginning of this step and redo the process. Repeat this step as many times as required to get a clear “yes.”

5. If you’re dissatisfied with the time frame that your Unconscious gives you, focus on your Inner Anchor Point and ask it whether it is reasonable to achieve what you have described under items 1. and 3. on your form within a shorter time frame. Your Unconscious will respond in the format described above. If the answer is “yes,” either propose a time frame and ask your Unconscious whether that is reasonable or ask your Unconscious to give you a shorter time Frame following the procedure in the preceding step.

Check out the answer you get as in the previous step.

6. Record the calendar date for accomplishment of your SA Objective as the End Point Date. Then take a calendar and divide the time between today’s date and the End Point Date into four segments. Add this interval to today’s date to come up with Date 1 and record that on your form. Add the same interval to Date 1 to come up with Date 2 and record that on your form. Add the same interval to Date 2 to come up with Date 3 and record that on your form. (This section will become clearer after you finish the next chapter, so don’t fret over it right now.)

7. Rate the perceived difficulty of achieving the totality of what you have described under numbers 1 and 3. This should be a measure of how difficult it would be to achieve using your normal skills and resources. Use a 1 to 10 scale where 1 equals “almost automatic” and 10 equals “seemingly impossible based on logic and experience.”
If your rating is less than 10, ask your *Unconscious* to modify your *SA Objective* so that it is more challenging and still a 10 in desirability. This may involve adding elements that you want to achieve.

But don’t kid yourself. Do not call something that is more than a 10 in difficulty a 10 because you really want it. That approach will lead to failure.

If your rating is more than 10, ask your *Unconscious* to modify your *SA Objective* so that its *difficulty* rating is no more than 10. This may require saving some elements of what you want to achieve for a later time.

To confirm that you have followed the instructions, record your *difficulty* and *desirability* ratings on your form. If your *difficulty* rating is more than 10 or you, in some way, question whether that is so, repeat the steps just described. If your *desirability* rating is less than a 10, ask your *Unconscious* to modify your *SA Objective* to make it a 10 in desirability and no more than a 10 in difficulty.

If you make modifications, record them on your form.

8. Now combine the points you have listed under number 1 (and the key points of the *Metastories* they refer to) and the measures listed under number 3 into an *SA Objective* that is appropriately formulated. Use complete sentences.

   IMPORTANT: Remember that ANYTHING that you assume but leave out of your *SA Objective* will probably be missing from the results you achieve. DON’T ASSUME!

9. Frame the words and phrases within your written *SA Objective* that clearly indicate that your *SA Objective* deals primarily with YOUR OWN ACTIONS. List them on your form. If you can’t find anything that indicates that your *SA Objective* deals primarily with YOUR OWN ACTIONS, revise your *SA Objective* until it does deal primarily with your own actions.

   If you find anything that indicates that your *SA Objective* deals primarily with the actions of others, revise your *SA Objective* until it deals primarily with your own actions.

   This is VERY important.
10. Now, once again, check for specificity, completeness, measurability, desirability, appropriate difficulty, whether your **SA Objective** is stated in positive terms, whether it deals primarily with your own actions, whether your **Unconscious** says that it is reasonable to achieve within the stated time **Frame** and whether it includes the **Insurance Statement**.

Check carefully for **Blockers** as you review your **SA Objective**. If any **Blockers** arise within you, that’s your **Unconscious** telling you that something isn’t right with your **SA Objective**. So **Frame** what’s wrong by reviewing your **SA Objective** again and noting where the **Blockers** arose. Then modify your **SA Objective** until those **Blockers** disappear.

When no **Blockers** arise in reviewing your **SA Objective**, sign the form, creating a contract between your conscious and **Unconscious Minds**.

Once again, be alert for **Blockers** and, if any arise, **Frame** what triggers them and revise your **SA Objective** accordingly.

11. **Ensure that your SA Objective Now Meets All of the Criteria for a Properly Formatted SA Objective That Were Presented Previously in This Chapter.**

Those criteria arise from the distillation of what works and doesn’t work when reviewing many thousands of **SA Objectives** and the results they generated.

Print them out and carefully compare your Objective with each criterion.

Please ensure that you **carefully** conduct this review and modify your Objective as required to meet all of these criteria.

**What You Should Have Right Now**

You should have identified a clear **SA Objective**, either one that you had previously identified before reading this chapter or one that you identified or refined by doing the **Wish List Process**.

Using the **Objectives Process** form, you should then have formatted your **SA Objective** so that it meets all of the eleven criteria stated above.
Thus, you should now be holding in your hands a clearly written *SA Objective* and properly formatted *SA Objective*.

But it may not yet be ready. In Chapter Eight – B, I’ll give you some more tips on properly formatting your *SA Objective*, most specifically including how to create and integrate into your Objective a *Subsidiary Target*.

What I show you in this Chapter may lead to further modifications of your Objective. But getting your Objective right at the outset can save you untold effort as you attempt to achieve it.

However, once you have properly formatted your *SA Objective*, what you will then hold in your hands will be one of the most powerful tools ever created.

Then comes the implementation…

**Coming Up**

Your *Unconscious* speaks in its own way. It may not understand what you are telling it unless you translate your request into the language it prefers.

In Chapter Nine you’re going to translate your *SA Objective* into a sharp and polished inner *Target*.

When you have completed the rest of the *Cybernetic Transposition Three-Step* virtually *nothing* will be impossible for you to have, do, or be.

Nothing!
Chapter Eight – B
Tips on More Easily and Effectively Formatting Your SA Objective

For some people, one of the biggest problems in the Super Achievement Process is setting effective consciously stated SA Objectives.

Yes, that’s what I said.

Many people have great trouble in clearly asking for what they want. If that’s you, creating a properly formatted SA Objective may well be one of your major challenges in applying the SA Processes.

The reason it’s such a big problem is that most people run smack into major Blockers when they try to ask for what they want.

This usually results in contorted language, violating the criteria for an acceptably formatted SA Objective, major spelling and grammar errors and a failure to precisely target what they want.

All their lives they’ve had drilled into them that they can’t just get what they want by asking for it, that they have to work really hard to get it. And, on top of that, it isn’t proper to ask for things. And they have to have the right education, degrees and/or qualifications. Etc., etc.

And that results in a lot of self-defeating Unconscious habit patterns – Blockers.

In order to generate the results you want, however, your SA Objective must be as clear, simple, precise and specific as feasible.

Clearly, the types of Blockers noted above will very sharply reduce your probability of success in achieving your SA Objective.

I hope it’s obvious to you at this point that you should resolve those Blockers via the BA Base Reframing Process described in Chapter Four – C.

However, here are some other powerful suggestions for dealing with such issues.
The net result, if you implement them effectively, will be a sharp increase in your probability of successfully achieving your SA Objective.

**As Simple, Precise, Clear and Single-Focused as Feasible**

When your SA Objective isn’t appropriately stated, your chances of achieving it are sharply reduced. Metaphorically speaking, when you build on quicksand, there’s a good chance that what you’re building will collapse.

Lots of people have problems in writing an effectively formatted SA Objective. The reason is that they encounter lots of heavy Blockers ranging from “I can’t just ask for and get what I want” to “It’s really bad manners to ask for the things that you want” and many more.

The most basic criterion for an acceptably formatted SA Objective is that it is as simple, precise, clear and single focused as feasible. I’ll give you a key way of accomplishing that shortly.

For the time being, remember that Chapter 8 presents a set of criteria for an acceptably formatted Objective. I suggest that you print those criteria out and test your Objective against them as you develop it.

Start with the criterion that an SA Objective must have a single, very precise focus.

A dictionary definition of “single” is “Not accompanied by another or others; solitary.” In other words, focus on only one very specific thing in your SA Objective.

A dictionary definition of “precise” is “Clearly expressed or delineated; definite.” In other words, no wavering, no vagueness. Metaphorically, in setting an SA Objective you should be defining the very center of the center circle of an archery target.

A dictionary definition of “focus” is “To converge on or toward a central point of focus.” In other words, your SA Objective should contain only that which is the core of what you want to achieve.

**Don’t Throw Everything including the Kitchen Sink into Your SA Objective**
As I said, many people have great trouble in clearly asking for what they want.

One aspect of this is that they try to put everything, including the kitchen sink, into their Objective and that just doesn’t work.

An **SA Objective** should be as simple, precise, clear and single-focused as feasible.

Think of your **SA Objective** as the very center of an archery bulls eye target. It should not include all of those outer rings radiating from the center.

**But What About All of Those Boundary Conditions, Those Outer Rings? The Answer: Subsidiary Targets**

I’m about to show you how to construct a **Subsidiary Target** that allows you to include all of those outer rings that are still part of what you want, all of those Boundary Conditions I discussed in Chapter Eight. The use of a **Subsidiary Target** allows you to fully define what you want to achieve, in great detail.

For example, here is a “live” acceptably formatted **SA Objective** created by a participant in my **Super Achiever Coaching Program**. (In that Program, I individually coach the participants in properly formatting their **SA Objectives** which is one reason that, currently, 100% of them who do at least most of the assigned work achieve their seemingly impossible **SA Objectives** on their very first try. Another of many things that contributes to this result is that they build a **Success Team** in their **Unconscious** that tremendously increases their “Success Power.”):

> “On or before May 5, 2008, with the full and effective support of my Success Team I will have done whatever is necessary and appropriate to enroll at least three new **Perfect Associates** in my (name of company) business. I will have done this easily at a level of at least 7 on a scale where 10 is extremely easy, and enthusiastically at a level of at least 9 on a scale where 10 is extremely enthusiastic. I will do this in ways that are for the highest good of me and of all involved.”

Please note that the many details of a “Perfect Associate” are defined in a **Subsidiary Target**. That **Subsidiary Target** contains as many specific individual characteristics of the type of person this SACP participant wants to enroll, as they feel are necessary to get exactly the people they want.
Here’s a brief description of how to create a Subsidiary Target.

Let’s start by looking at my SA Objective that I showed you in Chapter Eight. This Objective (that I created in 1983) worked extremely easily and precisely to get me my “Perfect House” in Stockholm.

On or before November 1, 1983, I will have easily found, rented, and moved into a house that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where 10 is totally overjoyed. This house will match the following specifications at a level of at least 9 on a scale where 10 is an intuitively perfect match: a very open living room and dining room with a high ceiling; very large windows, an open fireplace, green carpet, and a weeping willow tree visible through the front window of the living room; many other rooms that are relatively isolated from each other and that have large windows and an airy feeling; a quiet location with very little traffic situated within 15 minutes off-peak or taxi driving time from the center of Stockholm; a location that is approached through attractive farmland and open fields; a very cooperative landlord; and a rental of not more than 5,000 kr. per month. All of this will take place in ways that are for the highest good of me and of everyone else involved.”

This very complex Objective worked just fine for me.

It worked for me because I had very highly developed Success Power combined with extensive experience and skills in using Cybernetic Transposition to consistently achieve seemingly impossible results.

But that complexity will almost certainly NOT work for you.

I’ve found that most of my readers don’t have those pre-existing Unconscious Success Power skills and certainly lack my very extensive experience using Cybernetic Transposition. Thus, this Objective is far too complex for them to have a high success rate following its example.

So I have revised and added Cybernetic Transposition Processes and Techniques that will sharply increase your probability of achieving your SA Objective.

Creating Subsidiary Targets
One key aspect of achieving what you want using the *Cybernetic Transposition Techniques* is, as I’ve previously said, making your **SA Objective** as clear, simple, precise and single-focused as feasible.

A key way of doing that is by creating a **Subsidiary Target** and incorporating it into your Objective by reference.

By incorporating all of my detailed specifications into a **Subsidiary Target**, the 2009 version of my 1983 Objective would become:

> On or before November 1, 1983, I will have easily found, rented, and moved into *My Perfect House* that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where 10 is overjoyed. I will do this in ways that are for the highest good of me and of everyone else involved.

The **Subsidiary Target** that I call “*My Perfect House*” would incorporate each of the following 14 specifications, numbered as separate items:

1. a very open living room and dining room
2. with a high ceiling
3. very large windows
4. an open fireplace
5. green carpet
6. a weeping willow tree that is visible through the front window of the living room
7. many other rooms
8. that are relatively isolated from each other and that have large windows
9. an airy feeling
10. a quiet location
11. very little traffic
(12) situated within 15 minutes off-peak or taxi driving time from the center of Stockholm

(13) a location that is approached through attractive farmland and open fields

(14) a very cooperative landlord; and

(15) a rental of not more than 5,000 kr. (Swedish krona) per month.

For example, item (1) is “a very open living room and dining room.” I would treat this item as I do a Key Element in the Target Process (see Chapter Nine) and define it by Tuning-Up an Associated Memory of any very open living room and dining room I have previously encountered until it perfectly describes what I intuitively mean by “a very open living room and dining room.”

I would then surround this Imaginary Experience with a ball of white light and place it in my Inner Anchor Point, telling my Unconscious that this is what I mean by, “a very open living room and dining room” and instruct to combine this Imaginary Experience with those words, my Key Element.

I would do this with each separate item in my list.

Then, I would ask my Unconscious to integrate all of what I had anchored in this way to create an Imaginary Experience of “My Perfect House.” By tuning that Imaginary Experience up to a 10 and labeling it “My Perfect House,” both in my Unconscious and in a written description - an Affirmation, I would have built my Subsidiary Target.

I can then effectively incorporate it into my SA Objective by reference to its proper name, My Perfect House.

Creating a Perfect Partner Subsidiary Target

Here are the detailed steps involved in creating a Perfect Partner Subsidiary Target and integrating it into an SA Objective.

1. First identify all of the people that you have ever met in any context who meet the following criteria:
• They demonstrate at least one characteristic that you would like to see in your Perfect Partner.

• That characteristic or those characteristics created an extremely strong attraction to that person, even if the rest of their characteristics weren’t attractive to you or even strongly turned you off.

Obviously, in non-roman tic relationships, I’m not talking about a romantic attraction. For example, in business relationships, I’m talking about the characteristics that made you want to work and, perhaps, socialize with them.

If you saw them in a movie demonstrating a characteristic that rang particularly true with you, include that example.

Make a list of all of these people and their Strongly Attractive Characteristic(S). Don’t shortchange yourself. Once you’ve initially made the list, read through it and then focus on your Inner Anchor Point, asking your unconscious to give you any more examples that should be on the list and to let you know if any of the ones you listed are not appropriate – and to do so in ways that are for the highest good of you and everyone else involved.

2. Using the Metastories form, create a Wish List from your first list.

• Focus on the first person on your list and identify a memory in which they demonstrated one of the Strongly Attractive Characteristic you would like to see in your Perfect Partner.

• Limit each Metastory to a single Strongly Attractive Characteristic. If more than one of the people on your list demonstrated that characteristic, pick the person to whom you were most strongly attracted by that characteristic.

• If a single person demonstrated more than one Strongly Attractive Characteristic, try to find memories that demonstrate each of the characteristics separately. If you can’t do that, you can use the same memory for all of these characteristics.

• The title of each Metastory should be the single strong attractive characteristic that you’re focusing on. The Associated Memory that is your As-Is should be one of the person you picked demonstrating that characteristic.
• Once you have completed this process, you are ready to build your Subsidiary Target. To do so, you will anchor in your Inner Anchor Point an Imaginary Experience of each person on your list demonstrating a Strongly Attractive Characteristic. Build this Imaginary Experience by tuning up the associated As-Is Memory until it matches or exceeds the associated Perfect Alternative.

• If an Associated Memory isn’t a true 10 in the context of the Perfect Partner you are seeking, in your imagination, use the Tune-Up Process to bring it to a true 10.

  You may have a memory in a completely different context. For example, if your are seeking a romantic Perfect Partner, you may want to include a characteristic from a business context or a sibling, parent or child. When creating your Perfect Alternative, simply put that characteristic into an appropriate context using the approach I described in the Tree Process in Chapter Six.

• Once you have tuned up the Associated Memory into a Perfect Alternative that perfectly demonstrates what you intuitively mean by that Strongly Attractive Characteristic, in your imagination, surround it with a ball of white light, place it into your Inner Anchor Point and say into your Inner Anchor Point,

  “This Imaginary Experience is what I mean by (name of the Strongly Attractive Characteristic). Please integrate the two so they are inseparable. Please do this in ways that are for the highest good of me and of all concerned.” Breathe in and make that all a part of you.

• Repeat this for each of the other Strongly Attractive Characteristics on your list.

When you have done the above for each item on your list, focus on your Inner Anchor Point and say to your unconscious:

  “I have just anchored (the number of characteristics) Strongly Attractive Characteristic that I would like to have in my Perfect Partner. Please now give me an experience of being with my Perfect Partner. Please do so in ways that are for the highest good of me and of all concerned.”

• Breathe in and make that all a part of you. Then observe your experience of your Perfect Partner that pops into your conscious mind. Rate how perfect that is for you on a 1 to 10 scale where 10 is absolutely perfect. If your rating is less than a 10, use the Tune-Up
Process to bring it up to a 10. (If you cannot, you are encountering a Blocker that you should resolve before proceeding.)

- **Important Note:** This Imaginary Experience should *of your inner experience when you are with your Perfect Partner*. It should not be, for example, a picture of your *Perfect Partner* detailing their physical appearance.

- When you have a perfect 10 Imaginary Experience of being with your *Perfect Partner*, surround it with a ball of white light, place it in your *Inner Anchor Point* and say, into your *Inner Anchor Point*, “This is my experience of being with my *Perfect Partner*. Whenever I refer to my *Perfect Partner*, please give me an immediate conscious and unconscious experience of being with the person who triggers this experience in me. Please do this in ways that are for the highest good of me and all concerned.”

- Breathe in and make that all a part of you. Then create a written *Affirmation* that describes your experience of being with your *Perfect Partner*.

  *Note:* You have now created your *Perfect Partner Subsidiary Target* that is named *My Perfect Partner*. When incorporating this *Subsidiary Target* into your Objective, always refer to it by the proper name (capitalized) of *My Perfect Partner*.

3. Using the Objectives Process form, integrate your Perfect Partner Subsidiary Target into your Objective.

Your objective should explicitly center around finding your Perfect Partner within the defined timeframe. For example:

> Within 6 weeks of August 20, 1981, I will have met and formed a close relationship with *My Perfect Partner*. I will do this in ways that are for the highest good of me, her and of all others concerned.

This, in fact, is the Objective that I successfully used to find and enter into a relationship with my second wife. It drew me across the Atlantic to Sweden and then to my Perfect Partner in one of three packed ballrooms.
Chapter Eight – C
Raising Your Unconscious Performance Limit to the Level Required by Your SA Objective

*Unconscious Performance Limits* are very important. They are like invisible glass ceilings that invariably stop you from rising above the associated level.

If you hit your *Unconscious Performance Limit* on the way to achievement of your *Objective*, your progress will stop. If this occurs, your rate of progress will suddenly go to zero. So it is critically important to ensure that your *Unconscious Performance Limit* is meaningfully higher than what you’re seeking to achieve.

I strongly suggest that it be at least 120% of what you’re seeking to achieve in your *SA Objective*.

Most people have *Unconscious Performance Limits* associated with most things they want to achieve. However, some of these specific *Unconscious Performance Limit*’s are high enough that they don’t cause trouble.

Others have *Unconscious Performance Limits* that are not high enough as compared with what they want to achieve and they cause LOTS of trouble and engender enormous frustration.

So let’s take a look at *Unconscious Performance Limits*.

**What Does It Look Like When You Hit an Unconscious Performance Limit?**

*Unconscious Performance Limits* are very obvious in selling.

*For example, a study that IBM once conducted was described to me by one of their Sales Managers.*

*Because IBM is so large and worked in so many industries, they could do this study. Probably few other firms could have.*
IBM salesmen/women have dollar quotas. They are graded on the percentage achievement of their quotas. These sales quotas vary between industries based on the average value of a sale.

Common sense suggests that a sales person who consistently achieves 120 percent of quota in an industry having an average sales value of, say, $100,000, if transferred to an industry with an average sales value of $500,000 and properly trained, would also achieve 120 percent of quota after getting used to things.

That wasn’t what happened.

For example, the sales person might plateau at 75 percent of quota in the new industry and nothing management did would get them above that level.

However, if the same sales person had been put into an industry where the average sales value was only $50,000, they would typically become a superstar, hitting, for example, 240 percent of quota.

In the case of the good performer who turned into a less good one when moved into an industry that required a higher dollar volume of sales to maintain the same percentage of quota (moving up from $120,000 to $600,000), they were only able to hit a dollar level of $375,000. This is a clear example of bumping into their Unconscious Performance Limit.

On the other hand, the good performer who became a superstar when moved into an industry that required a lower dollar volume of sales to maintain the same percentage of quota (moving down from $120,000 to $60,000) didn’t fall in dollar terms at all. This is a clear example of what I call an Unconscious Performance Floor.

In the case of bumping into the Unconscious Performance Limit, the salesman’s unconscious decided that it would not be beneficial for her or him to exceed that figure.

Perhaps somewhere in their life they had failed when they reached “too high.”

Perhaps they had seen someone like a parent experience the same thing.

In any case, whatever the cause, this person’s unconscious refused to let them do better than their Unconscious Performance Limit.
On the other hand, their unconscious mind deemed it not beneficial to allow this person to fall below their *Unconscious Performance Floor*.

My clients and coachees have been consistently able to substantially raise their *Unconscious Performance Limits* by using the *Cybernetic Transposition Base Reframing Process*, essentially 100 percent of the time.

The combination of the *Unconscious Performance Limit Identification Process* and the *Base Reframing Process* will work for you as well to raise your *Unconscious Performance Limit* to at least 120% of what you target in your *Objective*.

**The *Unconscious Performance Limit Identification Process***

I’ll use selling as an example but this process applies equally to any quantifiable performance measure.

I’m assuming that you have sold something somewhere. If you say no, how about selling your relationship partner on buying something you wanted and they didn’t or selling your kids on keeping quiet? No? How about selling your boss on a raise or selling yourself to get a job or selling a traffic cop on not giving you a ticket?

Selling is really an integral part of our lives.

*I’ll use an example of selling a product.*

*Suppose you have pretty consistently sold 100 units per month of a product at a price of $50 per unit. I’m going to ask you to imagine that next month you will be required to sell 250 units of the same product at the same price.*

*How does that feel? Not so good for most people.*

*Let’s look a little deeper. I want you to observe and frame your body feelings when you think of having to sell 250 units next month. Use a 1 to 10 scale where 10 equals intuitively “a sure thing” and 1 equals intuitively “impossible.”*

*On a clean piece of paper, write 250, the associated body feelings and next to it the rating you got, for example a 1.*
Now imagine having to sell 200 units next month, frame and rate your body feelings when you do. On the same piece of paper write 200, the associated body feelings and the rating you got, for example a 2.

Next imagine having to sell 150 units next month, frame and rate the body feelings. Again, on the same piece of paper, write 150, the associated body feelings and the rating you got, for example, a 3.

Now imagine having to sell 125 units next month, frame and rate the body feelings. On the same piece of paper write 125, the associated body feelings and the rating you got, for example, a 7.

And, finally, imagine having to sell 100 units next month, frame and rate the body feelings. On your piece of paper write 100, the associated body feelings and the rating you got, for example, a 10.

Now graph your results where the vertical axis is your rating with 1 at the bottom and 10 at the top and where the horizontal axis is the required sales level, from 0 on the left to 250 on the right.

Note that with an increase in sales from 125 to 150 units per month, the slope of the graph line changes abruptly. It becomes much steeper.

The point where that occurs is the **Unconscious Performance Limit**.

(See the graph on the next page.)
You can determine your own *Unconscious Performance Limit* for anything that can be quantified and where you can rate your *body feelings.*
In this case, our hypothetical sales person’s *Unconscious Performance Limit* is at 150 units per month (or slightly less), the point where his or her intuitive certainty of achieving what is hypothetically required suddenly drops very sharply.

Their *Unconscious Performance Limit* will certainly become apparent when they imagine having to sell 150 units during the next 30 days. Those intuitive “can’t do it” body feelings are the tip of the iceberg of their selling *Unconscious Performance Limit*.

The body of the iceberg is the *Unconscious Performance Limit Blocker*.

**How to Raise Your *Unconscious Performance Limit***

To increase your own *Unconscious Performance Limit*, once you have identified it:

1. Note the *Blocker Body Feelings* that are present as you contemplate the level of performance that triggers your *Unconscious Performance Limit* (in the case I gave, 150 units per month).

   Examples of such *Blocker Body Feelings* and associated labels for this set of intuitive feelings include:

   - “I feel like I’m hitting a brick wall (label), as if I’m being very strongly pushed back. I feel this in my forehead and the center of my chest... (*Blocker Body Feelings)*.”

   - “I’ve lost much of my passion (label). My arms, legs and head feel very heavy and it takes great effort to hold them up. My mouth is downturned. I am frowning and feel my eyebrows raising in a way that wrinkles the skin of my forehead... (*Blocker Body Feelings)*.”

2. Record these *Blocker Body Feelings* and the situation in which they arose (in the example above, imagining having to achieve sales of 150 units during the next month) under items 2 and 1, respectively, on a clean *Base Reframing Form*.

3. Perform a *Base Reframing* on these body feelings, preferably a *Root Normal Base Reframing*. 
For many people, this alone will raise your *Unconscious Performance Limit* above the level of performance that you want to specify in your SA Objective.

**Don’t Assume – Test!**

It is easy to determine whether you have succeeded in raising your *Unconscious Performance Limit* to a level at least 20% higher than what you want to achieve in your SA Objective.

To do so, wait about 24 hours after doing the Base Reframing described above and perform the *Unconscious Performance Limit Identification Process* described above.

If your new *Unconscious Performance Limit* is at least about 20 percent higher than the level of performance you want to specify in your SA Objective, you need raise it no more.

However, if your *Unconscious Performance Limit* is still lower than the performance level you wish to specify in your SA Objective, you have more work to do.

**What If My *Unconscious Performance Limit* Is Lower Than 120% of My Focus?**

First, if the *Unconscious Performance Limit* body feelings are sufficiently clear and concrete, do another *Base Reframing* on them. Ensure that your perfect alternative imaginary experiences are actually a 10, actually what you would wish them to be – and that they include all levels of experience (physical, emotional, mental and inner).

If, after testing, your *Unconscious Performance Limit* is still lower than you need, set a *Basic Achievement Target* to raise your *Unconscious Performance Limit* to a level meaningfully higher than what you want to specify in your SA Objective.

After setting this *BA Target*, be vigilant! Key *Blockers* will probably appear very rapidly. You should immediately resolve them via *Base Reframings*.

Whenever you resolve such a *Blocker*, verify that your *Unconscious Performance Limit* has been appropriately raised by doing the *Unconscious Performance Limit Identification Process*. 
Here’s an example of a *BA Target* for raising the *Unconscious Performance Limit* with respect to earning money:

*I have just performed the Unconscious Performance Limit Identification Process with respect to earning money and my *Unconscious Performance Limit* is above $50,000 per month. Please make this happen in ways that are for the highest good of me and of all concerned.*

CAUTION: Do not “shoot for the moon.”

Raise your *Unconscious Performance Limit* to only about 20% higher than the performance level you want to specify in your SA Objective. Otherwise, you can encounter a proliferation of *Blockers* that have to be immediately cleared.

Rather, raise your *Unconscious Performance Limit* in increments as you need to accommodate successive SA Objectives.
Chapter Nine
How to Effectively Communicate Your SA Objective to Your Unconscious: The Super Achievement Target Process

Can you remember walking past a bakery one morning?

How did you remember it?

It probably occurred to you as an *experience*.

Now try describing that experience—but don’t use the word “bakery”.

Was it easy—or hard?

The point of this exercise is that using words alone may not be enough for your *Unconscious Mind* to get its engine running. Words alone won’t do the job as a *Super Achievement Target*.

So now it’s time to turn those words into vivid targets.

In this chapter, you will learn how to translate your written *SA Objective* into a *Super Achievement Unconscious Target* and then to prioritize it, the first and second steps of the *Cybernetic Transposition Super Achievement Three-Step* process.

Are you ready?

Good. Get out your written *SA Objective*….

How to Get Your Message Across to Your Unconscious

Take a look at your written *SA Objective*.

The *SA Objective* that you just formulated is expressed in *words*. That’s obvious.

From your *Unconscious Mind’s* perspective, that’s a problem.
Words are meaningful to your *Unconscious Mind* only when they're associated with experiences.

That’s often not the case. Your *Unconscious* often fails to understand what you intuitively mean by your words.

The problem is that words are simply *symbols*.

Phrases, which are groups of words, are more precise symbols and are often associated with experience.

But individual words are often unclear to your *Unconscious*.

Let’s take a look at a phrase that’s pretty clearly defined in most people’s *Unconscious*.

Recall the *smell of freshly brewed coffee*.

That's easy, isn't it?

Suddenly you're aware of that vivid smell. That’s because the phrase is closely tied to an *Unconscious* experience.

Now try to describe the *smell of freshly brewed coffee* using words!

To make sure that you really describe the *smell*, don't refer to coffee or coffee substitutes or to where or when you normally find coffee or to how coffee, coffee pots, coffee beans, or coffee cups look!

Go ahead and do that now.

If you actually tried to do this, chances are that you found it very difficult. In fact, of the 50,000 plus people who’ve tried to do this in my trainings, I have *never* found one who could produce a written description of the smell of freshly brewed coffee that at least 5 out of 10 readers identified as coffee – at least when they followed the guidelines.

Why?
Because they were dealing with two very different languages - words and experiences - and normally you don't have a translation dictionary!

At best, words are simply symbols for experiences. We typically differ greatly in our *Unconscious* choice of inner experiences that we use to define our words.

Let me explain what I mean.

**How Do We Learn Words?**

Describe the color “green” to me.

We learn the meaning of words by *observation* and *association*.

What I observed as a child is probably very different from what you did.

For example, many of us can reliably differentiate up to 1,000 shades of green.

Which one is your "green"?

Is it the green of a newly emerging leaf?

The green of a fresh pea?

The green of a Christmas tree needle?

The green of a chameleon? The green of a stoplight? The green of the carpet in a room you were in as a child? The green of a newly issued dollar bill? The green of a worn ten dollar bill? The green of a four leaf clover that I found when I was wandering in a meadow? The green of split pea soup?

Whichever shade of green you were observing when your *Unconscious* was ready and your mother, father or sibling said, “that’s green” is probably the one that’s your current reference point.

If you and I can recognize 1,000 shades of green, there is, statistically, about a 1 in 1,000 chance that what I mean when I say “green” is what you think I mean.
And “green” is a pretty concrete word.

What does the word "love" mean?

Or "heavy?"

Do you see what I’m getting at here?

Words mean different things to different people.

And they certainly mean amazingly varied things to your Unconscious!

Are you beginning to understand why we have to learn to communicate with our Unconscious in ways that ensure that our Unconscious understands us?

**How You Label Experiences**

Here's another important problem with words and another quick exercise.

What is in the box just below?

I'll bet you said "a two" - which means the sense of two things - and, if so, you just identified another problem.

The word "is" means that what precedes it is identical with what follows it.

But what is pictured is really a symbol whose name is "two" and a symbol named "two" is not identical with the experience of two things.

Look at what's in the next box and you can experience two things. You get the concrete experience of two.
Without tying together the conscious word “two” with the *Unconscious* experience of two things, it’s unlikely that the symbol ”2” will be meaningful at a gut level.

And that’s the problem that a lot of us have with math. It’s not concrete because it isn’t built on concrete experience.

Hold on. I’m not done yet.

**The Key to Getting Your Point Across to Your Unconscious**

Again, remember the smell of freshly brewed coffee. Be aware that it would take perhaps 10 thousand words to write an adequate description of it, at least according to some linguists.

Isn't it wonderful that only 7 words will adequately label a 10 thousand word experience? You can simply say “remember the smell of freshly brewed coffee” and most of us will get the experience. This works because the label and the experience are, for most of us, intimately connected.

Now let me state something profoundly important:

**By creating intimate connections between the Key Elements of your written SA Objective — the points that must be precisely achieved in order for you to be successful — and what they intuitively represent, you can easily and very effectively translate your SA Objective into the languages of the nonverbal parts of your brain.**

You might want to re-read that statement before going on.

What it means is, perhaps, better described by this:
If I say “pretty woman,” that probably triggers one of two things in you. Either the experience of Julia Roberts in the movie by the same name or another woman, one that you think is pretty.

If I want to tell my Unconscious to find “someone who looks pretty like Julia Roberts in Pretty Woman,” I can easily do so. I simply imagine Julia Roberts in that movie in a scene where I think she looked pretty, edit that experience until it perfectly depicts what I intuitively mean by “someone who looks pretty like Julia Roberts,” anchor it in my Inner Anchor Point and tell my Unconscious that this is what I mean by “someone who looks pretty like Julia Roberts in Pretty Woman.”

Now your Unconscious knows what I mean by the phrase, “someone who looks pretty like Julia Roberts in Pretty Woman.”

How to Translate Your Objective

Now for the fun part!

Now it’s time for you to talk in the language your Unconscious understands.

Translating your written SA Objective to an Unconscious one is rather simple process.

Here’s how it works:

- **Frame** a Key Element of your written SA Objective, one that you want to be sure your Unconscious very precisely understands, by circling or underlining the words.

  For Example, I’ll use one of the acceptably formulated SA Objectives from the last chapter. This is one of mine that resulted in acquiring $2.5 million of venture capital in a few days with one phone call.

  I have underlined each of the six Key Elements:

  | New Venture: | Within 4 weeks, I will have done whatever is necessary and appropriate so that I will have received over $2 million in investment capital to start my new Artificial Intelligence Venture as indicated by the agreement signed by all parties and the check I have in hand. I will do this in ways that are for the highest good of me and of all concerned. |

Page 287
• Recall a memory that \emph{approximates} what you mean by first \textbf{Key Element}, the first underlined set of words.

\begin{quote}
\emph{For example, I’ll take the first \textbf{Key Element}: necessary and appropriate.}
\end{quote}

\begin{quote}
The memory that pops up is when I was changing my infant son, Per’s, diapers. It was certainly necessary to prevent him from getting a rash and, otherwise, keeping him healthy. It was also an appropriate part of my role as a father, as well as being appropriate for me to do what was necessary to keep him happy.
\end{quote}

\begin{quote}
So I’m well satisfied that this memory provides a good starting point for defining the \textbf{Key Element} “necessary and appropriate” in my \textbf{SA Objective}.
\end{quote}

• Modify this memory until it precisely reflects what you mean by the associated words in your \textbf{SA Objective}, the \textbf{Key Element}.

\begin{quote}
Obviously, changing diapers isn’t very similar to raising capital for a new venture. Or is it? Well, from experience I know that raising venture capital is tough, involves long hours, usually involves doing unpleasant things and yet, when achieved, results in a lot of smiles and joy.
\end{quote}

\begin{quote}
So maybe it isn’t that different.
\end{quote}

\begin{quote}
In any case, in my imagination, I tune-up the diaper-changing memory into an \textbf{Imaginary Experience} of doing all the things required to raise venture capital, effectively, efficiently, completely and with excellence.
\end{quote}

\begin{quote}
And that’s what I intuitively mean by that \textbf{Key Element} in my \textbf{SA Objective}.
\end{quote}

• \textbf{Anchor} this modified memory, your \textbf{Imaginary Experience}, in your \textbf{Inner Anchor Point} and tell your \textbf{Unconscious} what that \textbf{Imaginary Experience} defines by reading the exact words of the associated \textbf{Key Element} into your \textbf{Inner Anchor Point}. And then instruct your \textbf{Unconscious} to merge the \textbf{Imaginary Experience} and the \textbf{Key Element} into one.

\begin{quote}
To do so, I \textbf{Frame} my \textbf{Imaginary Experience} by enclosing it in an imaginary ball of white light that separates it from everything else in my imagination. Next I imagine
placing that imaginary ball of white light into my Inner Anchor Point. Then I read the exact words of the associated Key Element into my Inner Anchor Point.

And, finally, I say into my Inner Anchor Point, “I have just anchored an Imaginary Experience and an associated Key Element. Please merge them into a single and inseparable whole so that whenever that Key Element is read, seen, heard or imagined, I have an immediate conscious and Unconscious experience of the associated Imaginary Experience. Please do this in ways that are for the highest good of me and of all concerned.”

- Repeat these steps for each of the other Key Elements in your written SA Objective.

- Read your complete written SA Objective into your Inner Anchor Point and ask your Unconscious to merge the experiential definitions of the words that you just anchored (the merged Imaginary Experiences and associated Key Elements) with the written SA Objective.

Do you see what happened here?

The result is a very clear Unconscious Target that precisely matches what you intuitively mean by your written SA Objective.

And that fulfills the first requirement of achieving seemingly impossible SA Objectives using the Cybernetic Transposition Super Achievement Three-Step: Creating a very clear unconscious target that matches your conscious intent.

**Defining a Key Element via a Subsidiary Target**

In the prior example of my SA Objective, one Key Element is, “Artificial Intelligence Venture.”

That is the proper name of a Subsidiary Target whose content very clearly defines by what I mean by that Key Element.

*For example, the Subsidiary Target named “Artificial Intelligence Venture” incorporates the following line items:*

1. A highly enthusiastic and tightly knit team.
2. A team comprised of experts in each of the required fields.
3. Excellent within-team communication.
4. Excellent communication with all outside stakeholders.
5. The evolution of exciting new Artificial Intelligence technology.
6. Very rapid and effective inventive problem solving.
7. Identification of a very clear and highly profitable market.
8. Identification of a very clear market comprised of a large number of easily identifiable prospective customers.
9. Identification of a very clear market comprised of prospective customers who have very large budgets to buy our products and are open to doing so.
10. Tremendously effective support by our investors.

In formulating your Subsidiary Target, translate each line item in exactly the same fashion as you did in translating each of your Key Elements and follow through as described in Chapter Eight – B.

What If You Can’t Find a Memory?

What if you can’t locate a memory that feels like what you mean by your Key Element.

For example, what if you want a brand new car and for some reason you have never owned one before?

You can take the memory of having gotten a new bike, for example, and combine it with a scene from a movie or a TV ad to come up with an Imaginary Experience of getting a new car.

Remember: That’s the type of thing that you did in The Tree Process I led you through in Chapter Six.

And if you can't find any possibly relevant personal experience, you can start with a TV ad or a movie image. But this is trickier. It has to be something you really identify with, something you can see, feel, hear, touch and smell in your imagination.

As long as your resulting imaginary image contains all of these experiences AND (very important) it seems right for you — so you are really experiencing it rather than just looking at it — that will work just fine.
However, it is usually easier to find a relevant memory (like getting a new bike) and combine it with an outside image (like a car ad on TV) than it is to create a complete Imaginary Experience starting with an outside image. And if your Imaginary Experience isn’t complete, what you get will probably be incomplete.

So, if you feel you can’t find a relevant experience, use the Basic Achievement Three-Step to find one. It will usually produce almost instantaneous results.

And once you have learned the Super Achievement Clearing Process (Chapter Ten – C), substitute that. It works extremely effectively.

Now for something really juicy…

**Time-Tripping and You**

As you may have guessed, Kurt Vonnegut is one of my favorite authors. One of his books is Slaughterhouse Five in which the protagonist travels through time. He calls the process Time-Tripping.

I’ve adopted that name for the process of refining your Super Achievement Target, in which you travel through imaginary time to ensure that the path to accomplishment of your SA Objective is a smooth one.

When you identify a series of right-now memories (during the Wish List process), you Frame where you are now.

And when you set an SA Objective and translate it using the Target Process, you Frame where you want to go.

Both of these points are very clear. But the path from one to the other can involve going in circles, backtracking, and otherwise taking the long way because you're giving your Unconscious carte blanche in inventing how to get from here to there.

It's easy to cut out a lot of that unnecessary work by anchoring the path from here to achievement of your SA Objective at a few midpoints.

Here's how to do it:
1. Divide the time between now and your scheduled completion date into four roughly equal segments. The beginning of the first segment is now and the end of the last is when you expect to achieve your SA Objective, your End Point Date.

2. Re-create the Imaginary Experience of having just successfully achieved your SA Objective, as documented in your Affirmation. Tune that Imaginary Experience up to a 10 and anchor it in your Inner Anchor Point.

As you do that, give your Unconscious the instructions. Say, into your Inner Anchor Point, “This is the way I would like things to be on or before (insert your End-Point Date). Please make this happen in ways that are for the highest good of me and of all concerned.” Then breathe in and make that a part of you.

3. Imagine a scene at the beginning of the second time segment. Take whatever pops up on this Date One.

What pops up may very well have nothing obvious to do with your SA Objective but it's what your Unconscious Mind wants you to work with. So take what you get and work with it. That’s very important!

Your job is to simply bring it to a true 10 and anchor it in your Inner Anchor Point together with the instruction, “This is an example of the way I’d like things to be on (insert Date One) on the way to successful achievement of my Objective. Please make this happen in ways that are for the highest good of me and of all others involved.”

4. Repeat the previous step for each of the other two intermediate dates, at the beginning of the third time segment (Date Two) and the beginning of the fourth (Date Three).

5. Then repeat the process of tuning up and anchoring your End Point Success Image, the one of you having just successfully achieved your SA Objective as described in your Affirmation.

What You’re Doing in the Time-Tripping Process

This is an easily understood process once you recognize that your current, right now, experience of your life involves everything - conscious and Unconscious - that's going on in your life.
If you're on track with what's right for you, you'll have a true 10 experience right now.

In other words, is your life feeling great on all levels, inside and out, right now, this very minute?

If so, you’re at a “10” and you should be smiling.

If, however, things seem fine but there are little nagging doubts or concerns, something’s out of whack and you have some work to do – resolving that Blocker.

The same is true when you pick an imaginary point in the future.

Remember, your Unconscious Mind doesn't differentiate between reality and imaginary things. If things seem a true 10 at that imaginary point in time, you're on track to achieving your SA Objective.

But if not, something in your life is off track, probably in a way that will take a fair amount of extra energy and may generate some rather unpleasant side-effects on the way to achieving your SA Objective.

By changing that experience in your imagination, you are telling your Unconscious to use its amazing capabilities to invent and implement a way of getting back on track with what’s right for you.

In other words, you can correct the future image in your mind by imagining it exactly the way you want it to be—a perfect 10 for you.

When you do that, you are telling your Unconscious to make that scene happen in whatever ways it can (for the highest good of all concerned, of course).

It seems too simple to be true but simple things are usually the ones that work.

You Are Not Setting an Objective at Each Intermediate Point

It’s very important for you to understand that when you tune-up and anchor with instructions each of the intermediate date points during the Time-Tripping Process, you are not setting SA Objectives.
What you are doing is giving your Unconscious corrective instructions.

That’s all you’re doing.

It is very unlikely that you’ll ever consciously experience what you anchored actually coming to pass.

What you will consciously experience is that you’ll follow a relatively easy and direct path to achievement of your SA Objective.

But that will only be obvious in retrospect, most likely.

A Detailed Step by Step Description of the Super Achievement Target Process

Now let’s make all of the above come alive for you.

I call what I just partly described, the Super Achievement Target Process.

Here are the detailed steps, followed by an explanation:

1. Frame each Key Element of your written SA Objective by circling or underlining it. A Key Element is one that is both important to you and is approximated by some experience that you can clearly remember.

2. Copy the first Key Element (set of circled or underlined words) onto a clean copy of the Target Process form. Then recall a memory that approximates what you intuitively mean by those words and record only enough about the memory so that you can easily recall that memory later.

   For example, in the preceding example of the memory of the Artificial Intelligence Venture, I would write:

   “changing Per's diapers.”

   That’s just enough to reliably recall the memory.

3. Repeat step 2 with each of the other Key Elements of your SA Objective. (Use the same Target Process form.)
4. In your imagination, modify the memory associated with the first Key Element until it becomes an Imaginary Experience that defines exactly what you intuitively mean by those words.

5. Frame the result by surrounding it with white light and anchor it in your Inner Anchor Point. Then read into your Inner Anchor Point the exact words that make up the Key Element that Imaginary Experience depicts and imagine merging those words with the Imaginary Experience as you instruct your Unconscious to do so.

6. Repeat step 5 for each of the other Key Elements and Associated Memories.

7. Focus on your Inner Anchor Point and read your entire written SA Objective into it. Then instruct your Unconscious to combine your “definitions” (Key Element words and associated Imaginary Experience) with your SA Objective to create an Imaginary Experience of having just successfully achieved your SA Objective. Imagine that happening.

8. In your “mind's eye” examine this new Imaginary Experience and modify it as you require to make it to a “10” level Imaginary Experience of you having just successfully achieved your SA Objective. Be sure that this includes a sense of being successful, joy, enthusiasm, and a sense of fulfillment. Also ensure that it includes all the levels of experience - physical, emotional, mental, and inner.

This may require adding color, sound, smells, taste, touch, movement, thoughts, and/or emotions as well as adding or subtracting elements of the Imaginary Experience. Make it a 10 for you.

To do so, Frame what needs to be changed, focus on your Inner Anchor Point and ask for the desired modifications.

You may have to do this several times. You may also have to write the desired changes on a piece of paper to adequately Frame them for your Unconscious.

In any case, keep modifying things (I call that tuning up) until you have a true 10 Imaginary Experience of having just successfully achieved your SA Objective.
9. Surround this true 10 Imaginary Experience of having just successfully achieved your SA Objective with an imaginary ball of white light. Then imagine placing your imaginary ball containing your Imaginary Experience into your Inner Anchor Point.

While doing this, ask your Unconscious to make this happen, on or before your End Point Date, in ways that are for the highest good of you and of everyone else involved.

Repeat this anchoring process several times, tuning up your Imaginary Experience of having just successfully achieved your SA Objective, each time.

10. Write a detailed description of the Imaginary Experience of having just successfully achieved your SA Objective.

11. Read this through for 10 minutes, editing until it seems exactly right. The result is called an Affirmation.

12. Divide the time between now and your scheduled completion date into four roughly equal segments. The beginning of the first segment is now and the end of the last is when you expect to achieve your SA Objective, your End Point Date.

13. Re-create the Imaginary Experience of having just successfully achieved your SA Objective, as documented in your Affirmation. Tune up that Imaginary Experience to a true 10 and anchor it in your Inner Anchor Point. As you anchor your Imaginary Experience, also give your Unconscious the instruction that this be achieved on or before your End Point Date in ways that are for the highest good of you and of all concerned.

14. Imagine a scene at the beginning of the second time segment, whatever pops up, on your Date One.

What pops up may very well have nothing obvious to do with your SA Objective but it's what your Unconscious Mind wants you to work with. So take what you get and work with it. That’s very important!

Your job is to simply bring it to a true 10 and anchor it in your Inner Anchor Point together with the instruction, “This is an example of the way I’d like things to be on (insert Date One) on the way to successfully achieving my Objective. Please make this happen in ways that are for the highest good of me and of all others involved.”
15. Repeat the previous step for each of the other two intermediate dates, at the beginning of the third time segment (Date Two) and the beginning of the fourth (Date Three).

16. Then repeat the process of tuning up and anchoring your End Point Success Image, the one of you having just successfully achieved your SA Objective as described in your Affirmation.

17. Read through your Affirmation to determine whether it still accurately describes your current End Point Success Image. If not, edit your Affirmation until it does.

18. Further prioritize your Super Achievement Target by writing your Affirmation 25 times, refining it as required to deal with Blockers, just as you did in prioritizing your Basic Achievement Target.

Now look at what you have in hand.

The result is a very clear, highly prioritized conscious and Unconscious Super Achievement Target.

In this one process, you will have accomplished two steps of the Three-Step process, creating and prioritizing your Target.

You’re on your way!
A Few Comments On The Target Process

Have you ever considered how a translator takes a body of work in another language and translates it so you can read it?

That’s pretty much how you will work with your Unconscious Mind.

When you Frame a Key Element of your SA Objective and identify an Associated Memory that approximates what that Key Element intuitively means to you, you repeatedly (and probably without full conscious awareness) compare various combinations of words with various candidate memories until you come up with a combination of words and memory that easily fit together.

When you modify the memory until it “exactly” matches what you intuitively mean by the associated Key Element of your SA Objective, you are actually going through a complex process of translating among the various languages of your brain.

This translation process is analogous to what it takes to ensure an accurate translation of important documents from one language to another - say French to English.

First, the French document is translated into English by an expert translator.

Then another expert translator converts it back to French and the result is compared with the original.

If necessary, the process is repeated until what comes back adequately matches the original document.

This is what you are doing with your mind!

In translating your memory, you were translating among the four languages of the brain in similar fashion.

When you anchor something in your Inner Anchor Point, it receives a lot of Unconscious attention. If what you've anchored is an Imaginary Experience that involves all of the four major languages of the conscious and Unconscious Mind - words, patterns, emotions, and physical stimulus-response in harmonious agreement, the agreement and content get strongly prioritized.
When you instruct your *Unconscious* to implement what you have anchored (by imagining speaking into your *Inner Anchor Point*), you have an extremely powerful combination going for you.

And when you further prioritize your *Target* through repetition, your *Unconscious* is already in gear to give you what you have specified.

Talk about power?

NASA doesn’t have this potential!

*You* do.

**Another Example**

How do you create a house for yourself?

Let's once again look at the *SA Objective* that I used to “create” a house when I first moved to Stockholm:

| House: On or before November 1, 1983, I will have easily found, rented, and moved into a house that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where 10 is totally overjoyed. This house will match the following specifications at a level of at least 9 on a scale where 10 is an intuitively perfect match: a very open living room and dining room with a high ceiling; very large windows, an open fireplace, green carpet, and a weeping willow tree visible through the front window of the living room; many other rooms that are relatively isolated from each other and that have large windows and an airy feeling; a quiet location with very little traffic situated within 15 minutes off-peak or taxi driving time from the center of Stockholm; a location that is approached through attractive farmland and open fields; a very cooperative landlord; and a rental of not more than 5,000 kr. per month. All of this will take place in ways that are for the highest good of me and of everyone else involved.” |

The first *Key Element* was: “I will have easily found, rented, and moved into a house that I am satisfied with and enthusiastic about at a level of at least 9 on a scale where 10 is totally overjoyed.”
This was approximated by my memory of finding my 6 room apartment in San Francisco just above Union Street and overlooking the Golden Gate and Sausalito. It took 2 hours to do so, I got an infinitely renewable lease at $500 per month and moved in the next day.

(Of course, that was back in 1978.)

The second *Key Element* was: *“This house will match the following specifications at a level of at least 9 on a scale where 10 is an intuitively perfect match.”*

Just a couple of years earlier I had the experience of specifying and finding my perfect woman (which was why I was looking for a home in Stockholm). I knew that modifying that memory to match finding a perfect house would be easy.

The third *Key Element* was: *“a very open living room and dining room with a high ceiling; very large windows”* which was again approximated by my San Francisco apartment.

The fourth *Key Element* was: *“an open fireplace, green carpet, and a weeping willow tree visible through the front window of the living room”* which was approximated by my boyhood home in Washington, D.C.

And so forth.

In coming up with these combinations of words and memories, I went back and forth between words and memories until I found the appropriate chunks of each to form a pair.

And then I did a quick intuitive check to ensure that the memories I'd chosen could be easily tailored to match what I intuitively meant by the words.

The whole process was quick and easy.

And it worked extremely well.

It will work for you, too.

**Summary of the Target Process**

Since this is somewhat complex, I’d like to repeat what I just told you.
1. *Frame* each *Key Element* of your written *SA Objective* by circling or underlining it. A *Key Element* is one that is both important to you and is approximated by some experience that you can clearly remember.

2. Copy the first *Key Element* (set of circled or underlined words) onto the appropriate blank on your *Target Process* form. Then recall a memory that approximates what you intuitively mean by those words and record on your form only enough about the memory so that you can easily recall that memory later.

3. Repeat the preceding step with each of the other *Key Elements* of your *SA Objective*.

4. In your imagination, modify the memory associated with your first *Key Element* until it becomes an experience that defines exactly what you intuitively mean by those words.

5. *Frame* the result with a ball of white light and *anchor* it in your *Inner Anchor Point*. Then read into your *Inner Anchor Point* the exact words that make up the *Key Element* that memory depicts and, in your imagination, merge those words with the *Imaginary Experience*. Instruct your *Unconscious* to perform this merging.

6. Repeat the preceding step for each of the other *Key Elements* and *Associated Memories*.

7. Focus on your *Inner Anchor Point* and instruct your *Unconscious* to combine these “definitions” (*Key Element* words and associated *Imaginary Experience*) with your *SA Objective* (and imagine the process taking place) to create an *Imaginary Experience* of *having just successfully achieved your SA Objective*.

8. In your “mind's eye” examine this new *Imaginary Experience* and modify it as you require to make it to a “10” level *Imaginary Experience of you having just successfully achieved your SA Objective*.

   Be sure that this includes a sense of being successful, joy, enthusiasm, and a sense of fulfillment. Also ensure that it includes all the *levels of experience* - physical, emotional, mental, and inner.

   This may require adding color, sound, smells, taste, touch, movement, thoughts, and/or emotions as well as adding or subtracting elements of the *Imaginary Experience*. 
To do so, Frame what needs to be changed, focus on your Inner Anchor Point and ask for the desired modifications.

You may have to do this several times. You may also have to write the desired changes on a piece of paper to adequately Frame them for your Unconscious.

In any case, keep modifying things (I call that tuning up) until you have a true 10 Imaginary Experience of having just successfully achieved your SA Objective.

9. Surround this true 10 Imaginary Experience of having just successfully achieved your SA Objective with an imaginary ball of white light. Then imagine placing the imaginary ball containing your Imaginary Experience into your Inner Anchor Point.

While doing this, tell your Unconscious that this is what you would like to happen on or before your chosen date and ask it to make this happen, on or before that date, in ways that are for the highest good of you and of everyone else involved.

Repeat this anchoring process several times, tuning up your End Point Success Image each time.

10. Write a detailed description of the Imaginary Experience of having just successfully achieved your SA Objective, what I call your Affirmation.

11. Read through this Affirmation for 10 minutes, editing until it seems exactly right for you, until there are no Blockers.

12. Imagine a scene at the beginning of the first time segment, whatever pops up on your Date One by saying into your Inner Anchor Point, “Please give me an Imaginary Experience on (Date One) on the way to successfully achieving my Objective. Please do this in ways that are for the highest good of me and of all concerned.”

What pops up may very well have nothing obvious to do with your SA Objective but it's what your Unconscious Mind wants you to work with. So take what you get and work with it. That’s very important!

Your job is to simply and only bring that Imaginary Experience to a true 10 and anchor it in your Inner Anchor Point together with the instruction, “This is an example of the way I’d like things to be on (insert Date Three) on the way to successfully
achieving my Objective. Please make this happen in ways that are for the highest good of me and of all others involved.”

13. Repeat the previous step for each of the other two intermediate dates, at the beginning of the third time segment (Date Two) and the beginning of the fourth (Date Three).

14. Then repeat the process of tuning up and anchoring your End Point Success Image, the one of you having just successfully achieved your SA Objective as described in your Affirmation.

15. Read through your Affirmation to determine whether it still accurately describes your current End Point Success Image. If not, edit your Affirmation until it does.

16. Additionally prioritize your Super Achievement Target by writing your Affirmation 25 times, just as you may have done in prioritizing your Basic Achievement Target.

The Bonus Package

I again want to remind you of your Bonuses.

One of them consists of the Super Achievement Target Process form and the downloadable downloadable audio instructions (in which I lead you through the Super Achievement Target Process).

Once you have read and understood this chapter, you will be ready to use the associated package to lead your through the process that the chapter describes.

First, identify the Key Elements of your SA Objective and record them on the Target Process form along with the Associated Memories, as described above.

Then, follow the downloadable downloadable audio instructions that will verbally lead you through the process. Thus you will have both visual (form) and verbal (audio) guidance in doing the process.

Coming Up!
In the next chapter, I will show you how to accomplish the third step of the Cybernetic Transposition Super Achievement Three-Step, the process of permanently resolving self-defeating Unconscious habit patterns into ones that support achieving your SA Objective.

I call these Processes, the Root Normal Base Reframing and the Subpersonality Negotiation.
Chapter Ten
Super Achievement Step Three:
How to Resolve Self-Destructive Unconscious Habit Patterns Forever!

Remember self-sabotage?

Remember shooting yourself in the foot just before closing a big deal?

Remember feeling like nothing would ever work out for you?

Well, you can kiss those self-destructive habits goodbye—forever!

In this chapter, I will go farther in showing you one of the most empowering aspects of the Cybernetic Transposition Super Achievement Three-Step process — How to permanently resolve Unconscious habit patterns (what I call Blockers) into ones that support you in achieving what you want.

When your Blockers are resolved, you are free to attain your heart’s desires!

When your Root Normal Blockers are resolved, whole rafts of other more superficial Blockers built on them are also resolved.

A Blocker is any Unconscious habit pattern that tries to stop you from achieving your SA Objective.

A Blocker is anything in you that keeps you from experiencing joy right now.

Blockers are usually so familiar that we don't have the slightest idea that they're doing what they're doing.

But they’re there!

Do you know what Blockers you have in you right now?

Some typical Blockers include:
• I'm no good at this sort of thing.
• This doesn't make sense.
• It's crazy to try to do it.
• It's impossible.
• I'm tired.
• They're trying to put something over on me.
• There's no solution.
• I forgot what I was supposed to do.
• I'll do it as soon as I have time.
• There's only so much that one person can do.
• I could do it easily if I only had the proper training.
• It’s impossible, I just can’t do it.

See what I mean?

By now, your Blockers are probably so familiar that you take them seriously. They seem real to you. That increases their blocking power. This is a vicious circle that can be broken only by awareness.

For example:

• The list above consists of beliefs – labels that we put on intuitive feelings which, in turn, are just changes in the body, what I call your body feelings. Each of these changes reflects an attempt by a part of your Unconscious to get your conscious attention.

• These Unconscious parts want only the best for you but most of them arose early in your life and are still seeing things from a child's perspective. They need your conscious help in updating themselves. In other words, most of us still let our six-year old self drive our lives!

• These parts of you - which I call Subpersonalities - can rather easily change their tactics so they're helping you in ways that are consistent with what you currently want in your life. But they don't know how.

Now for the good news:
This chapter presents two very powerful techniques for permanently changing the way your *Blocker Subpersonalities* work.

These two approaches are:

1. **The Root Normal Base Reframing.**

   In Chapter Four – C, I showed you my latest on how to do the *Basic Achievement Base Reframing Process*.

   In this Chapter, I will show you a very powerful modification of that Process, the *Root Normal Base Reframing*.

   Recall that in doing a *Basic Achievement Base Reframing Process*:

   - By *Framing* and prioritizing the *Blocker Body Feelings* associated with a *Blocker*, you make it possible to easily follow those *Blocker Body Feelings* back to or near the *Blocker’s* point of formation. This is usually a very threatening situation in your childhood.

   - If, through your skill at hindsight, you create a true 10 new *Imaginary Experience*, a *Target*, that shows how you would now like that situation to have taken place and anchor it in your *Inner Anchor Point* with appropriate instructions, you can change things.

   - Where the *Blocker Expressing Subpersonality* would have previously given you the *Blocker* response, it will now give you your new version. And it will do so *Unconsciously*, automatically and, usually, without your conscious awareness.

   This is the essence of the *Basic Achievement Base Reframing Process*, although the actual process is a good deal more elegant and more powerful than this description would imply.

2. **The Subpersonality Negotiation.**

   - By personifying the *Blocker* as a *Subpersonality*, you can initiate a discussion with the *Subpersonality* during which you find out what it's trying to do and whether that matches your conscious desires.
If not, you can assist the Subpersonality to rediscover it's most basic reason for what's it's doing.

- When it finds its Basic Job, the Subpersonality will be ready and willing to take on any new job you want to give it that is consistent with that purpose.

Basic Jobs usually involve some version of:

- experiencing rather than thinking
- creating inner peace, joy, loving
- a sense of worthiness
- a sense of being connected with the oneness of all things
- being true to who you really are.

- Often a Subpersonality will need the support of other Subpersonalities in doing its new job. Thus, the process soon moves to an inner-team building mode that creates a support team to help you get what you're after.

This is a powerful “new” resource, dedicated to helping you manifest what you desire.

The two tools just described are incredibly powerful.

Now let’s explore each of them. Then, in Chapter Ten – B, we’ll get much farther into performing the Subpersonality Negotiation.

A True Story

The following true story will help illustrate what you may have already learned (the Basic Achievement Base Reframing Process) or what it’s now high time to learn:

Andria was a newspaper reporter who’d been assigned to write an article on my work. When we met, she asked for a brief explanation of what I did and I briefly explained the Three-Step process, including a reference to the Base Reframing process.
That seemed to get her interested and she asked me for a demonstration. So I asked her if she had any disturbing body feelings. She said definitely yes, that she got two or three intense migraine headaches each week, the classic kind with light flashes. She said they were totally debilitating and that all she could do was to take medication and go to bed for four to six hours.

I had her Frame her Blocker Body Feelings (the feelings associated with the migraine headaches), surround them with an imaginary ball of white light and place them in her Inner Anchor Point. I then had her instruct her Unconscious to take her to an earlier time in her life when she’d gotten the same feelings.

She immediately got a memory and recorded it on paper. I had her repeat this process three times and she got three more, much earlier, memories. Finally, I had her ask her Unconscious to take her back to the very earliest time when these feelings had been present that were for her highest good to recall just then.

The earliest memory was when she was about 18 months old and she was with her twin brother. In that memory, she was very worried about his safety and felt that he might very well die if she didn’t take care of him, at all costs.

Since the next earliest memory and the other later memories were of her sacrificing her own well being to take care of him, the pattern was clear. For example, the next earliest memory was of her following her five year old brother into a cave filled with insects and snakes. She was petrified and her own survival instincts were shrieking at her to hold back but her need to protect her brother was greater. So she went into the cave.

Not surprisingly, in the memory she also got a migraine headache which was due to the conflict between her drive for survival and her drive to protect her brother, her twin – who her Unconscious took as a part of herself because they were twins.

In her imagination, Andria reframed each memory, starting with the very earliest one, into one that was a 10 in desirability from her mature perspective. For example, the very earliest memory became one in which she felt great love for her brother and decided that she could both love him and allow him the freedom to grow in his own way while she took care of herself.

In each case, she instructed her Unconscious to substitute the 10 reframe for the earlier memory in ways that were for the highest good of herself and all others involved. She then did a process of Framing the themes that ran through all of the 10
reframes, of identifying the essence of all of them, and instructed her Unconscious to use that as an instruction of how to create, perceive, experience and handle similar situations in the future.

Andria called me a week later. She’d had no more headaches and felt much more positive about life.

Oh, by the way, she wrote a three-full-page very positive spread about my trainings.

How to Lasso a Blocker

What does your body feel like right now? Is everything perfect in your experience of your body or is something bothering you? Anything bothering you is a Blocker Body Feeling.

Both the Root Normal Base Reframing and Subpersonality Negotiation processes start with Framing the Blocker Body Feelings that are associated with the Blocker experience.

In other words, what are your body feelings right now, this very minute?

In doing this, don't be too concerned about what you name the Blocker Body Feelings. Focus, instead, on the actual body changes.

For example…

Your written description might start, “My stomach feels tense.” Then you might get even more precise, “In the middle two or three inches of my abdomen, I experience strong inward pressure that is accompanied by similar pressure from a smaller area of my back more or less directly behind it.” When you are able to write such a precise description and when it seems intuitively correct, you have done an effective job of framing the body feelings.

Written Framing

I should point out that both the Root Normal Base Reframing and Subpersonality Negotiation Processes involve a good deal of written Framing.
Therefore, I'm just going to remind you that writing is a powerful tool for generating agreement among your conscious and Unconscious parts.

**True-Self**

I should also take a moment to talk about your True-Self.

What is your True-Self?

Your True-Self is the part of you that knows what is right for you and how to fill your life with loving, joy, and harmony.

In Unadvertised Bonuses Numbers 5 and 6, you'll learn how to Frame your True-Self so that it can act as an inner mentor.

But for the time being, whenever I mention your True-Self, just rely on your inner sense of integrity instead.

You know what I mean.

**How to Handle Procrastination**

Before you start into the ensuing instructions, read the next true story. It will help you understand the process you are about to go through. It’ll also be very inspiring.

Frank was an expert in graphic design software and had received feelers from a company in that field. They had suggested he could write his own ticket if he came with his top assistant.

This seemed like a golden opportunity but Frank found himself procrastinating. Whenever he thought about talking to his assistant, he became nervous, sweaty and very uncomfortable. So he’d distract himself by doing something else.

Finally, he decided to try to deal with his procrastination by doing a Basic Achievement Base Reframing Process. First, he recorded the situation where his
**Blocker Body Feelings** came up - when he thought of talking to his assistant. Then he Framed the body feelings in writing.

Specifically, the nervousness took the form of shaking hands and tense neck muscles, he felt sweat on his skin and the heat of a flush in his cheeks, and he noticed that he’d crossed his arms tightly over his stomach.

Having done this, in his imagination he surrounded those **Blocker Body Feelings** with a ball of white light and placed the ball and feelings in his **Inner Anchor Point**. Then he asked his **Unconscious** to take him back to an earlier time when those same feelings were present. He had a little trouble but pretty quickly got a memory that he recorded on his form.

Frank repeated this process of asking his **Unconscious** to take him back to successively earlier memories when the same feelings were present and, finally, to the very earliest time when they were present that was appropriate and for his highest good to recall just then. In each case, he got a memory and recorded it on his form.

In the very earliest memory, he was 4 or 5 years old and felt something like an outcast. He had few friends and was usually shunned by the kids his age at school. In the memory, Frank urgently wanted to play baseball with those kids and, after gathering all his courage, asked them if he could. They turned him down, jeering and calling him names.

From his mature, current 33 year old perspective, he then reframed this memory to one in which they’d responded with enthusiasm, with both teams vying for his membership.

In this reframe, Frank felt loved, accepted, a full member of the team and proud of himself for asking. He then wrapped this reframe in an imaginary ball of white light, placed it in his **Inner Anchor Point** and told his **Unconscious** that this was an example of the way he would like to perceive, experience, create and handle this type of situation in the future, for the highest good of himself and of all others involved.

He similarly reframed, anchored and instructed his **Unconscious** for each of the other memories.

He then identified the themes running through all of the reframes, identified the essence common to all of them, and recorded them as his **Merged** Reframe.
Finally, he reframed his original memory of procrastinating into a perfect 10 Imaginary Experience in ways that incorporated all of the themes comprising his Merged Reframe.

Then he surrounded the result with a ball of white light, anchored it in his Inner Anchor Point and told his Unconscious that this was the way he would always like to perceive, experience, create and handle this type of situation in the future, for the highest good of himself and of all others involved.

The following day, Frank easily approached his assistant who eagerly joined him in constructing a set of demands that the inquiring company rapidly met. These included a 50 percent increase in salary, stock options, and an operating budget that would allow them to implement many things they hadn’t been able to do previously.

It was easy once Frank had done the Base Reframing. And he marveled at how nearly impossible it had seemed before that.

But…

Subpersonalities, the parts of our Unconscious that express Blockers are like us consciously. Once we learn a bad habit, we tend to generalize it to other situations.

When Subpersonalities do this, it appears that a Blocker we have already resolved reappears.

While that’s not so, what reappears is a variation on the original Blocker.

Resolving all of those variations at once is what the Root Normal Base Reframing is about.

Frank thought he had now permanently cleared all of his procrastination issues but other versions kept popping up. He diligently resolved each of these newly identified Blockers.

Then he learned the Root Normal Base Reframing Process that you’ll learn shortly.

He performed a Root Normal Base Reframing on the next procrastination Blocker that arose and that was it.

He has had no more procrastination Blockers raise their ugly heads.
How Do You Feel?

Rather than giving you additional abstract description of the Base Reframing and Subpersonality Negotiation Processes, I'm going to move right into listing the steps comprising each and then give a couple of “live” examples.

But before I do, let me state something important.

Don’t think you don’t have any Blockers.

We all do.

Here's a simple general rule for sniffing out your Blockers:

Whenever you are experiencing anything other than inner joy, loving, harmony, enthusiasm, high energy and a sense of fulfillment of your potential, you are encountering a Blocker!

That one reminder ought to help you as you go through this next section.

Root Normal Base Reframing Process Instructions

The Root Normal Base Reframing Process consists of a seemingly minor but actually extremely important variation of the Basic Achievement Base Reframing Process.

That variation consists of instructing the Blocker Body Feelings to take you back to earlier times when “…the Root normal form of this Blocker was operating…”

It is VERY IMPORTANT to note that you should never try to do a Root Normal Base Reframing until you have successfully completed at least ten (10) Basic Achievement Base Reframings.

The point is to ensure that your unconscious has learned the basic process.

So, to perform a Root Normal Base Reframing:
1. Focus on your *Inner Anchor Point* and ask that this *Root Normal Base Reframing Process* takes place in ways that are for the highest good of you and of all concerned.

2. Frame your *Blocker Body Feelings*.

   *For example, I recently did a *Root Normal Base Reframing* dealing with a feeling of getting nowhere on an extremely challenging *SA Objective*. The *Blocker Body Feelings* were a sense of being pulled downward from within my chest, like collapsing inward into the center of my chest, I felt my mouth down turned and I felt tired and weary. So I wrote on my *Base Reframing* form: Pull-down in chest, feels like collapsing into the center of my chest, mouth down turned, tired and weary.*

3. Surround the experience of those *Blocker Body Feelings* that are at least an 8 in clarity and concreteness with an imaginary ball of white light and imagine placing it and your experience of the *Blocker Body Feelings* into your *Inner Anchor Point*. This intensifies your *Unconscious* focus on the *Blocker Body Feelings*.

4. Focus on your *Inner Anchor Point* and imagine talking into it. Ask the *Blocker Body Feelings* to take you back to any earlier memory where the *root normal form of this Blocker* was operating. Take the memory that pops up even if it's not what you expect. *Frame* the memory by recording it in writing on your *Base Reframing* form. If the memory isn't clear or if it seems like your *Unconscious* isn’t giving you a memory, refer to *Turning a Blank into a Clear and Understandable Memory via the Color Process* in Chapter Four - C. Perform that Process until you get a memory.

   At first, the memory may be tenuous. You may only get a glimpse of something. If so, *Frame* that something by recording it on your *Base Reframing* form. Then repeat the instructions above. Keep recording what you get and repeating the request to your *Unconscious* to give you the memory until it becomes clear.
If your memory is pretty clear but doesn’t make sense to you, refer to **What If the Memory is Now Pretty Clear but Not Fully Understandable?** in Chapter Four – C. Perform that Process until you understand the memory.

*In the example of my own process, the first memory was from about four years ago. I remembered deciding to stop raising capital for a new venture that I was formulating when the dot com market collapsed because it seemed that the market for its service/product had also collapsed.*

*On my form I wrote: “Giving up on LoopSounds.com. Won’t work. No one wants it. Waste of effort.”*

5. Repeat the preceding step while asking the **Blocker** to take you back to any even earlier time when the *root normal form of this Blocker* was operating.

*The next memory for me was about 7 years ago, another decision to terminate an effort because the market had changed.*

*On my form I wrote: “Giving up on the (name of company) project. Clearly things have changed. Why push water uphill?*

6. Repeat that step again while asking the **Blocker** to take you back to any even earlier time when the *root normal form of this Blocker* was operating.

*The third memory was about 5 years ago, when a very close friend of mine, who was also a client, died. I decided to stop marketing to his company. It involved lots of difficult travel and, without my friend around, it wasn’t worth it.*

*On my form I wrote: “(Friend’s name) died. No point in continuing with (company name).”*

7. Repeat that step a third time while asking the **Blocker** to take you back any even earlier time when the *root normal form of this Blocker* was operating.

*The fourth memory was about 30 years ago, when I left a very difficult turnaround project that I had unwisely undertaken.*

*While the project was successful, the people in the company really disliked me and I hadn’t had time to change that. So I felt like I was quitting, even though*
I’d met the criteria that the owners of the company had given me and had been well paid.

On my form I wrote: “The last day at (company name). I’m a pariah. I might as well get home.”

8. Repeat that step a fourth time while asking the **Blocker** to take you back to the very earliest time when the **root normal form of this Blocker** was operating that is appropriate and for your highest good to recall at this time. Then repeat that instruction.

The earliest memory was when I was about 4 years old.

I grew up in an emotionally cold home, something that I found very painful. In this memory, I was lying on my bed, staring up at the ceiling at a light shining through a frosted glass fixture.

I concluded that my parents just didn’t love me so there was no use trying any more to get their love.

On my form I wrote: “Little. Lying on bed staring at light. Concluded my parents just didn’t love me, no use trying. Might as well quit and just withdraw.”

9. Create a new version of that very earliest memory, one that is filled with loving, joy, harmony and fulfillment. Modify that **Imaginary Experience** until it becomes a **true 10**.

Remember, you're not changing the past. You are simply creating a new instruction for your **Unconscious** in its own languages.

Refine this **Imaginary Experience** until it is a **true 10** - as compared with your **true 10** reference point.

My “reframe,” my new version of this earliest situation seemed like it would be very difficult to create but it wasn’t. After asking my **Unconscious** for a relevant starting point for the reframe, I fell back on the experience that I’d had during a near death experience, one that was filled with God’s loving and acceptance.
On my paper I wrote: “I experience God’s love and that of my guardians and angels. Then I experience my parent’s and my brother’s love for me that was always present beneath the surface. I feel filled with loving and joy.”

10. Surround this true 10 new version with an imaginary ball of white light and anchor it in your **Inner Anchor Point** while focusing on your **Inner Anchor Point** and saying to your **Unconscious**, “This is an example of the way I’d like to perceive, experience, create, and handle this type of situation. Please make that happen in ways that are for the highest good of me and of all concerned.” Then breathe in and out deeply until you experience what you've anchored becoming a part of you.

12. Repeat the preceding two steps for each of the later memories you documented “on your way back” to the most recent one.

The reframe of my next memory involved self-acceptance and that triggered positive memories.

On my form I wrote: “I know that I have done something good. Thousands of employees who now have jobs and would have lost them or who had no jobs and now have them are better off. Several employees came into my office to thank me and to wish me farewell. I realize that I did as well as I knew how even though I would have done it differently if given another chance. I know that God loves me and is present. I feel tremendous joy at having completed this difficult test, at having endured.

And similarly for the other later memories.

12. In your imagination, roam through all of these perfect 10 reframes and identify the themes that run through all of them. Document these themes under the heading, Merged Reframe.

*My Merged Reframe* themes were of being filled with tremendous joy, loving, self-acceptance, abundance, awareness that I am loved, and gratitude for the blessings that fill my life.

13. Reframe the original situation in which the Blocker Body Feelings arose. Reframe it to a perfect 10 in ways that incorporate all of the Merged Reframe themes.

Surround this true 10 **Imaginary Experience** with an imaginary ball of white light and anchor it in your **Inner Anchor Point** while focusing on your **Inner Anchor Point** and
saying to your *Unconscious*, “This is the way I would always like to perceive, experience, create, and handle this type of situation. Please make that happen at all relevant times and in ways that are for the highest good of me and of all concerned.” Then repeatedly breathe in until you experience what you’ve anchored becoming a part of you.

14. You may now be in a very deep and tender state so be very gentle with yourself. Breathe slowly and deeply. Without opening your eyes, become aware of your body. Slowly move your arms and legs and your head. Become aware of the room you're in and then the building and the city and so forth. Being very gentle with yourself, finally open your eyes when you're completely ready.

Wait 10 or 15 minutes before interacting with other people, looking at TV or reading a book or magazine. Just relax and, if you want something to do, focus on your breathing.

*The Blocker Body Feelings and the pattern of experiences associated with this Blocker have never recurred.*

*In fact, I have never even recalled doing this process until today when I went through my files to find a good example for the book.*

*It all worked totally Unconsciously.*

*And I was completely successful in achieving the SA Objective that had triggered the Blocker Body Feelings.*

**Tips For More Easily Doing Any Base Reframing**

1. The more clearly *Framed* the *Blocker Body Feelings*, the easier and more effective is the rest of the *Base Reframing* process.

One way of increasing the clarity of the *Blocker Body Feelings* is to do the following:

- Rate the intensity of your awareness of these physical *Blocker Body Feelings* on a 1 to 10 scale where 10 is as concrete an experience as holding a book and 1 is an intellectual abstraction with no physical experience at all.
• If your rating is less than 8, focus on what's intuitively missing or needs to be changed to make this a much more concrete experience (write that down on a piece of paper if you feel it’s necessary), focus on your Inner Anchor Point and ask your Unconscious to make those changes in ways that are for the highest good of you and of all concerned.

• Repeat this process until you have at least an 8 level of awareness of the Blocker Body Feelings.

2. With a clearly Framed set of Blocker Body Feelings, you'll be able to find the first remembered point pretty easily, assuming you take what you're given rather than what you may expect.

If you don't know why you've been given a particular memory and feel that it’s important for you to know, focus on your Inner Anchor Point and ask your Unconscious to take you to the place in that memory where the Blocker was active. Repeat that instruction until you clearly understand why the memory was chosen.

3. Finding the next memory is usually rather easy if you've clearly Framed the preceding one by writing a description of that memory on your form, adding detail about how things looked, sounded, felt, tasted, and smelled as well as your intuitive feelings, thoughts, emotions, and sense of self. Develop that description until you have an intuitive feeling that what you are describing is clearly Framed.

4. If you have trouble coming up with a true 10 version of a memory, consider the following:

You are not changing the past, you're just coming up with a new example.

In doing so, you're making your own movie and you're the writer, director, casting agent, producer, and so forth.

The only thing you’re not allowed to change is the basic situation.

Remember the example I gave earlier in this Chapter, about 30 years ago, when I left a very difficult turnaround project that I had unwisely undertaken.

While the project was successful, the people in the company really disliked me and I hadn’t had time to change that. So I felt like I was quitting, even though
I’d met the criteria that the owners of the company had given me and had been well paid.

On my form I wrote: “The last day at (company name). I’m a pariah. I might as well get home.”

In that case, the basic situation was that I was leaving a company having completed a difficult turnaround. That’s all.

I have complete freedom to change anything else.

In other words, give yourself maximum freedom to come up with a Target that really delights you.

If you're still having trouble, Frame what's not up to snuff in your Imaginary Experience, one aspect at a time. If necessary, Frame it through writing.

Frame this very tightly so that your Unconscious knows exactly what you want to change. Then focus on your Inner Anchor Point and repeatedly ask for those changes until they pop into your consciousness. (This usually happens very quickly.) Repeat this process with each “deficient” part until you have a true.

5. Do you remember the “Tree” Imaginary Experience in Chapter Six?

In similar fashion, create complex, unfamiliar Imaginary Experiences by starting with very familiar pieces and modifying them in familiar ways.

6. UNDER NO CIRCUMSTANCES should you forget to use the “highest good” instruction where indicated.

Another Root Normal Base Reframing Example

This is an actual example that one of my trainees gave me permission to use. The names are changed.

Art's marriage was falling apart and he'd entered a relationship with Karen despite the fact that he was still married. Since they'd been together, Karen had gotten
pregnant and had become quite critical of Art because she wanted him to get a divorce and marry her.

But Art wasn’t willing to end his marriage yet. This had become such a bone of contention that he and Karen decided to separate for a few days to think things over.

Then, a few days later, they got together again to see if they could patch things up but the meeting was a disaster. Eventually, Art very angrily told Karen that he felt she'd been ignoring and lying to him. Her response was to walk out.

Art felt that he really loved Karen and that she was the one for him. He wanted to have a loving and positive relationship with her and had just set a **Super Achievement Objective** to assist in this. But he'd encountered a very powerful **Blocker**, the same one that led to him blowing up at Karen a few days earlier.

He **Framed this Blocker** as “very angry and very calm at the same time; very clear so the words come out very clearly” and **Framed the Blocker Body Feelings** as “a cold feeling in my stomach and my arms feel straight and open, as if in a welcoming gesture.”

After prioritizing these feelings, Art instructed his **Unconscious** to take him back to any earlier memory where the **root normal form of the Blocker was operating**. This brought him to an experience 14 years earlier with another married woman whom he also loved. But he concluded it wouldn't work so, in the memory, he is telling her that he doesn't want to marry her and she is heartbroken.

**Successive memories included one at 25. He's in the military and things have gone wrong in a practice maneuver. Art is telling his Captain that it's all his fault, taking responsibility and apologizing for having failed at the task.**

**Finally Art drops back to the earliest memory where the **root normal form of this Blocker** was operating, when he was 3-4 years old. He and two other boys were scratching the paint of a car with a hammer and they got caught. The other boys point at him, saying he's one who did it. His parents believed them and he's physically punished and publicly shamed.**

**In his true 10 new version of this scene, little Art is sitting in his mother's lap as she gently strokes his head and explains why it's not appropriate to scratch cars. Smiling with the wisdom of his own mistakes, his father is telling him that it's okay to make**
mistakes, that’s how we learn, and that he saw the other kids doing the same thing. Then he gives Art a joyful hug and, with his mother and father both cradling him they all dance in a circle, joyfully smiling and lovingly laughing together.

After anchoring this true 10 result with appropriate instructions to his Unconscious, Art similarly reframes each of the intermediate memories, bringing each to a true 10 and anchoring it before moving on. Finally, he returns to the experience with Karen and reframes that in a way that incorporates all of his Merged Reframing themes, into a scene of honesty and acceptance on both of their parts, each expressing loving, and ending up in a very loving and harmonious resolution.

He then anchored this as his new primary instruction to the Subpersonality that had been expressing the Blocker.

A couple of months later, Art realized that there hadn’t been any repetitions of the fight or even the Blocker Body Feelings. He and Karen were very close and eagerly awaiting the birth of their child. Art had filed for a divorce and the feelings surrounding his relationship with Karen were wonderfully positive - consistent with his “primary instruction” of loving, honesty, and acceptance in the Base Reframing.

This is a typical result.

Now take a deep breath, sigh, and get ready for another powerful tool for releasing those Blockers that used to hold you up.

The Subpersonality Negotiation

Now it's time to turn to the second Blocker resolution process, Subpersonality Negotiation.

In a sense, communicating with your Subpersonalities is like talking with yourself – and you are but only with specific aspects of yourself..

This process involves direct negotiations between your conscious self and Unconscious Subpersonalities that you may personify as people, creatures or other creations with whom you can carry on a conversation.
Usually, a *Subpersonality Negotiation* starts off with one *Subpersonality* and eventually incorporates others, each of which contributes a particular skill or perspective to resolution of the underlying problem.

In the process, all of these *Subpersonalities* are integrated into a team whose *Focus* is to support you in what you consciously desire.

As you can imagine, when your team is headed in the same direction, you can get there lots faster.

**The Subpersonality Negotiation Process**

I am going to weave an example into the instructions. I think that will make things much clearer.

The example is something that is present with me right now. I am rushing to complete a couple of chapters of this book before leaving early tomorrow morning for about a week of travel.

In order to meet my schedule, things have to be ready before I leave.

In addition, I just received an email from my editor asking me to review some of her work and answer some questions as soon as possible.

That has left me with a feeling of being somewhat overwhelmed, a feeling I don’t like and one that I don’t often encounter. So I will resolve that *Blocker* via a *Subpersonality Negotiation*.

The steps are:

1. Ask the *Subpersonality* to tell you its name or a name you can use to address it. Record this on your *Subpersonality Negotiation* form.

   I suggest the name “Overwhelm” and the *Subpersonality*, who looks like a slim but strong man with very black hair, coffee color skin, an intelligent look and lithe grace vigorously shakes his head, “yes”.

2. Ask what the *Subpersonality* is trying to do to help you when expressing this *Blocker*. Record this on your form as number 1.
He says, “I’m trying to keep you from taking on too much. The last time you
did, seven years ago, you got very sick. Remember, flying around the world
every month and the Sri Lankan disease you picked up? It kept you flat on your
back for 18 months. I don’t want that to happen again.”

If the answer isn’t clear or doesn’t make sense, just as you might when talking with
another person, (but while focusing on your Inner Anchor Point) say to the
Subpersonality something like, “This isn’t clear, it doesn’t make sense to me. Please
give this information to me in a form that I can understand.” Repeat that until you
achieve clarity.

If necessary, you can use the techniques presented in Chapter 4 – C to bring the
communication to the point where it is clear and understandable.

3. Again, while focusing on your Inner Anchor Point, ask the Subpersonality to play a
“what if” game by saying something like, “If you and I were able to identify one or
more other Subpersonalities who were able and willing to do this job to your
satisfaction, what would your more basic job be?”

Record the Subpersonality’s answer as number 2.

He says, “That’s easy. You were on track before you got in this immediate
 crunch. We had things set up for you to gracefully complete the chapters but the
need to provide intelligent feedback is too much.”

After I remind him of the question (above) – “If you and I were able to identify
one or more other subpersonalities who were able and willing to do this job to
your satisfaction, what would your more basic job be?” – he continues, “If I
didn’t have this to worry about, if you’d learned the lesson (sigh), I could
devote myself to something more basic. My job is to ensure that you have the
time and commitment to your spiritual meditation, to your spiritual growth. We
both know how important that is. But when you are too busy, you wedge it in
rather than giving it the attention that it deserves.

4. Repeat the preceding step, numbering these more basic jobs 3 and 4, respectively, until
you reach your Subpersonality’s Most Basic Job, which you should number as 5.

When I ask Overwhelm what is his Most Basic Job, he answers, “My Most
Basic Job is taking you back to God.” As he does, I have a strong emotional
reaction of recognition. So I ask him whether he was with me during my near
death experience 35 years ago. He answers, “Yes. That’s where I was created.”

5. Check with your True-Self (if you have not yet framed it per Unadvertised Bonuses 5
and 6, imagine your source of integrity) to determine whether this is the
Subpersonality’s Most Basic Job.

If your True-Self’s answer is not a clear yes, ask it to assist the Subpersonality in
identifying its Most Basic Job.

My True-Self says, “Yes, this is his Most Basic Job and is just the right for him and for
you. The key is letting him do it.

6. Ask the Subpersonality whether it would like to take on this Most Basic Job as its
primary function.

I ask Overwhelm for his response and he says, “That’s great. I don’t really like
using my energies to keep you from being overwhelmed. I’d rather be more
directly involved in taking you back to God.” As he says that, I see my True-
Self shaking his head “yes”.

7. Ask the Subpersonality if it needs assistance in performing its Most Basic Job. If the
answer is “no,” skip to step 9.

When asked, Overwhelm says he’s fully capable of and eager to focus on his
Most Basic Job.

8. If the answer is “yes,” ask the Subpersonality to name one or more other
Subpersonalities whose assistance is required to perform its Most Basic Job.

If Overwhelm had said he needed help, I would have asked him to identify one
or more other Subpersonalities who were able and willing to do what he
needed done.

Once he had identified each, I would have asked it whether it was able and
willing to do what Overwhelm needed. If any of them answered no, I would
have asked it to identify one or more other subpersonalities to provide the
support it needed to do what Overwhelm wanted.
9. When the Regressed Subpersonality (the one originally expressing the Blocker) has fully agreed to take on its Most Basic Job, consciously focus on job #4. Ask your True-Self whether this job is entirely positive as stated.

   If not, ask your True-Self to modify it until it is entirely positive and record the results in place of the original statement of job #4.

10. Ask the Regressed Subpersonality to identify one or more other Subpersonalities who are able and willing to do the entirely positive job #4 to its satisfaction.

11. When a new Subpersonality is identified, first ask it its name and Frame that by writing it. Then ask whether the Subpersonality (calling it by name) is able and willing to do what the Regressed Subpersonality wants it to do in implementing the entirely positive version of job #4.

   Record the name of the Subpersonality or Subpersonalities that the Regressed Subpersonality identifies.

   Individually, ask each whether it is able and willing to do what the Regressed Subpersonality wants it to do in implementing the entirely positive version of job #4.

   If the answer is, in each case, “yes,” go to step 14. If not, ask the newly identified Subpersonality to identify any other Subpersonalities it requires so it is able and willing. Record the names of any so identified.

12. Repeat steps 11-13 with jobs #3 through job #1, in that sequence.

13. Create an imaginary ball of white light completely surrounding you, filled with bright imaginary white light and bring into it the Regressed Subpersonality and all of the other Subpersonalities identified to perform the entirely positive versions of job #4 through job #1.

14. Integrate all of these Subpersonalities and your conscious self by imagining placing them in a white ball that rises up a white column of light. As the column ascends, it gets brighter and brighter, at a certain point becoming so bright that the essence of each Subpersonality within the white globe merges with the light and, thereby, integrates with all the others.
Now I’m imagining the ball beginning to rise within a column of much brighter white light. As we ascend, the white light within the ball gets increasingly bright. Now it’s becoming so bright that the essence of each of us seems to be merging with the white light...

15. When this integration has occurred, Frame the resulting experience of oneness with an imaginary ball of white light and imagine placing that ball and all that it contains into your Inner Anchor Point. While you do, breathe this integration into you, imagine it filling all areas of your physical body.

   And now, there is only a ball of incredibly bright white light that incorporates the essence of all of us. I am feeling a sense of peace and completeness. In my imagination, I am placing that ball of white light into my Inner Anchor Point and, as I do, I experience this light of integration filling my entire being with peace and completeness. Now I’m breathing that into me, imagining that it is filling my entire physical body.

16. Repeat this breathing process, for your imaginative, emotional, mental, and deep Unconscious bodies, one at a time.

   Now, one at a time, I’m imagining that light filling my imaginative self. Now my emotional self. Now my mental self. And now I imagine it fill all parts of my Unconscious self.

17. Now focus on your Inner Anchor Point and say, “Please make this integration take place in ways that are for the highest good of me and of all concerned.” Then breathe in and imagine making that a part of you.

18. When this is complete, keep your eyes closed and relax until your inner experience tells you that the integration is complete.

   No surprise to me, the overwhelm feeling has completely disappeared and I have almost completely finished this chapter.

   Often, in similar fashion, the process of Subpersonality Negotiation turns the Blockers into results, as happened for me.

   I’m done—and I feel great!
It’s now a month later than when I wrote the above. I’m very happily reviewing Joe’s improvements to my writing.

As I just went through the description of resolving my overwhelm, I realized that’s why I was so relaxed during the 2,500 mile drive I just took, bringing my son Per to eastern Washington state to start college. I remember that the first time I took that trip, about a year ago, I constantly felt overwhelmed by the amount of driving remaining. This time I didn’t feel overwhelm at all. I was relaxed and more or less enjoyed the drive.

That’s how it works – unconsciously. I wasn’t at all aware of why things were different until I reviewed my Subpersonality negotiation.

**The Super Achievement Clearing Process**

This is a very neat technique for both resolving Unconscious conflict and creating a series of effective action techniques that you can consciously put into practice.

The essence of the *Super Achievement Clearing Process* is negotiation among four parts of you: the Subpersonality expressing a particular type of simple Blocker, your Conscious Mind, your Creative Part and your True-Self.

The types of Blockers appropriately addressed by the *Super Achievement Clearing Process* are ones that manifest as the following types of questions that pop into your Consious Mind:

- What should I do now?
- How should I handle this?
- How can I do this?
- When should I do this?
- Who can help me with this?

The job of the Creative Part is to identify three action alternatives for answering these types of questions that are a perfect 10 for the Blocker, your True-Self (meaning they are appropriate and for your highest good) and your Conscious Mind.
This typically requires some framing through writing and some editing based on input from all three parts. When you reach the point where your **Conscious Mind**, your **True-Self** and the **Blocker** agree on the action approaches, the **Blocker Body Feeling** is replaced by inner harmony and you consciously know exactly what you need to do.
What This Looks Like in Practice

Some years ago, after setting an appropriate Cybernetic Transposition Super Achievement Three-Step Target, I wrote Prime Minister Margaret Thatcher of the U.K. a 1 1/2 page letter offering to assist her in straightening out the British economy.

Two weeks later I had a contract to train a representative group of entrepreneurs and industry representatives in the Cybernetic Transposition Super Achievement Three-Step processes.

This is what happened when I taught them the Super Achievement Clearing Process.

I asked everyone in the training to pick a currently strong intuitive feeling that was bothering them. Being entrepreneurs and aggressive managers, they had no trouble each finding at least one.

Then I led them through the Super Achievement Clearing Process. As soon as I finished and told the group to take a break, one of them jumped up and urgently rushed out the door. I followed to make sure he was all right and found him at a pay phone, vigorously talking business.

When we reconvened, I asked him what had happened. He said that during the process, he’d worked with a feeling that had been bothering him for three weeks. He learned that the feeling indicated something was wrong with his company and that he should do three simple things to resolve the problem:

- call his purchasing manager and ask him if there was anything he needed to get off his chest.
- get a progress report on a specific project.
- suggest a new procedure for accelerating things with vendors that he’d thought of a couple of weeks ago.

These all made sense to him and seemed easy so off he went to the phone.

He easily reached his 65 year old purchasing manager who was extremely effective but harbored a fear of being fired because of his age.
When asked whether he had anything to get off his chest, the purchasing manager revealed that he’d been out sick for a couple weeks and that his staff had hidden the fact at his request.

When asked for a progress report, he revealed that a major - and apparently unrecoverable error - had been made while he was out. This was terrible news because this would result in a major delay which seemed likely to kill the company due to extremely high penalties for being late.

But when the entrepreneur suggested his new idea for handling vendors, there was a pause on the other end of the phone and a shout of delight. “That'll do it, that solves our problem. I'll get on it right now,” said the purchasing agent. And the entrepreneur said to me, “That really will do it. The problem's all but solved already.”

A month later, when we held the second session of the training, I asked him how things had gone. With a little impatience he looked at me and said, “I told you it was fixed last time! We just got another contract from the same customer.”

While this example is more exciting than most, the process works that way for essentially everyone. Intuitive feelings and other Blockers are converted into successes.

It’s an exciting process, any way you look at it.

The Step by Step Instructions for the Super Achievement Clearing Process

The SA Clearing Process Audio Seminar Segment leads you through the following steps.

The numbering on the following instructions refer to the numbers on the Super Achievement Clearing Process form. Here are the step by step instructions.

If you have not already done so, download and print out the Super Achievement Clearing Process form.

Find a place where you won’t be disturbed.
Place your *Super Achievement Clearing Process* form in front of you. Since you will be writing during part of this process, make sure that you have a pen or pencil and a place to lay your form flat so you can easily write on it.

Focus on your *Inner Anchor Point* and say, “Please make the process I am about to do take place in ways that are for the highest good of me and of all concerned.”

Now focus on the *Blocker Body Feeling*.

1. Describe the situation where this *Blocker Body Feeling* arose. Provide some details of time, place, what was happening. Record all of this on your *Clearing Process* form.

2. Describe the *body feelings* associated with this *Blocker*. Frame these *Blocker Body Feelings* by describing their location and character, just as in the first steps of the *Base Reframing* process example.

Focus on your awareness of these *Blocker Body Feelings*. Rate how clear and concrete they are on a 1 to 10 scale where a 10 is highly clear and concrete and 1 is simply an intellectual abstraction.

If you do not have a 10, intuitively grasp what makes that less than a 10, take a deep breath and hold it. As you blow out, focus on your *Inner Anchor Point* and ask that those things be changed in ways that give you a 10 intensity experience.

Continue what you just did until you achieve at least an 8 intensity.

Now surround the *Blocker Body Feeling* with an imaginary ball of white light, anchor that ball in your *Inner Anchor Point* and, as you do, say “This is the part of me upon which I would like to focus during the first segment of this process. Please make that happen in ways that are for the highest good of me and of all concerned. And please make this entire process take place in ways that are for the highest good of me and of all concerned.” Breathe in and imagine making that all a part of you.

3. Draw a symbol that represents the *Blocker*. Take what pops into your awareness. It will happen almost instantly when you read this instruction. The trick is to accept what pops up and draw something that represents it.

It does not matter whether what you draw is a very crude stick figure or a piece of elegant artwork. The point is to *Frame the Blocker Body Feeling* in an additional way.
Imagine that symbol and anchor it in your Inner Anchor Point along with the Blocker Body Feeling that it represents. Imagine merging the symbol and the Blocker Body Feeling so they become one and the same, inseparable.

Now say into your Inner Anchor Point, “This symbol represents the Blocker Body Feeling I previously anchored. Whenever I imagine this symbol or talk to myself about it, please give me an immediate conscious and Unconscious awareness of the underlying Blocker Body Feeling that it represents. And please do this in ways that are for the highest good of all concerned.”

Breathe in and imagine making that all a part of you.

4. As if you were talking to another physical person, say to the Blocker, “What are you trying to tell me.”

Record the Blocker’s response on your form.

If you don’t hear or understand the Blocker’s response, say, “I didn’t understand your response. Would you please give it to me in a way that I can understand.” As with another physical person, keep asking until you get a response that you understand. When you do, record it on your form.

The answer you receive may resolve the Blocker. The Blocker may have been trying to simply get a message across to your Conscious Mind. You’ll know it’s resolved if the Blocker Body Feelings disappear. If it does, the process is complete. If not, continue with the following steps.

5. If the Blocker Body Feeling still remains, continue the process by drawing a simple picture of what you consider to be your Creative Part, the part of you that is wonderfully creative.

Take the Imaginary Experience that your Unconscious gave you as you just read the instruction. Draw a simple sketch of it.

All of us have wonderful Creative Parts. They’re very important to us. So become aware of your Creative Part and imagine how it looks, how it sounds and how it would feel if you reached out and touched it.
Record all of this on your form.

Now imagine your **Creative Part.** Surround it with a ball of white light and imagine placing that ball into your **Inner Anchor Point.**

6. Now, into that ball of white light within your **Inner Anchor Point,** also place the symbol of your **Blocker Body Feeling.**

Ask your **Creative Part** to interact with the **Blocker Body Feeling** to create three alternatives that will make the **Blocker Body Feeling** happy. Three things that you can do to satisfy the concerns of your **Blocker Body Feeling.**

As you become aware of the first alternative, record that under **Alternative 1** on your form. Do that as soon as you start to become aware of the first alternative.

Continue to do this with a second and third alternative, recording them under **Alternative 2** and **Alternative 3** on your form.

7. Ask the **Subpersonality** expressing the **Blocker Body Feeling** how **desirable** each of the three creative alternatives is to that **Subpersonality.** Use a 1 to 10 scale where 10 is totally **desirable** and 1 is the exact opposite. Record your rating for each alternative on your form, under the heading, **Blocker Rating.**

Now focus on your **True-Self,** the part of you that holds your integrity. Ask your **True-Self** to rate each of the creative alternatives. Use the same 1 to 10 scale to do that and record your ratings for each alternative on your form under the heading, **True-Self Rating.**

From the perspective of your normal consciousness, rate each of the three alternatives. Use the same 1 to 10 scale to do that and record your ratings for each alternative on your form under the heading, Conscious-Self Rating.

8. Now, inspect the ratings that you just recorded. For each alternative, you have three ratings. If all three are 10, just put a check mark alongside that alternative on your form.

If any one of the ratings is less than 10, ask your **Creative Part** to silently consult with the **Subpersonality,** your **True-Self** and your conscious self and to create a modification of that alternative that’s completely **desirable** for all three of them.
Do that same process for each of the alternatives that has less than all 10 ratings and record the completely desirable alternatives that your Creative Part develops on your form.

Record any modifications to any of your three alternatives that your Creative Part gives you as required to generate a 10 level of harmony and agreement among the three parts. Continue working with your Creative Part until a 10 level of harmony and agreement has been achieved.

9. Now imagine surrounding that experience of perfect agreement and harmony among those three parts of yourself with a ball of white light. Imagine placing that ball into your Inner Anchor Point, focus on your Inner Anchor Point and say, “This is the level of harmony and agreement that I’d like to experience at all times among all parts of me. Please make that happen in ways that are for the highest good of me and of everyone else involved.”

Breathe in and imagine making that a part of you.

10. Focus on your Inner Anchor Point and ask your Unconscious whether there are any Blockers that will prevent or make it difficult to implement the three alternatives. If so, resolve them via a Root Normal Base Reframing or a Subpersonality Negotiation.

11. Now thank all parts of you and imagine them returning whence they came in ways that are for the highest good of you, them and of all concerned.

Now what?

You’re now in alignment.

Just as a chiropractor adjusts your spine to get your back in alignment, you just worked on your inside parts to get all of your inner energies into alignment.

Your Subpersonalities and your Conscious Mind have collaborated to develop three alternative things that you can do to resolve the issues that triggered the Blocker.

Start with whichever seems easiest and implement it. Then move to the next easiest and do the same. Finally, implement the third alternative.
The results will obviously be very desirable.

You’re on the way to achieving your dreams!

The Bonus Package

I again want to remind you of the Bonuses.

One of them consists of the Super Achievement Base Reframing Process form and downloadable audio instructions (in which I lead you through the Super Achievement Target Process, just as I did in the Trainings that typically cost participants $4,500 apiece).

Another comprises the Super Achievement Clearing Process which incorporates Subpersonality Negotiation. This package also includes downloadable audio instructions and the Super Achievement Clearing Process form.

Once you have read and understood this chapter, you will be ready to use the associated package to lead you through the processes that the chapter describes.

Summary of the Root Normal Base Reframing Process

The Root Normal Base Reframing process consists of the following steps:

1. Focus on your Inner Anchor Point and ask that this Base Reframing process take place in ways that are for your highest good of you and of all concerned.

2. Frame your Blocker Body Feelings.

3. Surround the experience of those Blocker Body Feelings with an imaginary ball of white light and imagine placing it and your experience of the Blocker Body Feelings into your Inner Anchor Point. This intensifies your Unconscious focus on the Blocker Body Feelings.

4. Focus on your Inner Anchor Point and imagine talking into it. Ask the Blocker Body Feelings to take you back to any earlier memory where the root normal form of this
Blocker was operating. Take the memory that pops up even if it's not what you expect. Frame the memory by recording it in writing on your Base Reframing form.

If the memory isn’t clear or if it seems like your Unconscious isn’t giving you a memory, repeat what’s described in the preceding paragraph. Keep repeating it until you get a memory.

At first, the memory may be tenuous. You may only get a glimpse of something. If so, Frame that something by recording it on your Base Reframing form. Then repeat the instructions above. Keep recording what you get and repeating the request to your Unconscious to give you the memory until it becomes clear.

5. Repeat the preceding step while asking the Blocker Body Feelings to take you back to any even earlier memory.

6. Repeat that step again while asking the Blocker Body Feelings to take you back to some still earlier time.

7. Repeat that step a third time while asking the Blocker Body Feelings to take you back to some still earlier time.

8. Repeat that step a fourth time while asking the Blocker to take you back to the very earliest time when the root normal form of this Blocker was operating, the earliest time that is appropriate and for your highest good to recall at this time.

9. Create a new version of that very earliest memory, one that is filled with loving, joy, harmony and fulfillment. Modify that Imaginary Experience until it becomes a true 10.

Remember, you're not changing the past. You are simply creating a new instruction for your Unconscious in its own languages.

Refine this Imaginary Experience until it is a true 10 - as compared with your true 10 reference point.

10. Surround this true 10 new version with an imaginary ball of white light and anchor it in your Inner Anchor Point while focusing on your Inner Anchor Point and saying to your Unconscious, “This is an example of the way I'd like to perceive, experience, create, and handle this type of situation. Please make that in ways that are for the
highest good of me and of all concerned.” Then breathe in and out deeply until you experience what you've anchored becoming a part of you.

11. Repeat the step 9 and 10 for each of the later memories you documented “on your way back” to the earliest one, one at a time.

12. Identify the themes that run through all of these five perfect new versions and label them, Merged Reframe.

13. Now create a new version of the original situation that triggered the Blocker. Bring this to a perfect 10 in ways that incorporate all of the Merged Reframe themes.

14. Surround this true 10 new version with an imaginary ball of white light and anchor it in your Inner Anchor Point while focusing on your Inner Anchor Point and saying to your Unconscious, “This is the way I would always like to perceive, experience, create, and handle this type of situation. Please make this happen at all appropriate times in ways that are for the highest good of me and of all concerned.” Then breathe in and out deeply until you experience what you've anchored becoming a part of you.

15. You may now be in a very deep and tender state so be very gentle with yourself. Breathe slowly and deeply. Without opening your eyes, become aware of your body. Slowly move your arms and legs and your head. Become aware of the room you're in and then the building and the city and so forth. Being very gentle with yourself, finally open your eyes when you're completely ready.

Wait 10 or 15 minutes before interacting with others or allowing potentially discordant outer input.

**Brief Summary of the Super Achievement Clearing Process**

The Super Achievement Clearing Process consists of the following steps:

1. Imagine that the Subpersonality expressing the question is an animal or some other animate thing. As if you were talking to another physical person, say to the Subpersonality, “What are you trying to tell me.”

   Record the Subpersonality’s response on your form.
The answer you receive may answer the question. If it does, the process is complete. If not, continue with the following steps.

2. Become aware of your *Creative Part* and imagine how it looks, how it sounds and how it would feel if you reached out and touched it.

Record all of this on your form.

Now imagine your *Creative Part*. Surround it with a ball of white light and imagine placing that ball into your *Inner Anchor Point*.

3. Now, into that ball of white light within your *Inner Anchor Point*, imagine bringing in the *Subpersonality* asking the question.

Ask your *Creative Part* to interact with this *Subpersonality*, your *True-Self* and your *Conscious Self* to create three alternatives that will answer the question in ways that are perfect for all of them.

As you become aware of the first alternative, record that under *Alternative 1* on your form. Do that as soon as you start to become aware of the first alternative.

Continue to do this with a second and third alternative, recording them under *Alternative 2* and *Alternative 3* on your form.

4. Now ask the *Subpersonality* to rate how *desirable* each of the three creative alternatives is. Use a 1 to 10 scale where 10 is totally *desirable* and 1 is the exact opposite. Record your rating for each alternative on your form, under the heading, *Subpersonality* Rating.

Next, focus on your *True-Self*, the part of you that holds your integrity. Ask your *True-Self* to rate each of the creative alternatives. Use the same 1 to scale to do that and record your ratings for each alternative on your form under the heading, *True-Self* Rating.

Now return to your normal conscious awareness.

From that perspective, rate each of the creative alternatives. Use the same 1 to 10 scale to do that and record your ratings for each alternative on your form under the heading, *Conscious Self* Rating.
5. Inspect the ratings that you just recorded. For each alternative, you have three ratings. If all three are 10, just put a check mark alongside that alternative on your form. If any one of the ratings is less than 10, ask your Creative Part to consult with the Subpersonality, your True-Self and your Conscious Self and to create a modification of that alternative that’s completely desirable for all three of them.

Do that same process for each of the alternatives that is less than 10 rating and record the completely desirable alternatives that your Creative Part develops on your form.

6. Repeat steps 3 through 5 until all involved rate all three alternatives as a 10.

7. Focus on your Inner Anchor Point and ask your unconscious whether there are any Blockers that will interfere with the easy implementation of these three alternatives. If so, resolve them via the Root Normal Base Reframing or the Subpersonality Negotiation.
What’s Next?

In Chapter Ten – B, I will tell you more about the Subpersonality Negotiation Process and in Chapter Ten – C, I will do the same with respect to the Super Achiever Clearing Process.
Chapter Ten – B
Tips on More Easily and Effectively Performing
the Subpersonality Negotiation Process

The second extremely powerful additional process for resolving Blockers into strengths is the Subpersonality Negotiation Process.

Whereas the Root Normal Base Reframing produces very powerful situationally specific results, the Subpersonality Negotiation produces more generalized results that cover many situations.

In other words, you might think of the Base Reframing as addressing the very center ring of an archery target while the Subpersonality Negotiation addresses the entire target.

So if you have a very specific Blocker such as getting upset whenever someone brings up a particular subject, resolve it via the Root Normal Base Reframing.

On the other hand, if you have a more generalized Blocker such as getting flustered whenever you have to deal with more than a certain number of people, no matter what the situation, resolve it via the Subpersonality Negotiation.

Both Processes produce very powerful results.

Extract From the SACP (Super Achiever Coaching Program) Special Bonus #8, “Building And Using Special Purpose Subpersonality Teams”

The Subpersonality Negotiation Process is a management process. Your team is the team of Subpersonalities that you draw from the vast repertoire in your Unconscious.

The first step in the Subpersonality Negotiation Process involves disconnecting the Blocker Subpersonality from the self-defeating habit pattern that it is expressing, the Blocker.

Do this in the following way:

1. Ask the Subpersonality its name and its job, what it is trying to do to help you in expressing the Blocker. Record this information on a blank piece of paper as #1.
2. Regress this Subpersonality to its Basic Job. Start by saying, “If you and I could find one or more other Subpersonalities who were able and willing to do that job to your satisfaction, what would be your more basic job?” Record what you get on the same piece of paper as #2.

3. Repeat step 2 two times, recording the answers as #3 and #4.

4. Change the wording to, “If you and I could find other Subpersonalities who were able and willing to do that job to your satisfaction, what would be your absolutely Most Basic Job?”

The Most Basic Job will always be something very positive like loving, peace, joy, upliftment, etc. It will never be a form of defense or other type of againstness. It will never focus on physical actions, emotions and mental activities. Record this Most Basic Job on your paper as #5.

5. Ensure that the Subpersonality (what we will call the Regressed Subpersonality from this point on) is willing to take on this Most Basic Job as its primary function. This may necessitate bringing in other Subpersonalities that it identifies to assist it in doing so.

6. Ask your True-Self whether job #4 is entirely positive as stated. If not, ask your True-Self to revise it until it is. Record what it gives you as the entirely positive version.

7. Ask the Regressed Subpersonality to identify one or more other Subpersonalities who are able and willing to perform the entirely positive version of job #4 to its satisfaction. When each appears, ensure that it is able and willing to do what the Regressed Subpersonality wants in implementing this job.

8. Repeat steps 6 and 7 for jobs #3, #2 and #1, one at a time.

9. Create a ball of white light surrounding you and bring into it the regressed Subpersonality and all of the Subpersonalities who are willing and able to do the positive versions of the more superficial jobs (jobs #1 through #4).

10. Identify the intended Focus of the Subpersonality Team you are building. This is the job of the Team and will usually be the positive opposite of the Blocker pattern and will usually be very obvious.
When you have identified the Team’s **Focus**, check with your **True-Self** to ensure that it is both entirely positive and for your highest good. If not, make appropriate adjustments. Record the **Focus** of your **Subpersonality Team**. Then place the words of this **Focus** into the white ball.

11. Ask the team that you have assembled so far whether it is able and willing to consistently, effectively, efficiently and with excellence express this **Focus** in ways that are for the highest good of you and of all concerned.

If not, **Dialogue** with the Team to identify the support **Subpersonalities** that must be added to the team so that they will become able and willing.

Bring in those **Subpersonalities** by having the team ask each to come forward. Document the name and job of each on the same piece of paper. Ensure that each is willing and able to do what is required. If they require additional support **Subpersonalities**, bring them in similar fashion.

12. Ask the Team to identify a name and a symbol to represent it. Record these. Then ask your **True-Self** whether this name and symbol are appropriate and for your highest good. If not, ask it to modify them until they are. Then place the name and symbol into the white ball.

13. When the entire required team is present, do the White Light Integration Process according to the following transcript of me leading Jack, an SACP participant, through the White Light Integration Process during one of the SACP TeleCoaching calls:

   **Stuart:** Imagine the ball filled with white light with you and all the other members of the team within it. (pause)

   Now the ball is beginning to rise, and as it does the white light is rapidly becoming brighter so now it is as bright as the disk of the sun through thin clouds. (pause)

   And as the ball continues to rise the white light is becoming brighter at an accelerating pace so now it is as bright as the disk of the sun on a clear, cloudless day. (pause)

   And as the ball continues to rise the white light is becoming brighter at an accelerating pace so now it is as bright as ten times the brightness of the disk of...
the sun on a clear, cloudless day. And you notice that the essences of you and of each of the other members of the Team are beginning to merge with the white light within the ball. (pause)

And as the ball continues to rise the white light is becoming brighter at an accelerating pace so now it is as bright as one hundred times the brightness of the disk of the sun on a clear, cloudless day. And you notice that the process of merging the essences of you and of each of the other members of the Team with the white light within the ball is nearly complete and will soon be complete as the ball continues to rise and the white light continues to brighten at an accelerating pace.

Please tell me when that has occurred. (pause until Jack says “now”)

And now imagine placing that ball of white light in your Inner Anchor Point. Say into your Inner Anchor Point, “This is my (give the name of the team). This is the way I would like to always experience it, in oneness and unity. Please make that happen in ways that are for the highest good of me and of all concerned.”

Breathe that in and make it a part of you.

Breathe in that white light integration to completely fill your physical body. (pause)

Breathe in that white light integration to completely fill your imaginative body. (pause)

Breathe in that white light integration to completely fill your emotional body. (pause)

Breathe in that white light integration to completely fill your mental body. (pause)

Breathe in that white light integration to completely fill your deep Unconscious body. (pause)

Breathe in that white light integration to completely fill all of your bodies up into Soul. (pause)
When that’s complete, I would like you to focus silently on your breathing for about sixty seconds.

**How to Turn a Raging Lion into a Lamb**

The first step in the *Subpersonality* Negotiation Process involves regressing the *Subpersonality* expressing the relevant *Blocker* back to its *Most Basic Job*.

But what do you do if that *Subpersonality* is angry and resistant – which usually occurs when you have not listened to what the *Subpersonality* has been trying to tell you for a long time?

The solution is twofold.

First, ask your loving part to come forward and, when it does, ask it to flood the angry and resistant *Subpersonality* with loving, to surround and fill it with loving.

If that doesn’t fix things, the second part of the solution is the *Free-Form Writing* Process.

**The Free-Form Writing Process**

To perform the *Free-Form Writing* Process, just follow these steps:

1. When you encounter an angry or resistant *Subpersonality* during the *Subpersonality* Negotiation Process, first *Frame* the situation by writing a description of what you encountered on a clean sheet of paper.

   *For example, when you ask the *Subpersonality* expressing the relevant *Blocker* to come forward and you get anger and unwillingness to otherwise communicate with you, *Frame* exactly what you get by writing it down.*

2. While focusing on what you have just recorded, sit down in a place where you definitely will not be disturbed (very important) and, on a pad of paper, start writing what pops into your *Conscious Mind*. (Be sure to use a pad that has lots of blank pages.)

   *It’s extremely important to ensure you won’t be interrupted. If you interrupt this process, the angry or resistive *Subpersonality* will probably become more upset.*
3. Now here’s the key. DO NOT allow your *Conscious Mind* to interfere with the process. In other words, write WHATEVER pops up, exactly as it pops up, and continue writing without stopping. Continue for the allotted time (see below).

   *For example, you might think nothing is popping up because what’s in your mind might be, “Nothing’s in my mind. I don’t have anything to write.”*

   *However, that is EXACTLY what you should write: “Nothing’s in my mind. I don’t have anything to write.”*

   *Then, what might pop up is, “I don’t like writing by hand. I HATE writing by hand. This is stupid and I don’t want to do it.”*

   *So you write exactly that, “I don’t like writing by hand. I HATE writing by hand. This is stupid and I don’t want to do it.”*

Are you getting the point?

(And, it is CRITICALLY IMPORTANT that you do *Free-Form Writing* by hand!!!)

So, again – write down whatever pops into your mind.

If it’s profanity, write it down. If it’s obscenity, write it down. If it’s judgmental, write it down.

Remember: YOU are the only one who’s ever supposed to see this!!! DO NOT EVER show, read or talk about what you have written during *Free-Form Writing* to or with ANYONE else.

4. Sometimes, all you’ll get is junk because it’s necessary to let the *Subpersonality* “get things off its chest” - so give it the freedom to express its frustration. When you do appropriately, it will be able to give you what you want.

Other times, however, you’ll get some **pearls of wisdom** and you’ll usually recognize them just as or after you record them.

When that happens, mark them by underlining, boxing, marking with stars or in whatever way works best for you… and IMMEDIATELY continue with your *Free-Form Writing*.

Do NOT stop to think about what you’ve written down! Or what you’ve marked!
5. Initially, do at least 10 minutes of **Free-Form Writing** during a session. Set an alarm clock so you don’t have to check the time. And, no matter what comes up, continue until the alarm goes off.

   Over time, you can increase the length of your **Free-Form Writing** sessions if that seems appropriate.

   Some people I know do it for an hour at a time because they find it very valuable. Usually, however, 10 minutes will suffice to calm down angry or resistive **Subpersonalities**.

6. When the alarm goes off, it’s not quite the end of your **Free-Form Writing** session. There are two more tasks.

   First, find the “**pearls of wisdom**” that you have marked. DO NOT READ ANYTHING ELSE THAT YOU HAVE WRITTEN. (That’s why it’s important to mark the “pearls of wisdom” clearly while you’re doing the **Free-Form Writing**.)

   Copy those “pearls of wisdom” onto another clean piece of paper headed “**Pearls of Wisdom from (the Subpersonality’s name)**” and date it.

   Then, destroy ALL of the other pages you wrote during your **Free-Form Writing** session. Rip them up and, if you can do so safely, burn them.

   Thus, at the end of this step, you will retain only the new page(s) with the “**pearls of wisdom**”.

   These “**pearls of wisdom**” are always, by definition, positive insights or positive instructions from your **Unconscious**.

7. If appropriate, implement these “**pearls of wisdom**.”

   That’s it.

   Once you have completed your 10 minutes of **Free-Form Writing**, it’s almost certain that the original **Subpersonality** will be much more easily accessible and much more cooperative.

   **IMPORTANT NOTE:** While the **Free-Form Writing** Process may seem simple, it isn’t necessarily easy. Old habits intrude. So, if necessary, resolve those self-defeating habit patterns via **Root Normal Base Reframings**.
The biggest challenge is usually to write just exactly what pops into your consciousness, rather than thinking about or evaluating it. Yet this is the heart of the process. So do what’s required to accomplish what’s specified in the steps of this process.

And when you finish each session, thank your *Conscious Mind* and *Unconscious Mind*, especially the *Subpersonality* you started with.
Chapter Ten - C
The Super Achievement Clearing Process

How many times a day do these types of questions pop into your Conscious Mind?

What should I do now?

How do I do that?

When should I do that?

Who can I ask about that?

Where should I go…?

Who can give me a hand with this?

How often have you wanted an all-wise advisor to tell you what to do?

In this Chapter, I’ll show you a deceptively simple but very powerful way of accessing your accumulated Unconscious knowledge (much of which you are simply not consciously aware of) to quickly and successfully answer such questions yourself.

I cannot overemphasize the day-to-day utility of this Cybernetic Transposition Process, the Super Achievement Clearing Process.

If you consistently apply this Process, you’ll probably seldom feel like you need someone else to tell you what to do because this deceptively simple Cybernetic Transposition Process lets you effectively answer these types of questions for yourself.

What’s more, it lets you answer them in ways that leave you calm, centered, focused and effective.

The Super Achievement Clearing Process employs your skills of Dialoguing with your Unconscious and your Unconscious Creativity to answer your own questions, drawing from your vast Unconscious repertoire of knowledge and experience.
As such, it is both extremely practical and extremely effective – assuming that you use it.

**How Does the Super Achievement Clearing Process Differ from the Root Normal Base Reframing and the Subpersonality Negotiation?**

The *Root Normal Base Reframing* and *Subpersonality Negotiation* permanently change the behavior of the *Subpersonality* originally expressing a *Blocker*. In other words, they permanently resolve the *Blocker* into self-supporting unconscious habit patterns.

In contrast, the *Super Achievement Clearing Process* does not resolve *Blockers* at all. Instead, it creates a workaround of the situation that initially stimulated a *Blocker*.

While the *Super Achievement Clearing Process* does not generate a change in your future *Unconscious* behavior, it does identify very specific and highly effective ways that you can consciously deal with the present situation.

Use the *Super Achievement Clearing Process* in situations that trigger a particular type of *Blocker*, questions that you consciously feel unable to answer.

It does so by generating three action alternatives that are a “10” for the *Blocker Subpersonality*, your *True-Self* and your *Conscious Self*.

In other words, the *Super Achievement Clearing Process* generates a “work-around” by identifying appropriate consciously implementable action alternatives that are perfect for all of these parts of you.

Use the *Super Achievement Clearing Process* when you have questions like, “What should I do now?” or “How should I do this?” or “How can I handle this?”

In that context, it can very powerfully assist you to move on to the next step in whatever is at hand.

**Dialoguing with Your Subpersonalities**

When you do the *Super Achievement Clearing Process*, you’ll be *Dialoguing* with specific elements of your *Unconscious*, what I call *Subpersonalities*. 
A **Subpersonality** is the element of your *Unconscious* that expresses a specific *Blocker* or a specific skill or both.

In the case of a *Blocker*, the *Subpersonality* encapsulates the *Blocker*’s stimulus-response habit pattern.

*Subpersonalities* may group together to form *Subpersonality Teams*. Your overall personality (which varies situationally, of course) results from the combined functioning of all of your *Subpersonalities* that are active at a particular moment.

*Subpersonalities* can also express specific skills such as your creativity.

In the *Super Achievement Clearing Process*, you will work with two *Subpersonalities*:

The first is the *Subpersonality* that asked the question you are trying to answer, the one that popped that question into your *Conscious Mind*.

The second is your *Creative Subpersonality* or *Creative Subpersonality Team*, the part of you that expresses your creativity.

These *Subpersonalities* are surprisingly easy to *Frame* if you don’t have any *Blockers* running that interfere with doing so.

**Homing in on your Creative Subpersonality or Team.**

Focus on your *Inner Anchor Point* and silently say into it, “Will the *Creative Part* of me, my *Creative Subpersonality* or *Creative Subpersonality Team* come forward right now? Please do so in ways that are for the highest good of me and all concerned.”

You will immediately get a response. If that response is “someone” answering back, *Dialogue* with it. Ask if it is your *Creative Part*. (If the response is a blank or unclear, deal with it in the way that I showed you in Chapter Four - C.)

If the *Subpersonality* replies, “Yes,” ask its name. If it replies with a clear statement of its name, record what you get and ask the *Subpersonality* whether what you wrote down is its name. If not, continue to *Dialogue* until you get it right.
The name you get may be, for example, “Creative Part” or “Creative Team.” It may, however be something like, “Mary,” “Frank the Clown,” “The Creative Guru” or whatever. Unless the name really bothers you, just accept it and write it down.

If the name it gives you really bothers you, suggest a different name. Usually, the Subpersonality will be very cooperative in this way. Dialogue with it until you reach agreement and then record the new name.

Framing the Subpersonality that Asked the Question

To Frame the Subpersonality that asked the question, follow a similar process except that you’re now going to address the Subpersonality that asked the question. So do the following:

Frame the question by recording it on the top line of a clean piece of paper.

Focus on your Inner Anchor Point and read the question into it.

While still focusing on your Inner Anchor Point, silently say into it, “Will the Subpersonality who asked the question I just read come forward? Please do so in ways that are for the highest good of me, you and all concerned.”

Proceed as with respect to Framing your Creative Part or Team.

Homing in on Your True-Self

The other part of your Unconscious that will be involved in your Super Achievement Clearing Process is what I call your True-Self.

Your True-Self is the part of you that you address when you say the “Insurance Statement” because it is the essentially unchanging part of you that knows what is appropriate and for your highest good.

Some people call this your High-Self or your Soul. Some just call it The Real Me. You can call it whatever feels right to you. In this book, I’ll call it your True-Self.

1. To Frame your True-Self, focus on your Inner Anchor Point and say, “Will my True-Self, the part of me that truly knows what is appropriate and for my highest good, come
forward? Please do so in ways that are for the highest good of me, you and all concerned.”

2. You will immediately get a response. (If you get a blank, deal with it as I described in Chapter Four - C.) If that response is “someone” answering back, Dialogue with it. Ask if it is your True-Self. If it says, “Yes,” proceed to step 3.

If not, ask it to stand aside and repeat step 1. Do this until you get a part of you that says, “Yes.” Then proceed to step 3.

3. Because it is extremely important that you Frame your “true” True-Self and because you sometimes encounter “wannabe” Subpersonalities who initially say they are your True-Self but aren’t, it’s appropriate to check things out.

To do so, ask the supposed True-Self to give you three memories of times in your life when it kept you true to yourself, when you would otherwise have gone astray. Use your Dialoguing and Tune-Up skills (as in the Base Reframing) to get clear answers.

As you get each clear answer, record a brief summary of it.

Then consciously reflect on that clear answer (memory) and decide whether, in fact, what the supposed True-Self is telling and showing you is really a situation where it kept you true to yourself (in whatever fashion it used) when you would otherwise have gone astray.

Do this for all three memories.

For example, I’ll give you one of the memories that my True-Self gave me when I first asked.

It showed me a memory.

As I told you previously, memories are tremendous in scope, in the form they are held in the Unconscious. So, to give you any meaningful idea of what that memory brought back to me, I’ll have to tell you about it in the form of a story.

_In the early 1960's, the Dictator of the Dominican Republic, Trujillo, was assassinated. (Many said, at the behest of the CIA.)_
At the time, I lived in Washington, D.C., was in my real estate developer phase and also had some interesting contacts with powerful people in the Federal Government.

One day, I received a call from someone with a Spanish accent who said that he’d been told that I could help him get financing from the State Department’s Agency for International Development (AID) for a project that the new President of the Dominican Republic wanted to implement.

Although I was not at all sure I could help or that it would be appropriate to produce the results they wanted, I said I had some contacts, some knowledge and would be willing to learn more about what they were seeking.

Soon I found myself in a hotel room in the Dominican Republic with two guards outside my door to protect me, armed with submachine guns. The hotel was decorated with bullet holes and blood stains from the revolution two weeks earlier.

The person who met me at the plane and now called himself my partner, said we had an appointment with the new President the next morning.

Suffice it to say that things went well enough that the terms of a deal were eventually discussed. The project involved getting sufficient financing from AID to build a large number of small houses in Santo Domingo as a way of creating the nucleus of a middle class (in order to supposedly start building a stable democracy).

The compensation I and “my partner” would receive—assuming we were successful—included a hotel with a casino that the Dominican government had appropriated.

Shortly thereafter, I was urgently summoned to return to the U.S. by my then-wife. because she was ahead of schedule and had started to have labor pains with my second daughter.

Since Pan Am had no flight for three days, I was forced to endure a terrifying flight on a Dominican Airways plane with oil pouring from the stuttering prop engine onto the wing. I was very relieved when we reached Miami safely and I could transfer to an American Airlines flight to Washington.

My second beautiful daughter, Stephanie, was born and we were all overjoyed, especially her older sister, Lisa. She considered Stephanie a birthday present because when asked what she’d like for her birthday, Lisa said, “I’d like a baby sister.” The day
after Lisa’s birthday, Stephanie was born and Lisa thought of her as a wonderful birthday present.

Now, back to the memory my True-Self gave me.

Shortly after I returned to the U.S., I received a call from a gentleman with an Italian accent who said, in effect, that he had heard about the Dominican hotel and casino and that he represented a group that had a lot of experience in that field. He said that they could provide a lot of valuable assistance if the deal went through. He said he’d like to meet with me in New York as soon as possible.

I agreed and asked where. I was a little surprised when he said, “The Stage Deli” but, being a young and enthusiastic entrepreneur, I agreed to meet him. When I showed up, it was like a scene from “The Godfather.”

I kid you not, we got to the point where the gentleman who had called me, sitting across from me and backed by two tough looking guys that seemed to be 7 feet tall said, “We’re going to make you an offer you can’t refuse.”

I got an immediate attack of goose bumps and heard an inner voice saying, “Don’t do that!” It was a quiet voice that was accompanied by an intuitive feeling that I should get away from there. So I said to the gentleman, “No, I’m going to make you an offer that you can’t refuse. You can have the whole deal, lock, stock and barrel. It’s yours and I wash my hands of it.” And I walked out.

The previous two paragraphs describe the memory that my True-Self gave me when I asked for one where it had kept me true to myself when I would otherwise have gone astray.

I certainly concluded that in that memory, my True-Self had kept me true to myself when I would otherwise have gone astray.

The other two examples were equally clear.

If all three memories check out, you have found your “true” True-Self.”

If these memories don’t check out, repeat steps 1 and 2, after asking the “false” True-Self to step aside, except that this time ask your “true” True-Self to come forward. Then repeat step 3.

Using two tries is usually the most it takes to Frame your “true” True-Self.”
If You Need Additional Help to Home In on Your *True-Self*

Unadvertised Bonuses #5 (Your Unconscious Life Plan And Your *True-Self*) and #6 (Locating Your *True-Self*) that come with this eBook system (my gifts to you) describe an entirely different way of framing your *True-Self*.

Using both the approach described in this section and that described in these Bonuses should give you a very high probability of homing in on your *True-Self* and an appropriate confidence that you have done so.

If, after doing both, you find yourself continually uncertain that you have found your *True-Self*, Dialogue with your *Unconscious* to determine whether you have a *Blocker* that is expressing that uncertainty. If so, resolve it using the *Base Reframing* or *Subpersonality Negotiation Process*.

If you are not dealing with a *Blocker*, do a *Super Achievement Clearing Process* centered around the *Subpersonality* expressing the uncertainty to answer the questions, “How do I become certain that I have located my true *True-Self*?”

**Document Your Creative Part or Team and Your *True-Self***

You only have to go through the process of Framing your *True-Self* and your *Creative Subpersonality* or *Team* once in order to repeatedly do the *Super Achievement Clearing Process*.

Therefore, be sure to document what you get in the process of Framing them and keep that handy so you can refer to it when you want to do another *Super Achievement Clearing Process*.

Thereafter, they’ll come forward whenever you ask them to do so if you use their proper names.

**Performing the *Super Achievement Clearing Process***
Once having Framed your Creative Subpersonality/Team, your True-Self and the Subpersonality that asked the question you’d like answered, you’re ready to proceed to the rest of the Super Achievement Clearing Process.

Here are the steps involved:

Step 1: Record the question you want answered on the first line of a clean piece of paper, under the heading “Question.”

For example, Carl has a 4 year old son, Greg, and wants to share his own passion for fishing with his son but he feels he doesn’t know how to do it in a way that will allow Greg to really experience his, Carl’s, passion.

So, on his paper, Carl writes under the heading, “Question,” “How can I describe fishing to Greg in a way that he’ll really experience and, if appropriate, catch my passion for it?”

Step 2: In your imagination, form a ball of white light that completely surrounds you, filled with bright white light. In your imagination, bring the Subpersonality that asked the question, your Creative Subpersonality/Team and your True-Self into this white ball.

Carl had previously Framed his Creative Subpersonality and his True-Self. Now he Frames Fred, the Subpersonality who asked this question. Now, in his imagination, he creates a white ball and brings in Fred, who has a French beret and an artist’s palette with brushes, his Creative Subpersonality who looks a little like Albert Einstein and his True-Self who looks like a very bright ball of white light.

Step 3: Focus on your Inner Anchor Point and ask your Creative Subpersonality/Team to create three action alternatives that answer the question, three things that you can consciously do that are perfect for the Subpersonality who asked the question, your True-Self and you consciously. Ask it to do so in ways that are, “...for my highest good and the highest good of all concerned.”

Carl now focuses on his Inner Anchor Point and says to his Creative Subpersonality, “Please generate at least three action alternatives that answer the Question I wrote at the top of my page and are perfect for Fred, my True-Self and me, consciously. Please do this in ways that are for the highest good of me and of all concerned.”
Step 4: On the same piece of paper where you wrote the question, draw a matrix that has one column on the left that is half the width of the paper and three narrower, equal width columns on the right. Write “Action Alternatives” over the column on the left and the name of the Subpersonality who asked the question, “True-Self” and “Conscious Me” over the first, second and third columns on the right.

Then make three rows across the page, each one large enough to record one of the three alternatives with a fair amount of space left over in case you later want to edit what you wrote. (The layout of Carl’s is illustrated below but yours should be the full width of the page and full height of the page.)
Question: How can I describe fishing to Greg in a way that he’ll really experience and, if appropriate, catch my passion for it?

<table>
<thead>
<tr>
<th>Action Alternatives</th>
<th>Fred</th>
<th>True-Self</th>
<th>Conscious Me</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Record the three alternatives in the cells formed by the rows marked 1), 2) and 3) and the column marked “Action Alternatives.” If necessary, use your Dialoguing skills and the Tune-Up Process to clarify the alternatives. When the alternatives are clear, record them whether or not you consciously agree with them.

The three alternatives that Carl records are:

1. Remember the fishing trip last week and rehearse in your imagination what you found most wonderful about it. Record that. Then, while remembering that experience and referring to what you recorded about it, tell your son Greg the story in the first person. Let him see your joy and enthusiasm. Look into Greg’s eyes while you’re doing this. If he seems interested, follow his lead and tell him more.

2. Remember the humorous chat you had with Bill, Harry and Ann when you were all cracking up over the obvious exaggerations in your “fish stories.” Review this memory to pick out what will probably seem funniest and most interesting to Greg. Record that. Then, while remembering those experiences and referring to what you
recorded about it, tell Greg the story in the first person. Look into Greg’s eyes while you’re doing this. Let him see your joy and enthusiasm. Let him experience your laughter. If he seems interested, follow his lead and tell him more.

3. Sit with Greg facing you, on the floor of his room, and put your fishing and associated camping gear between you and him. Let him take the lead. When he picks up or points to a piece, tell him what it is and how it is used.

Step 5: Ask the Subpersonality who asked the question to rate each of the three alternatives on a 1 to 10 scale where 10 is just right for it and 1 is the opposite. Document each rating in the column headed with the name of that Subpersonality and adjacent to the alternative being rated.

Repeat the above step with your True-Self and record each of its ratings in the column headed “True-Self” and in the appropriate row.

Repeat the same step but this time rate each alternative consciously, in your normal fashion, and record each rating in the column headed “Conscious Me” and in the appropriate row.

Fred, Carl’s Subpersonality who asked the question, rated alternatives 1 and 2 as an 8 and alternative 3 as a 6.

Carl consciously rated alternative 1 as an 9, alternative 2 as an 8 and alternative 3 as a 7.

Carl’s True-Self rated all three alternatives as a 10.

Step 6: If all ratings are 10, the Process is complete. Your conscious self, True-Self and the Subpersonality who asked the question are all completely satisfied. If this is the case, skip to step 8.

If any rating is less than 10, focus on your Inner Anchor Point and ask your Creative Part/Team to silently discuss the situation with all in the white ball and to then tune-up the alternatives so that all become 10’s for all participants. Invoke the Insurance Statement as you do.

Carl asked his Creative Subpersonality to silently discuss alternatives 1, 2 and 3 with Fred, his True-Self and Conscious Carl and to modify them so they become a 10 for all
involved, doing so “...in ways that are for my highest good and the highest good of all concerned.”

Record the revised alternative(s) on your paper.

Carl’s revised alternatives are:

The changes are in bold type.

1. Remember the fishing trip last week and rehearse in your imagination what you found most wonderful about it. Record them. Then, while sitting on the floor with Greg in his room, remembering that experience and referring to what you recorded about it, briefly tell your son Greg the story in the first person. Let him see your joy and enthusiasm. Look into Greg’s eyes while you’re doing this. If he seems interested, follow his lead and tell him more.

2. Remember the humorous chat you had with Bill, Harry and Ann when you were all cracking up over the obvious exaggerations in your “fish stories.” Review this memory to pick out what will probably seem funniest and most interesting to Greg. Record that. Then, while sitting on the floor with Greg in his room, remembering those experiences and referring to what you recorded about it, briefly tell Greg the story in the first person. Look into Greg’s eyes while you’re doing this. Let him see your joy and enthusiasm. If he seems interested, follow his lead and tell him more.

3. Make a list of the major pieces of your fishing gear and the gear you used when you last went fishing. Remember a funny story about using each item. Also remember an intriguing story about how you overcame a challenge associated with it. Use the Super Achievement Clearing Process to help come up with the stories, if necessary. Briefly record each story. Sit with Greg facing you, on the floor of his room, and put a few pieces of your fishing and associated camping gear between you and him. Let him take the lead. When he picks up or points to a piece, tell him what it is and how it is used. Then tell him a funny or an intriguing story about it. Refer to your story list if necessary.

Step 7: Repeat steps 4 through 6 until all ratings are 10, recording these ratings in the appropriate cell of your matrix.
Now “everyone,” Fred, Carl’s True-Self and Conscious Carl rated all three alternatives as a 10.

Step 8: Focus on your Inner Anchor Point and say to your Unconscious, “Are there any Blockers that will make it difficult to implement these three alternatives?” If the answer is “No,” get to work consciously implementing each of the three alternatives. If, at any point, you don’t know how to proceed in doing so, do another Super Achievement Clearing Process to answer that question.

“Yes” is the answer that you’ll normally get when there are intervening Blockers.

The answer Carl got was “No, there are no Blockers.”

If the answer is, “Yes,” still focusing on your Inner Anchor Point say, “Please immediately make me aware of the Blocker Body Feelings associated with this Blocker. Please do this in ways that are for the highest good of me and of all concerned.”

If any Blockers are identified in step 8, resolve them using the Root Normal Base Reframing or Subpersonality Negotiation.

When to Use the Super Achievement Clearing Process

Use the Super Achievement Clearing Process when you have questions like, “What should I do now?” or “How should I do this?” or “How can I handle this?” or “Where can I find…?”

Once you try it, you’ll be amazed how easy and quick it is to come up with “perfect” answers to questions like these.

Pretty soon, you’ll be able to very quickly do a Super Achievement Clearing Process

If you use the Super Achievement Clearing Process as a matter of course when you have questions like these, your life will become much easier and, as I often say, “Easy is Good!”

For example, when writing, I use Super Achievement Clearing Processes all the time. I always do one to identify the structure of what I’m writing. Then I do one on the contents of each chapter. Then I do one to identify the examples I should use.

In this way, I can write very easily, quickly and naturally.

Page 364
By using the Super Achievement Clearing Process, I came up with a process to easily and quickly write our new book on easily, lovingly and successfully parenting 3 to 5 year old children.

This was a way that Gloria could easily communicate what she had learned during her 30 plus years of working with 3 to 5 year old children and their parents, as well as her lifetime of experience relating to young children in various contexts.

The process involved eliciting Gloria’s stories by interviewing her and recording the proceedings while we were on vacation in Hawaii, with the ocean lapping the beach 30 feet from us. We then had my middle daughter Stephanie transcribe them. I edited the transcripts, labeling the various stories and organizing them into chapters and sections.

These were precisely the steps resulting from doing a Super Achievement Clearing Process.

Then I did one to answer the question, “How do we rapidly and enjoyably edit the book to a level suitable for the parents who agreed to review it?”

Following the resulting action alternatives, while at home and on vacation in Hawaii, London, Prague and Seattle, while sitting next to each other, we edited the entire document. We jointly worked out the wording of each edit and I typed them into the computer. In the process, we also added some stories. We did this in an extremely easy and joyful fashion.

Gloria had been thinking about writing this book for 10 years. Now, we had a version suitable to submit to parental reviewers after spending a total of only 150 hours. That includes both Gloria’s time and mine.

As I often say, “Easy is good!”

Similarly, you have incredible resources, life experiences and knowledge, hidden in your Unconscious. The Super Achievement Clearing Process will greatly assist you in rapidly drawing forth the relevant aspects of all of that to answer your questions.

While the Super Achievement Clearing Process doesn't resolve Blockers, it does show you how to very effectively cooperate with the Subpersonality(ies) expressing them in ways that no
longer trigger the Blockers and, in doing so, it provides answers to questions that often stymie most people.

In the process, you will typically go from an experience of confusion, upset, uncertainty or frustration to an experience of clarity, certainty and enthusiasm.

Not bad for a few minutes work. (As I said, easy is good.)

**The Bottom Line**

The *Super Achievement Clearing Process* involves your Creative Subpersonality/Team cooperating with your Subpersonality expressing the question to be answered, your True-Self and you, consciously, to Frame three action alternatives, three things you can consciously do, that satisfy the Subpersonality expressing the question, your True-Self (the part of you that is the core of your being and knows what is appropriate and for your highest good) and your Conscious Self.

This is a deceptively simple process that can make your life profoundly easier if you consistently apply it.

**Coming Up**

What if you fail?

That’s not likely.

In the next chapter, I will show you the only ways that you can fail to achieve your Cybernetic Transposition Super Achievement Three-Step SA Objective. There are only four of them. Whenever anyone has failed to achieve their SA Objective using this process, it has been because they did one of those things.

Handle these four things and you will succeed.
Chapter Eleven
Trouble Shooting and Practice - How to Guarantee Your Success

Congratulations!

You are well on the way to the attainment of all your *SA Objectives*.

But—

But what if it doesn’t feel that way to you?

What if you still think you aren’t going to achieve the results you want?

Starting in the right direction isn't the same as ending up in the right place. Or, as someone once said, “I've gotten a lot of cows going north by starting them south.” That could be your *Unconscious* talking.

This chapter will help you trouble shoot any problems or snags in your progress.

The good news is this: There are only 4 reasons why you might fail, and each reason can be repaired.

Let’s get rolling!

**Why Fail?**

There are only a few reasons why anyone fails to achieve excellent results with the *Super Achievement* techniques.

Those ways are listed below together with suggestions for handling them. Please read the following carefully.
1. **You Did Not Accurately Follow the Instructions while Formulating Your Target.**

Your Target is either substantially inappropriate for you or incomplete. Or your Target is distorted because you accepted less than *true* 10 *Imaginary Experiences* during various processes rather than going for *true* 10’s.

In these cases, as you practice, you will get an intuitive feeling that something isn’t right.

Any intuitive feeling that something is not right must be checked out by *Dialoguing* with your *Unconscious*.

If you don’t know how to respond to what your *Unconscious* tells you, find out specifically how using the *Super Achievement Clearing Process*.

If you find that you have one or more *Blockers* interfering with your progress, resolve them using either the *Root Normal Base Reframing Process* or *Subpersonality Negotiation Process*.

- Saying “this is the best I can do” rather than demanding excellence is a major *Blocker* for many people.

- If you feel “unable” to make your success images a *true* 10 or “realistic”, you are encountering a *Blocker*.

- If you feel like it’s unrealistic to achieve your *SA Objective*, you are encountering a *Blocker*.

- If your certainty of achieving your *SA Objective* is less than a 10, you are encountering a *Blocker*.

- Etc.

If left unresolved, these *Blockers* will almost certainly block you from achieving your *SA Objective*.

They didn’t arise now by chance.
When you set a very clear and highly prioritized *Unconscious Target*, “the forces of the opposition” decided to take a stand in opposition to you achieving your *SA Objective*. They did so because, based on the way things were in your life when they were formed, it will be dangerous or unsuccessful for you to do so.

In other words, the *Subpersonalities* expressing these *Blockers* are doing what they think is best for you – even if that is diametrically opposed to what you consciously want.

And if they stand without being resolved, they will almost certainly block you from achieving your *SA Objective*.

2. **You Did Not Listen to Feedback from Your Unconscious after Setting Your Unconscious Target.**

The second way in which you could fail to achieve your *SA Objective* using the *Cybernetic Transposition Processes* is that you failed to listen to calls for your conscious involvement from your *Unconscious*, what I call *Unconscious Feedback*.

There are many different forms of relevant *Unconscious Feedback*.

- Some of them deal with *migration* of your Target to one that is closer to what’s right for you.
- Others deal with questions or corrections associated with your *SA Objective*.
- Still others deal with your failure to properly and/or consistently implement the *Cybernetic Transposition Processes*, very definitely including the *Practice Process*.

All of these types of feedback usually take the form of thoughts or feelings that:

- You did something wrong (*Blockers*)
- Something needs to be changed in a specific way (a specific instruction).
• Or a thought that you should do something specific.

Other forms of Unconscious Feedback involves Blockers that carry hidden messages and assumptions. These often seem realistic, reasonable, and familiar.

Frequently encountered Blockers of this type include:

• “It's too easy. Why bother?”
• “I'm confused. I really don't understand how to do this.”
• “It won't work for me. I might as well give up.”
• “I fall asleep whenever I work with my Unconscious”.
• “My SA Objective doesn't interest me any more so why bother to continue.”
• “This doesn't make sense. Why bother checking the book to figure things out.”

It is very important to clear and resolve these Blockers and to pay attention to all kinds of Unconscious Feedback.

3. You Did Not Practice According to the Instructions.

The Cybernetic Transposition Super Achievement Three-Step restimulates powerful Unconscious success skills that you have probably directly or implicitly told your Unconscious to “turn off” at various times in your existence.

If so, you are probably in the process of changing powerful old Unconscious habit patterns to far more successful ones and that often stimulates Unconscious resistance.

This resistance may manifest as Blocker Body Feelings or Blocker thoughts that stand in the way of practicing such as:

• “I don't have enough time to practice.”
• “I just didn't get around to doing it but I'll catch up later.”

• “I'll do it tomorrow.”

• “It takes too much time.”

• “It takes too much effort.”

• “I'm too tired (or depressed or confused) to practice.”

If you fail to practice after having set a clear Unconscious Target, you are actively reinforcing your old habits that resist your success.

If that happens, you are answering your Unconscious Mind’s queries and concerns with a “No! I don't really want to become more successful. No! I don't really want to change my old habits!”

And if that happens a number of times, your Unconscious takes the line of least resistance and leaves things the way they were before you encountered the Cybernetic Transposition Super Achievement Three-Step.

4. You Consciously Cancelled Your Unconscious Target

The Unconscious Minds of most people have learned to accept far less than what is possible, to be satisfied with "barely good enough”.

This type of Unconscious habit pattern may arise when you have achieved a part of your SA Objective but not all of it.

You may get a thought or feeling that:

• This is good enough.

• I can't really have everything I asked for.

• If I only achieve this, it’s worth what I’ve put into it.
If you consciously accept and agree with that *Unconscious* habit pattern, you are telling your *Unconscious* that you want to CANCEL the rest of your *Unconscious* plan, that you don’t want to fully achieve your Target.

You can do this via self-talk, talking with others, in writing, or by your actions.

If you repeat this a couple of times, your *Unconscious* will take you seriously.

If you ever find yourself saying to yourself or others or thinking something that will cancel your *Unconscious* plan, Frame those words or thoughts, focus on your *Inner Anchor Point* and say, “Cancel what I just said. I don’t mean it.” Repeat this several times and do it immediately.

If you realize later that you gave a “cancel” instruction to your *Unconscious*, immediately Frame what you said, thought or did in writing, rewrite it so that it now describes what you would have liked to have said, thought or done, tune it up to a 10, wrap it in an imaginary ball of white light, place it into your *Inner Anchor Point* and tell your *Unconscious* to cancel the earlier instruction and replace it with this – and to do so in ways that are for the highest good of you and of all concerned.

Then rewrite the 10 level version 25 times.

**IMPORTANT:** DO NOT DISCUSS YOUR OBJECTIVE WITH ANYONE in any way before you have achieved it.

If you do, they may very well say or otherwise indicate things that will, at best, trigger *Blockers* in you and, at worst, cancel the *SA Objective*.

So be wise.

*Do not ever discuss your SA Objective with anyone else before you have achieved it!*

**In Conclusion – About Ways That People Fail**
Remember that *Blockers* often seem like realistic, reasonable, and familiar feelings and thoughts.

I have described some of the most common ones. Others include:

- Anything that makes you less than fully enthusiastic about your *SA Objective*.
- Anything that stands in the way of feeling fully confident about achieving your *SA Objective*.
- Anything that stands in the way of *Practicing*.
- Anything that makes you feel less than fully happy, enthusiastic, and successful.

Given this information, you have a good chance of becoming consciously aware of your *Blockers*. You certainly have the tools to deal with them.

*This gives you the choice of consciously cooperating with your Unconscious to clear things up successfully or of telling your Unconscious to do what it has always done.*

The choice is yours.

**It Gets Easier!**

Learning this new way of being successful is somewhat like first learning to ride a bicycle.

It requires practice but your *Unconscious* will soon understand what you want and the conscious effort and time involved will drop to a small fraction of the original levels.

**Practice Is Critical!!!**
If you want to be successful using the *Cybernetic Transposition Super Achievement Three-Step*, practice **daily**.

**List of Practice Steps**

The **Practice Process** consists of the following steps:

1. Read your list of Key Elements and rate your progress in achieving each (Target Process form) using a 1 to 10 scale where 10 equals full achievement. This gives your unconscious feedback on how your are doing.

If your progress rating for any **Key Element** stays low, scan for **Blockers**. If you find any, resolve them using the **Root Normal Base Reframing Process** or, if appropriate, use the **Subpersonality Negotiation Process**.

If your ratings stay low and you wonder what you should do about that, use the **Super Achievement Clearing Process** to find out how to proceed.

2. Read your **Affirmation** and **End Point Date** several times (**Target Process** form).

3. Perform the **Time-Tripping Process**. Initially, most people find it easiest using the downloadable audio instructions but once they become accustomed to it, they find it easier and faster to do the process from memory.

Once you have physically reached your **Date 1**, you no longer have to practice with that date. The same is true with respect to **Date 2** and **Date 3**.

4. Update your **Affirmation** (**Target Process** form) so that it always agrees with your most current **End Point Success Image**.

5. Constantly be on the alert for **Blockers**. If you identify any, immediately record where and when the **Blocker** arose and any associated body feelings. If feasible, resolve them immediately.

If not, when you practice, resolve the **Blocker** using the **Root Normal Base Reframing Process** and the **Subpersonality Negotiation Process**.
If you have intuitive feelings or questions that are strong enough to Frame and you wonder what to do about them, perform the Super Achievement Clearing Process.

6. On a daily basis, rate your conscious certainty that you will achieve your Objective using a scale where 10 equals rock-solid certainty. Be ruthless in ensuring that you only rate a 10 if you have the level of certainty as, for example, knowing that you are going to take your next breath.

If your rating is a 9.99 or less, Dialogue with your Unconscious to identify the Blockers that are pulling your rating down and resolve those Blockers.

7. At least ONCE DAILY, Dialogue with your Unconscious, via your Inner Anchor Point, to determine whether there are Blockers or other messages that you didn’t consciously pick up and that you should act on.

8. Every day, just before going to sleep, do the Success/Failure Process with respect to Practicing.

**Time-Tripping: Simplifying The Path**

You have already done the Time-Tripping Process while refining your Target during the Super Achievement Target Process. Here are the instructions:

1. Divide the time between when you set your Unconscious Target via the Target Process and your scheduled End Point Date into four roughly equal segments.

   The beginning of the first segment is when you set your Unconscious Target via the Target Process and the end of the last segment is when you expect to achieve your SA Objective, your End Point Date. Name the beginning of the second time segment Date 1, the beginning of the third Date 2 and the beginning of the fourth Date 3.

2. Re-create the Imaginary Experience of having just successfully achieved your SA Objective on or before your End Point Date, as documented in your Affirmation. Bring it to a true 10 level of desirability and anchor it in your Inner Anchor Point as you also anchor your instruction that this be achieved in ways that are for the highest good of you and all concerned on or before your End Point Date.
3. Focus on your Inner Anchor Point and ask your Unconscious to give you an Imaginary Experience at the beginning of the second time segment, on your Date 1 on the way to successful achievement of your SA Objective.

Take whatever pops up and work with it. It may have nothing obvious to do with your SA Objective but it's what your Unconscious Mind wants you to work with.

Your job is to simply bring this Imaginary Experience to a perfect 10 and anchor it in your Inner Anchor Point together with the instruction that this is an example of the way you'd like things to be on that date on the way to successful achievement of your Objective. Add, “Please make this happen in ways that are for the highest good of you and all others involved.”

4. Repeat the preceding step for each of the other two intermediate dates, on Date 2 at the beginning of the third time segment and on Date 3 at the beginning of the fourth.

5. Once again tune up the End Point Success Image to a true 10 in desirability and anchor it in your Inner Anchor Point as you also anchor your instruction that this be achieved in ways that are for the highest good of you and all concerned.

6. If your End Point Success Image has changed, modify your Affirmation so that it accurately describes the current state of your End Point Success Image.

Giving Your Unconscious Feedback On How You're Doing

To be a good manager of people you need to give them feedback.

Similarly, to be a good manager of yourself, you have to do the same thing with your Unconscious - the parts that actually do the doing.

So every time you practice, give feedback to your Unconscious by comparing each of the Key Elements of your SA Objective with where you are and record your conclusions.

Here's a detailed process to accomplish that:

1. Each time you practice simply compare where you are with each of the Key Elements of your SA Objective.
That’s easy if you can see what is happening, as in “$40,000 in my hand.”

If, however, you can’t see the progress because your **Key Element** is binary – that is you either have not achieved it or you have – as in “Close the purchase of My Perfect House,” you have to rely on your **Unconscious** to tell you how you are doing.

In that case, ask your **Unconscious** for its rating of how you are doing in achieving that type of **Key Element** and record what it says. If you don’t understand why it gives you that rating, **Dialogue** with it until you do, recording what it tells you at each step.

And if a **Key Element** involves an intuitive measure – as in “I will have done this easily,” quantify your intuitive level of accomplishment.

2. Record a 1-10 rating for each where 1 equals “nothing accomplished” and 10 equals “full accomplishment.”

3. Check your intuition: is there a feeling that one of more of your **Key Elements** (from the **Target Process**) needs to be revised in some way? If so, **Dialogue** with your **Unconscious** to gain clarity. Then go to the next step.

If not, you've completed your self-management check. You can proceed to the next practice step.

4. If you realize that you weren't adequately clear or specific in the way you stated one or more of your **Key Elements** during the **Target Process**, revise them until you get an intuitive signal that your new written version is on-track.

5. Re-visualize and re-anchor each of the modified **Key Elements**, one at a time. Start doing that by checking whether the **Associated Memories** you used as a starting point for defining what you intuitively mean by each **Key Element** are still appropriate. Where this is not the case, **Dialogue** with your **Unconscious** to identify a more appropriate memory.

6. Repeat steps 4 through 9 of the **Target Process** with respect to the **Key Elements** you have modified.

7. If necessary, revise your written Affirmation.
Increase The Priority of Your Target.

Repetition increases *Unconscious priority* as in memorizing lines for a play. Similarly, repeatedly recreating and anchoring the *Imaginary Experience* of having just successfully achieved your *Super Achievement Objective* increases the intensity of your *Unconscious* focus on achieving your *Super Achievement Objective*.

That is, when you repeatedly anchor your *End Point Success Image* in your *Inner Anchor Point*, you further prioritize that imaginary tool.

How to Identify And Resolve Blockers That Would Normally Prevent Achievement Of Your Objective

*Blockers* are usually of two types: “concrete” barriers and hidden messages.

Some can be handled by simply doing the *Super Achievement Clearing Process*. Once you have mastered the process, this should only take a minute or two.

However, strongly persistent *Blockers* often require a *Root Normal Base Reframing* or a *Subpersonality Negotiation* to achieve resolution.

Whichever approach you take, it is critical to resolve these *Blockers* before they stop you.

The first step in doing so is to identify them. This is frequently the most challenging step because they hide in the cloak of familiarity. If you let that stop you, so will the *Blockers*.

Here are some examples (put a check mark by the familiar ones):

- “This is good enough. I can't really have what I'm after. I'll be okay with second best.”
- “I just can't imagine myself being truly successful!”
- “I just can't do this.”
- “I don't really want that anyway,” referring to something you really wanted when you set out to get it. This is known as the “sour grapes” effect.
• “It's too easy. Why bother?” when mid-way to achievement of something you really wanted when you set out on the journey.

• “I'm confused. I really don't understand how to do this” and then failing to perform the Super Achievement Clearing Process to figure out how to resolve your confusion.

• “It may work for them but it won't for me.” This is the “I'm defective” Blocker.

• “I fall asleep whenever I try.” This is another way of saying “My Conscious Mind gets turned off.” One good way to handle this is to stand up while you are practicing.

• “I don't have time now but I'll get to it later.” Want to bet?

• “I'm too tired” or “I'm too depressed” when choosing whether to go toward what you want or back away from it.

The Golden Key

The above is just a sampling of the myriad Blockers that fill our lives.

So here's a simple general rule for sniffing out your Blockers:

Whenever you are experiencing anything other than inner joy, loving, harmony, enthusiasm, high energy and a sense of fulfillment of your potential, you are encountering a Blocker!

The tip of the iceberg that leads you to the Blocker is any feeling that's other than joy, loving, harmony, enthusiasm, high energy and a sense of fulfillment of your potential.

It’s that simple!

What’s Next?

If you have properly formulated and translated your Super Achievement Objective, practiced according to the schedule presented in this chapter and resolved Blockers as they arise, you
should have very close to a 100 percent chance of achieving your *seemingly impossible Super Achievement Objective*, right on schedule.

In other words, start expecting miracles!

Now, go have fun!

And when your *End Point Date* rolls around, whether you have achieved a 10 level of success or not, be sure to do the *Debugging Process* covered in the next Chapter.

If you achieved a 10, it will show you how to do even better.

If you didn’t, it will show you why you did not and what to do next time to achieve a 10.
Chapter Eleven – B
Debugging Your Super Achievement Process

In this Chapter, I’m going to tell you how to determine specifically why you didn’t achieve your Super Achievement Objective, if you didn’t, and how to do even better, if you did.

What I’m going to describe is important.

Learning is demonstrated by a change in behavior. The only way you can tell whether you have learned what I’m teaching you is by the results and by feedback from your Unconscious.

If you don’t fully achieve your Super Achievement Objective, what’s required to do better is to get specific advice from your Unconscious (via Dialoguing with it and Super Achievement Clearing Processes) that tells you what you did not do properly in attempting to achieve your Super Achievement Objective and how to rectify the situation – followed by implementation of that advice.

In attempting to achieve your Super Achievement Objective using the Cybernetic Transposition Processes, you should have effectively done the following major steps.

1. Set a properly formatted written Super Achievement Objective.

2. Translated that written (consciously stated) Super Achievement Objective into an effective Unconscious Target that’s harmoniously held by all relevant aspects of your Unconscious and your Conscious Mind – via the Target Process.

3. Practice diligently during the time between setting your Unconscious Target and your End-Point Date (the date scheduled for achievement of your Super Achievement Objective) – by doing the Practice Process.

To do better the next time you set a Super Achievement Objective, two more major steps are required:

4. Obtain detailed feedback from your Unconscious telling you consciously, in detail, what you did and did not do properly in steps 1-3.
5. Use this feedback to guide you in more effectively implementing the Cybernetic Transposition Super Achievement Processes the next time you set an Super Achievement Objective.

Each of the major steps 1-3 involves multiple components and it is at this level of detail that you need feedback from your Unconscious.

For example, in Chapters Eight and Eight - B, you’ll find the criteria for properly formatting your Super Achievement Objectives.

Dialogue with your Unconscious to determine whether your written Super Achievement Objective met each of these criteria, one by one.

That is, put your finger on the first criterion, focus on your Inner Anchor Point and ask your Unconscious whether your Super Achievement Objective met this criterion.

Do the same, one by one, with each of the other criteria.

Underlying the effective implementation of what I’m describing here is the skill of Dialoguing with your Unconscious (as previously discussed in Chapter 6 – B) to get the feedback that you need.

I call this entire process the SA Debugging Process.

The SA Debugging Process

Do this Process once you have reached your End-Point Date.

1. Starting with Chapter 7 of this book, read each step of the instructions. Continue to do that in each of the Chapters that follow.

   When you have read and understood the first instruction, summarize it on a sheet of paper, focus on your Inner Anchor Point and ask your Unconscious whether you properly implemented this step in attempting to achieve the Super Achievement Objective that you are Debugging.

   (If you have trouble getting clear answers, do the Dialoguing Tune-Up Process or the Color Process as described in Chapter 4 – C.)
Be sure to document the step and the answer you get. Then Dialogue with your Unconscious to ensure that what you have written down is what it sent. Edit if necessary to reach that point.

2. If the answer from your Unconscious is “no,” that you did not properly implement this step, focus on your INNER ANCHOR POINT and ask your Unconscious to explain exactly where you went wrong and how to correct that in the future.

(If you have trouble getting clear answers, do the Dialoguing Tune-Up Process and/or the Color Process as described in Chapter 4 – C.)

Be sure to add this answer to your documentation for this step. Then Dialogue with your Unconscious to ensure that what you have written down is what it sent. Edit if necessary to reach that point.

3. Repeat tasks 1 and 2 for each of the other steps in Chapter 7.

4. Repeat tasks 1 and 2 for each of the steps in Chapters 8, 9, 10 and 11.

5. Having clearly Framed what you did and did not do properly, it’s time to ask your Unconscious for specific advice on doing better next time. So, focus on your Inner Anchor Point and ask your Unconscious to tell you specifically what you have to do the next time you set an Super Achievement Objective to achieve at least a 10 level of success.

Be sure to Dialogue with your Unconscious until you are entirely clear about the specifics of each point.

Then carefully document what you got – under the heading “Instructions for Doing Better.”

6. Before you set your next Super Achievement Objective (or re-set your current one if you weren’t fully successful), read through the Instructions for Doing Better you got from your Unconscious in the preceding step 5.

Be sure to implement this advice carefully, Dialoguing with your Unconscious at each point to ensure that you successfully implemented its advice.
7. If you don’t know how to implement your *Unconscious Mind*’s advice, perform a *Super Achievement Clearing Process* to generate three ways you can consciously implement that advice. (If you need help in doing the *Super Achievement Clearing Process*, see Chapter Ten - C.)

8. When performing the *Practice Process*, it is tremendously important to, each day, review the list of advice from your *Unconscious* and to *Dialogue* with your *Unconscious* to determine whether or not you got things right this time – and, if not, how to get them right.

Performing this *Debugging Process* effectively will get you on track to achieving far greater success in your life.

Have a terrific journey.
A Word from The Author

You’ve now ended one journey – reading this book – and are embarking on others – achieving your seemingly impossible wishes.

The more you use the Cybernetic Transposition techniques, the more rapidly you will rediscover your own natural forms of them.

In other words, just like riding a bike or driving a car, when you started it required a lot of conscious attention but as you created clear Unconscious models things became easy and natural.

The same thing will happen with the Cybernetic Transposition techniques and, to assist you, I’m including, as a gift, Unadvertised Bonus #7, a process to simplify and personalize these techniques once you have learned them.

One of the things that really pleases me is hearing about the successes achieved with what I’ve developed. If you have any you’d like to share, please send me an email with a description.

If you have questions, please consult the book. I’ve tried to make it comprehensive and I think that all the answers are there.

To make it easier for you to find things, all of the Chapter and Section headings are included in the bookmarks. Just click on the “Bookmarks” tab on the left side of the Acrobat window and then on the item you’re looking for.

Or, if you remember the specific words or phrases you are seeking, use Acrobat’s “Find” function by clicking on the Binocular icon in the toolbar at the top of the screen, typing in what you’re seeking and clicking on the “Find” button. If you want to keep looking for the same thing, you’ll see that the “Find” button has now changed to “Find Again” so just click it again… and again if you wish.

The Bonuses and Unadvertised Bonuses reflect a tremendous amount of my experience and that of the 70,000 plus other users of this system.

The forms and downloadable downloadable audio instructions have been refined over 35 years and are powerful tools to help you get what you want.
Secrets Of Making Large Sums Of Money In Your Own Business is a complete eBook that presents material derived from starting or participating in the startup of over 500 businesses, running or shadow managing about 100 of them and consulting to a very large number of other firms. Most of what it presents will be found nowhere else.

The Zappers are clever, simple and quick versions of the basic Cybernetic Transposition techniques that will make things much easier and more successful in ordinary, day to day situations. Apply them only after successfully learning the Cybernetic Transposition techniques as described in this book.

The techniques described in Cut The Time It Takes You To Do Things In Half – Effortlessly have typically resulted in savings of 50% or more in the time it took very busy people to accomplish their work, usually when doing so seemed completely impossible – and this was usually accompanied by improved performance.

The Unadvertised Bonuses will teach you how to find “perfect” romantic and business partners, how to get a perfect job, how to invent “million dollar” ideas, how to use the Cybernetic Transposition techniques to achieve any of your other goals, how to discover and harness the power of what you were born to do, how to access your True-Self, how to simplify and personalize the Cybernetic Transposition techniques with no loss – and perhaps an increase – in effectiveness and how to become lucky.

However, they all assume that you have mastered the Super Achievement Processes.

My goal in writing this book is to help you make your life a “paradise on earth.” Lots of people have done so by using these techniques.

Have a wonderful, exciting and very fulfilling journey.

Stuart Lichtman
If You Need Help in Successfully Implementing Cybernetic Transposition So That You Get the Results I Describe in This Book... Or if You Want to Go Much Farther...

If You Just “Can’t” Make Cybernetic Transposition Work for You

I have given you lots of tips, alternative explanations and support resources (forms and Audio Seminar Segments) to assist you in effectively implementing the Cybernetic Transposition Processes.

When properly and effectively implemented, these Cybernetic Transposition Processes will give you a nearly 100% probability of achieving your seemingly impossible Objectives.

Unfortunately, some people have Blockers that prevent them from even understanding or successfully implementing what they read in a book, if they do they understand it.

In fact, some people have Blockers that prevent them from understanding what they read in a book, even if it’s explained from different perspectives and with examples, as I do in this book.

If that’s you, you’re facing a Catch-22 situation.

Catch-22 is the name of a best-selling satirical novel about World War II by author Joseph Heller.

The protagonist, a bomber pilot named Yossarian realizes that the death rate of bomber pilots in his squadron is so high that, even though he is nearing the end of his term, he’ll probably die before he can be shipped home – if he keeps flying.

So he goes to the flight surgeon and describes various symptoms that would clearly cause most people to call him crazy. He urgently hopes that he’ll be given an insanity discharge.

But it doesn’t work because of Catch-22 which says, in effect, that anyone sane enough to want to avoid terribly dangerous combat missions is, by definition, sane.
In other words, Catch-22 is a loop without a way out.

In the case of *Cybernetic Transposition*, the Catch-22 is that if you have *Blockers* that prevent learning from this book, you won’t learn to resolve the *Blockers* that prevent you from learning form this book.

But, in this case, there is a way out, actually, two ways out. First, my *Cybernetic Transposition Multimedia Training Program* and, second, my *Super Achiever Coaching Program*.

**The Cybernetic Transposition Multimedia Learning Program (MLP)**

In conjunction with developing this Second Edition of the book, I have created a tremendously powerful step between the book system and my *Super Achiever Coaching Program* – at about 1/10 the cost of the *SACP*.

It is the next best thing to that coaching program – whose participants achieved a 95%+ first try success rate in achieving their seemingly impossible and extremely desirable Objectives (assuming they do at least most of the assigned work).

In the *Cybernetic Transposition Multimedia Learning Program (CT MLP)*, I teach you, by telling and showing you, how to do each of the major *SA Processes* presented in this book – step by step with many tips.

I address each of these *CT Processes* separately.

- First, I explain the *CT Process* from a conceptual point of view.

- Then I show and tell you, item by item, the details of how I applied that particular *CT Process* to deal with my “live” issue.

- Finally, I lead you through the *CT Process* with tips along the way that should make things work more easily and effectively for you. In doing so, I explain each step as if you had never previously attempted the *Process*. So, as compared with the Audio Seminar Segments, these are teaching components, rather than “do it again” components.
I do this for each of the major *CT Processes* in this book. And because I can explain them in depth with visual examples, what I present in the *CT MLP* (as I call the program) goes into far greater depth with new forms and additional steps.

I cover the following *SA Processes* in great depth:

- Dialoguing
- Locating Your Inner Anchor Point
- Locating Your True-Self
- The Base Reframing Process (including Framing your Blockers, the Color Process and the Tune-Up Process)
- The Objectives Process (including raising your Unconscious Performance Limit and building Subsidiary Targets)
- The Target Process (including the Time-Tripping Process)
- The Practice Process
- The Subpersonality Negotiation Process
- The SA Clearing Process
- The Debugging Process (far more powerful than what is presented in this book)

Of course, as compared with my *Super Achiever Coaching Program*, this is only a step along the way. But it is a major step that is now a component of the *SACP*.

In my *CT Multimedia Learning Program*, I concretely guide you through each of the *Super Achievement CT Processes*. To cover each *Super Achievement Process* takes about 1 ½ to 3 hours. During that time, you will experience each *CT Process* from multiple perspectives, which should tremendously accelerate your process of learning to actually implement each *SA Process* that has been covered in this book.
As noted, I have integrated the **CT MLP** into the **SACP** and here is some of the feedback from the participants in that program:

“I love the MLP. The Segments are great and I really like seeing how you filled out the forms. That’s helping me in so many areas. This is my second time through the SACP and I just want to say that the MLP clarified places where I missed a step or misunderstood something. I find them extremely useful.”

Betsy Westendorf

“What I really like about the MLP is that after you discuss each Process, you show us your completed form and lead us through understanding exactly what you did.

When I follow along with your suggestions in Part 3, I turn off the critical part of my mind that’s always trying to second guess what I’m doing. I just give myself permission to go along with you. It’s very helpful for me because if I was trying to do the Process on my own, if I didn’t hear your voice leading me through, I probably wouldn’t push through so quickly and efficiently as the MLP has made possible for me.”

Laura Stropes

“The MLP is extremely helpful. There are so many things that have become clear to me through the MLP that I missed on the first time around the SACP. The MLP has made this so much a better course. Thank you.:

Susan Fox

In other words, you should get a tremendous amount out of this program.

And, if you purchase the **MLP** and then, later, participate in the **SACP**, I refund 100% of what you paid for the **MLP**.

If you’re interested, take a look at:

http://howtogetlotsofmoneyforanythingfast.com

**The Super Achiever Coaching Program**
You might well ask, “Why do I need to attend a telephone/web-based seminar when the information is already available in a book and is amplified in the CT Multimedia Learning Program?”

It’s a good question.

My answer is, “Maybe you don’t.”

If you get the results you want by reading and applying what’s in this eBook system, possibly amplified by my CT Multimedia Learning Program, my take is that you don’t… unless you want to multiply your success many times beyond what you have already achieved.

Really, it all boils down to your learning style… the amount of personal guidance you would benefit from in using this material… how much additional in-depth information you can use… or how much farther you’d like to grow than you can by just using my book or, even, the CT MLP.

Because in my Super Achiever Coaching Program, (SACP) I go much, much, much farther than I’ve gone here or I even go in my CT Multimedia Learning Program.

There are two major things about the SACP that are different.

First, of course, coaching. I lead the SACP participants through to resolution of each of their questions and/or issues. This goes far beyond just supplying information. It involves leading them through whatever CT Process(es) are needed to resolve their issue(s). This is extremely powerful.

Second, in the SACP, I teach and coach the participants through learning 18 new and extremely powerful additional Cybernetic Transposition Processes, processes that are truly transformative in terms of both successfulness and quality of life.

I’ve designed the Super Achiever Coaching Program (SACP) for three types of people:

1. Some people just “can’t” learn from a book. They require extensive hand-holding, both in terms of guidance and information. They need coaching to resolve the Blockers that create this situation and to lead them through to a high level of competence in effectively applying the Cybernetic Transposition Processes and, in turn, generating tremendous successes.
2. Some people have already achieved meaningful successes using the Cybernetic Transposition Processes but want a nearly 100% probability of achieving their seemingly impossible, outrageous major Super Achievement Objectives - which they have when they participate in the SACP (and do at least most of the assigned work.)

3. Some people have already achieved great successes using the Cybernetic Transposition Processes but see the potential to go much, much farther. It’s very important to them to take their Cybernetic Transposition skills to a much higher level, to go beyond achieving seemingly impossible Super Achievement Objectives to also sharply raising the overall quality of their entire life.

If you fit into any or all of these categories, the SACP is probably right for you.

To read about the SACP and, if you choose, to listen to a 150 minute SACP Introductory TeleSeminar that explains the “nuts and bolts” of the program (with over 50 accompanying Slides), please go to =>

http://www.howtobeagreatcoach.com/superachiever/

The SACP Leads to Even More Remarkable Results

I do lots of one-to-one work with individual participants during the course of the SACP TeleCoaching calls. Participants tell me this work produces tremendous breakthroughs for them – and for others on the call.

And when I work with a participant, I don’t just answer questions. I lead them through to resolution of whatever issue they raise. And to make sure, I ask them whether what they brought up is actually resolved. If the answer isn’t a clear yes, I keep going until I get a clear yes.

Isn’t that the sort of coaching you’d like?

The bottom line is that SACP participants have a 100% success rate in achieving their seemingly impossible Objectives on the first try – if they do at least most of the assigned work.
And, in both my presentations and in my answers, I cover a remarkable amount of tips, approaches and entirely new **Cybernetic Transposition** Processes that simply aren’t in this book.

For example:

*Because people perceive things differently, the Super Achievement processes are not—and could never be—“one size fits all.”*  I’ll show you various options and help you choose the way to make them work best for YOU.

Some people can quickly and easily create effective **Imaginary Experiences**. But a lot of others struggle with this. I’ll lead you through rapidly creating effective **Imaginary Experiences** by constructing them in the way that’s right for you.

You can really speed up success and nearly eliminate struggle from your life once you know how to effectively **Dialogue** with your Unconscious. You’ll leave this program knowing EXACTLY how to do that. By the end of the SACP, you’ll be easily, clearly and reliably **Dialoguing** with your Unconscious.

This may come as a surprise to you, but, most people can’t set an effective **Objective**. I’ll coach you personally through properly formatting your **Super Achievement Objective** so it works.

You can substantially augment your personal power by correctly using the **Subpersonality Negotiation Process**. I’ll show you how to develop incredibly powerful **Special Purpose Subpersonality Teams**. This enables you to not only resolve **Blockers** but to turn the energy of the **Blockers** into extremely powerful strengths.

Ever wonder why income often hits an invisible ceiling… and then STOPS? It’s because you have bumped up against your **Unconscious Performance Limit**. I’ll coach you through this breakthrough process of raising your Unconscious Performance Limit, so what was previously unattainable is now within reach.

What do you do when you run up against a problem and there’s no solution in sight? It happens to all of us. I have a way to help you see and take advantage of legitimate, win-win solutions you never saw before… And I’ll show you how to build **Skill Special Purpose Subpersonality Teams** that take the **Root Normal Base Reframing** much farther.
Beyond that, there’s a category of life-long highly insidious *Blockers* that even the *Root Normal Base Reframing* or the *Subpersonality Negotiation* won’t resolve – *Cell-Level Memories.* I can only teach you how to resolve this type of *Blocker* in a coaching environment. The results are amazing, what many SACP participants say are “life-changing!”

Save time! We’ll simplify and personalize all the processes so that the entire SA Process becomes far easier and more natural for you.

**The Building Your Success Team Process** creates a life-long supercharging of your *Success Power.* Your *Success Team* will be your own extremely powerful team of inner consultants with respect to being successful in any situation. Your *Success Team* will also empower you to make many personal breakthroughs.

There’s a process for radically raising the quality of your life, the *Raising Your Unconscious Performance Floor Process.* It’s incredibly powerful, so powerful that if you consistently apply it, your future bad days will be better than your current good ones.

There’s a process for sharply increasing your wisdom and maturity. It’s called the *Positive Temporal Recycling Process.***

The *HouseCleaning Process* puts your *Unconscious* to work automatically resolving moderately intense *Blockers.*

The *Optimum Learning Process* accelerates your learning process in astounding ways, especially in learning those things you “couldn’t” learn previously. The results are really eye opening.

The *Couples-SVL Process* provides you with the ability to greatly improve your relationship with your partner even if he or she knows none of the *Cybernetic Transposition* Processes.

The *Finding and Becoming Employed in Your Perfect Job Process* is an tremendously powerful way of achieving what the title says, independent of the economic climate. It goes way, way beyond the Unadvertised Bonus on that subject, showing you not only how to find your *Perfect Job* and how to become the *Perfect Employee* who is the perfect fit with that job but also how to find your *Perfect Boss* who will hire you into that *Perfect Job.*
Etc, etc, etc.

During the SACP, you’ll learn 18 entirely new and incredibly powerful *Cybernetic Transposition Processes* that just aren’t available anywhere else!

In fact, because of the interactive nature of teaching and learning these processes require, I don’t think you could find them in ANY book.

So... If you want to really FLY with the Cybernetic Transposition techniques to far far greater successfulness and quality of life - or if you are having trouble putting them in place without a good deal more support – the Super Achiever Coaching Program (SACP) is for you.

To register =>

http://www.howtobeagreatcoach.com/superachiever/buy.tcl

Best Success, Stuart

PS – To read 70 or so testimonials from SACP Graduates =>

ABOUT THE AUTHOR

**Stuart Lichtman** is a manager, entrepreneur, researcher, consultant, and trainer. He is the developer of the *Cybernetic Transposition* and *Shared-Vision Leadership* systems, the *Cybernetic Transposition Multimedia Learning Program*, the *Super Achiever Coaching Program* (that produces a 100% first-try success rate), the *Cybernetic Transposition Trainer/Coach Training* and the *Super Entrepreneur Training*.

He is author of *How to Get Lots of Money for Anything – Fast* (with 17 Bonuses), *The Art of Success, Luck, and Harmony*, *The Impossible as a Matter of Course*, *How to Become a Highly Successful Entrepreneur* and co-author of *Eye to Eye: The Handbook on Lovingly and Successfully Parenting your Three-to-Five Year Old Child – the Handbook That Didn’t Come with Them*.

Lichtman is also creator of the *Arintel* artificial intelligence data analysis program, President of Partners in Excellence, Inc., President of Successful Ventures Publishing, Inc. and Dean of the Cybernetic Transposition Institute.

His formal education includes undergraduate and graduate work at MIT in engineering, psychology, and artificial intelligence, masters work in applied psychology, and doctoral work in organization development and cross cultural business. He has also conducted extensive research on the unconscious/intuitive bases of success and the individual and collective operation of the human mind.

His practical education includes successfully running or shadow-running about 100 companies, training about 70,000 people around the world and coaching over 500 entrepreneurs into successfully running their own ventures.

Stuart Lichtman is available for private consultations, key note talks and to conduct in-house seminars and workshops. You can reach him at salichtman@partnersinexcellence.net

**Joe Vitale** is the world's first Hypnotic Marketer. He is President of Hypnotic Marketing, Inc., and author of way too many books to list here, including the #1 best-selling book "Spiritual Marketing," the best-selling e-book “Hypnotic Writing," and the best-selling Nightingale-
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