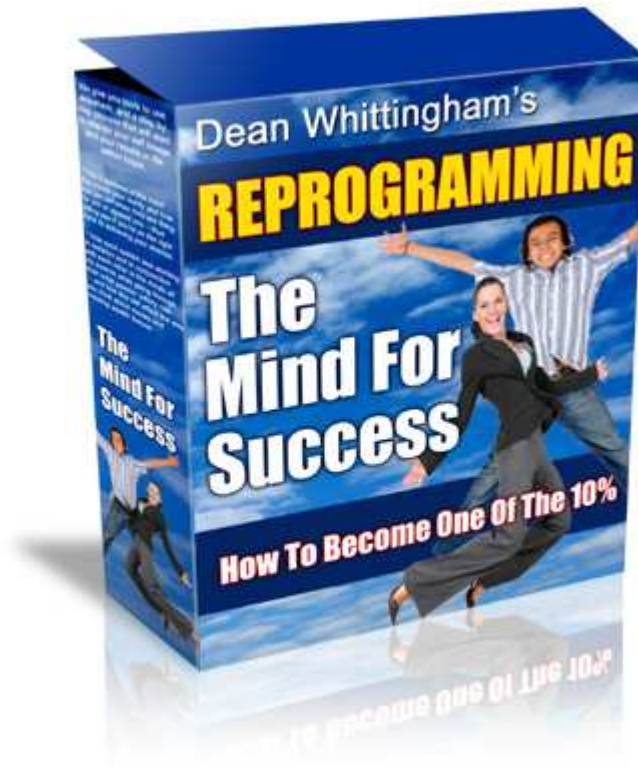


# Reprogramming the Mind for Success



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2008

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Reprogramming the Mind for Success: Become One of the Successful 10% by  
Reprogramming Your Mind for Success  
By Dean Whittingham

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## Introduction

A decade ago, my parents won a lot of money playing lotto. Based on their income levels at the time, it was enough money to set them right for the next 10 years, and this was not including any interest they would have earned. However, in four short years after winning the money, they were dead broke. They had gone from living in their own home with a mortgage, a job each and a little left over money at the end of each month, to bankruptcy and having to live in government housing. The whole ordeal split them apart. It took six more long years before they were able to reunite.

Many responses (especially from close family) to this event were actually quite similar. Although the initial shock was unsurprising, and the inevitable question of 'how could you waste away half a million dollars, and get into so much debt?' was asked repeatedly, the most disturbing response was 'If I had won that money, there's no way I would have lost it all.'

I found that statement disturbing, but at the time, it was more because it felt like our family and friends were quietly glad that everyone was back on a level playing field, and none of our family members was financially well off. Later, it became more disturbing because it became apparent to me that they were all wrong. Not one of them, had they won that money instead, would have done things differently. They all would have ended up the exact same way.

I found this out when reading an article written by a millionaire, that almost 90% of lotto winners end up worse off than they were before they won the money, and they usually do it in less than 5 years. Wow! Talk about a bolt of lightning. Why? Why is this statistic true?

That is the question I sought to answer in this report. Why do the suddenly rich invariably seem to end up right back where they started?

## Your Self-Image: Your Comfort Zone

There is a famous story of a stock trader (I use this story because stock trading is marketed and perceived as one of the easiest pursuits – when in fact it is just like everything else) who, year in and year out, starts with about \$10,000 and usually by the end of the year has turned that \$10,000 into a quarter of a million. However, as soon as he reaches this milestone, he immediately loses it back to the markets, and usually ends up back where he started with \$10,000. This is quite a disturbing occurrence, and we must wonder what is going through this trader's mind.

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This is the same thing that was going through my parents' mind even today, as they are not much better off financially than 6 years ago. In fact, they have gone full circle, to where they were a few years before winning the money. It is the same thing going through the mind of someone who wants to lose weight, but no matter what they try, they keep failing. It is the mind of the person who just cannot seem to make a relationship work. This is all to do with our self-image and the control centre, which functions within the subconscious.



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As part of the subconscious, there are four systems in our brain that co-exist together and affect our results in life; they are:

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- associations and neural pathways
- the reticular formation
- the psycho-cybernetic mechanism
- and the amygdala.

I will explain the processes and functions of each system soon, however first I will give you a general idea of what goes on in our decision making process.

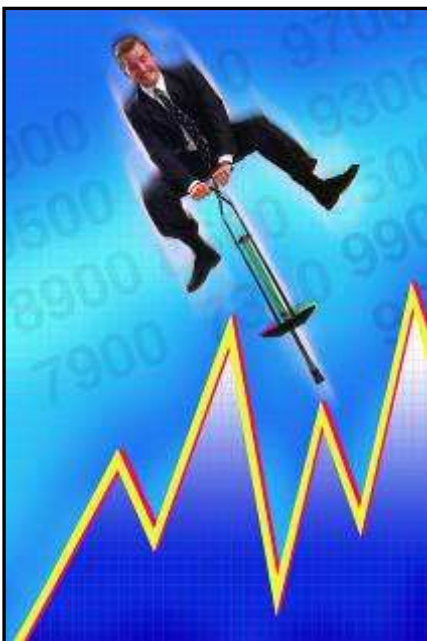
system soon, however first I will give you a general idea of what goes on in our decision making process.

Every person has a self-image of themselves embedded in their subconscious. This self-image determines what decisions and actions they feel compelled to take. A person's self-image is in fact their comfort zone and belief system.

When we receive input through our five physical senses, at a rate of about 10-11 million bits per second, our brain mechanisms assess the information to find a match to our self-image and beliefs. If any of the information is not in line with our beliefs and self-image, it is generally ignored. In fact, we do not even know we have processed it. We are only aware of the bits of information that match our beliefs.

However, every now and then, we are forced to digest information that is not in line with our beliefs or self-image, such as that of wanting to become a millionaire when the most we have ever earned in a year is \$50,000. Initially, when forced to digest this possibility, the first process in our brain alerts us to the fact that it has received information not in line with our beliefs. It proceeds to trigger feelings that we do not like, such as fear and anxiety.

Briefly, when faced with something that we have never achieved or experienced before, our brain goes into a slight shock therapy state, which tells us we are out of our comfort zone, and it is time to get back in. The decision making process that follows will always attempt to pull us back into this zone.



If we think of the trader mentioned earlier, in his first year, he would not have had a self-image of someone who was worth \$250,000. His self-image was of someone only worth \$10,000. Subsequently, after making his first \$250,000, he immediately felt uncomfortable and made decisions that pulled him back into his comfort zone.

However, his self-image as a trader is more like someone who is confident with his ability to trade. To turn \$10,000 into \$250,000 in 12 months is a great feat, so this was not a matter of being a bad trader.

After a few years, the trader creates another self-image or belief, one of someone capable of turning \$10,000 into \$250,000 in less than 12 months, but unable to keep it. His actions, like self-sabotage, are reinforcing his belief that he is only worth \$10,000. He is also creating another belief – that he cannot hold on to \$250,000. Either way, they are both undesirable.

If his self-image is one of someone worth only \$10,000, then it's his job to ensure that this remains the case in his physical world. The act of trading and turning his \$10,000 into \$250,000 will get harder as time progresses, to the point where his beliefs finally get the better of him.

## The Subconscious and Association

Our mind is made of millions and millions of highways called Neural Pathways. These neural pathways join parts of the brain that associate certain memories to stimulus to form a picture or idea.

When you look at a basketball, there is an area of your brain that associates the image with 'round', an area that associates it with 'ball', an area that associates it with 'orange' and so on. When you first learn that it is a 'basketball,' you create another association with the word 'basketball'. Neural pathways are created and strengthened by being used, others weakened by not being used (except those that are genetically hard-wired through evolution). So, the more you use these associations together (round orange ball), the more these neural pathways are used and strengthened and the easier it is for your mind to recognize the basketball.



Another way of explaining this phenomenon is to think of a child. The child will probably learn to associate with 'orange' on its own, before it knows what a basketball is, and the same would be true for 'ball' and 'round'. Overtime, as these associations are triggered more and more, the neural pathways that join these associations strengthen and so does the child's understanding of a basketball.

Think of a piece of electrical wire. What would happen to a piece of electrical wire if you kept wrapping it with electrical sticky tape? It would get thicker and stronger the more you wrapped it. Your neural pathways do the same. The more they are fired to send messages between associations, the stronger they become.

Overtime, the more you act, think, and speak in a certain way, the more you strengthen the very neural pathways that fire this behaviour, to the point where you can do it

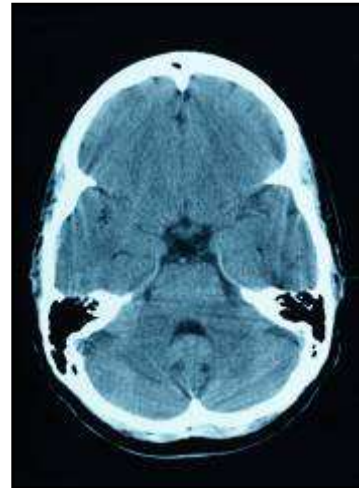


unconsciously. This is the same as forming a habit. Habits are automatic behaviours that occur due to very strong neural pathways.

Every second of our existence, our subconscious processes, facilitates and creates between 10 billion-400 billion actions (neural transmissions). It also controls between 96-98% of our perception and behaviour. What was once thought a waste of space (i.e. the myth that we only use a small amount of our brain) is in fact our control center and is the most important part of us.

However, the subconscious has two flaws (depending on which way you look at it); it cannot tell the difference between what is true and what is not, and its job in relation to our conscious is to do exactly what it is told. Now I say that it depends on which way you look at it because you do have a choice as to how to use it. This is where your conscious comes in.

Put simply: **your conscious mind has a job. Its job is to tell the subconscious mind what to do. Your subconscious mind also has a job, and its job is to do what the conscious mind instructs it to do, regardless of whether the instruction comes from conscious response to external stimulus, or to thoughts processed by the imagination.**



Your subconscious stores all of your associations such as memories, beliefs and habits (which are 10,000 times more powerful than desires). It uses these to match information from the outside world. It ignores any information that does not match. Let us see how this is done.

## The Reticular Formation

“The human mind has an ‘inhibitory system’ which routinely and automatically removes from perception, reason, and judgment over 99% of available fact.” – Jerome S. Bruner

Inside our brain stem lies a formation about the size of our pinky finger, called the reticular formation. This connects to other parts of the brain and our body via millions of communication pathways. This whole system was named ‘The Reticular Activation System (RAS)’ by physiologist H. W. Magoun, who discovered that by stimulating it, you could wake someone from their sleep.

The RAS is the connection between anything and everything of our being. It receives and sends all of the information within our body. Each of the 10-11 million external bits of information we process every second goes through the RAS. The messages required for our bodily functions and organs are fired from this system as well. It is the main control center of our being.

Because our conscious mind cannot cope with so much information, our RAS serves as a filter by eliminating what is not on our ‘priority list’. In fact, the reticular formation is the only segment of the brain which has access to all incoming information, is known to immediately scan and prioritize that information, select “appropriate” responses, and has two-way communications with all of the subsystems.

For example, most mothers are able to hear the sound of their baby crying while they are sleeping, even from the other end of the house. Yet a siren going past at 5am, obviously making a far louder noise, may not wake her. I actually witnessed this one morning and could not believe the siren did not wake my wife. However, 20 minutes later, she awoke to my daughter’s cry, even though there was a *significant* difference in volume between the two.



This does not just work with instincts; it also works with beliefs, habits and your self-image. The Neural pathways that we create on a day-by-day basis actually create the 'menu' of priorities for the RAS to base its filtering on. It determines what our priorities are based on our own beliefs, self-image and habits. So, for every chunk of information our senses receive, only the information that lines up with our beliefs makes its way to the conscious mind and our awareness without resistance (resistance will be explained soon).

The point there is this. You have control over what you think. No one tells you to think a certain way other than yourself (if you do not believe that, ask Nelson Mandela). If you believe that making money is hard; if you believe becoming slim is hard; if you believe finding the right partner is hard; if you believe investing is hard; guess what, it's going to be hard.

Your neural pathways are only doing their job. They are taking the desire you are associating with, such as being slim, and finding the association with 'this is hard' and joining them together. The more you say it, think it, feel it, apply emotion to it, etc., the stronger the neural pathways between these two associations become. Your RAS then picks this up and finds it a priority to use in the filtering process.

Many women have an issue with their looks. Much of this comes down to comparing themselves to others, especially to younger women. However, the real problem is not the younger women looking younger, it's the self-image associated with looking older.



You look in the mirror in the morning and the first thing you see are your wrinkles. You then associate a feeling of dislike to it, which initiates an entire chain of events in your subconscious systems. They are going to do everything in their power to make sure that all of the evidence presented to you throughout the day will point to your beliefs. Any information to the contrary (sometimes even your husband telling you that you look beautiful) is filtered out and dismissed.

This is the job of the Reticular Activation System, and so it is very important you understand its functions and how it works. Of course, the next question we must ask is, 'What happens when we contest a belief, raise our own self-image or try and break a habit? Why is that so hard to do?'

## The Psycho-Cybernetic Mechanism and the Amygdala

The Psycho-Cybernetic Mechanism (PCM) is our brain's version of a thermostat. Thermostats, whether mechanical or existing naturally in animals, are called cybernetic mechanisms. Their job is to keep the surrounding area or body at a constant temperature.

In the air-conditioner or heater thermostat, as the temperature changes due to an external event, the sensor triggers a message to the main circuit, telling it to increase or decrease its function. This brings the temperature back to the original settings.



Our brain's PCM acts like a thermostat. However, it is not merely set to adjust our temperature; it is for our comfort and survival, including our comfort zone! In other words, it senses when we are out of our comfort zone and pulls us back. To do this, it employs the help of the Amygdala.

The Amygdala is an almond shaped set of nuclei in the brain. It is most commonly associated with emotions such as fear, anxiety, doubt and depression. This Amygdala is actually the circuit that is triggered by the PCM when it senses you are out of your comfort zone. It releases chemicals that cause you to feel doubt, fear and anxiety.

As we have free will, we can create any thought we want at will. It is because of this that, even though the RAS will filter out all except our priorities, it cannot stop you imagining anything you want. However, just as the RAS has a filter in place, the PCM has guidance boundaries in place, much like a heat-seeking missile. It acts like a behaviour barrier signaling an instant need for adjustment if it feels you have gone off course.

An example is a fear of making cold calls. This fear may have begun with a bad experience. Alternatively, you may think you are less of a person than the person you are trying to cold call. It could also be simply a part of your self-image; you do not believe you are smart enough or good enough in cold calling to make the sale. Either way, you

have instilled beliefs within your subconscious that prevent you from being in a position to make cold calls (this is the survival part—when looking for a job in a newspaper, your subconscious will purposely try and avoid jobs that involve cold calling).

However, let us say you meet with someone who is offering to show you a business idea he has. During the presentation, you find you like the concept and want to look further. However, at this point your friend tells you that you are going to need to learn to make cold calls!



A series of events occurs. First, your psycho-cybernetic mechanism recognizes that you have created a thought process that is in direct conflict with your beliefs. In other words, you have briefly imagined yourself being on the phone making cold calls, even though you have a fear of doing so. Your

PCM sees this as a diversion from your usual course and sends a message to your Amygdala. In turn, it releases chemicals into your body, creating feelings of fear, doubt and anxiety. The purpose of this is to get you back on course and back into your comfort zone.

As soon as you feel these emotions of doubt, fear and anxiety, you will begin rationalizing. You will think of why you should not be out of your comfort zone. You will immediately stop accommodating the thought that triggered the whole process. You will say to your friend, 'I can't make cold calls, I am not good enough,' or you will say, 'I'm happy with my current level of income,' which is not true, but is comfortable.

You may be wondering why our brain has such systems and functions, as they seem designed to keep us in a mediocre state of being. In fact, they are there for survival. However, as man has evolved, he has developed free will, choice, and the ability to love and create beliefs. The problems people find themselves struggling with day in and day

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atall.

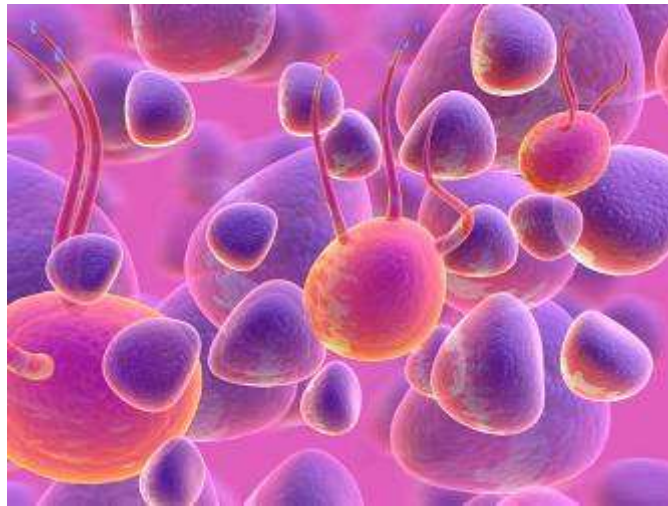
Do you remember that you have a choice as to how yo u look at your subconscious?  
Thosethatarehappy,healthy,successful,fulfille dandbalancedinlifehavethattheir  
self-image.Thosethatareunhappy,broke,unfulfil ledandliveunbalancedliveshavethis  
as their self-image. **Your self-image - the picture of you in your mind - is being  
created from day one. It is important for you to r ecognize how you see yourself  
within,whichmeansbeingveryhonestwithyourself !**

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that join them to create beliefs. We examined the reticular formation and the way it  
filters out the many millions of bits of unnecessar y information. We explored the  
psycho-cyberneticmechanism,whichsenseswhenyou areoutofyourcomfortzone;and  
theAmygdala,whichreleasesthechemicalsthatmak eyoufeeldoubt,worryandstress.

Now,whatisactuallygoingoninourbodyandmind whenwearecomfortable?

## Our Comfort Zone

What most people do not realize is that when we become addicted to a drug - be it nicotine, caffeine, or heroin - it is our cells that become addicted. Each of the cells within our body is a recipient of any chemical our mind makes or that we ingest. Your cells are made up of small receiver pods, which act like a receiving depot in a warehouse. A person who drinks a cup of coffee is receiving caffeine into their system, which is then shared among every single living cell in their body.



Take away the addictive drug and it is your cells that scream for more. They send messages back to your brain, wanting to know why they are not receiving the chemical they need.

These reactions are so powerful that they will cause a heroin addict to perform actions that can be quite mind blowing and misaligned with what is acceptable by society's standards. Could you force yourself to make \$500-700 a day while fighting the elements of weather, street crime and the law, and do it day in and day out? Heroin addicts seem to find away.



Our brain releases a chemical called 'Dopamine' as a reward for doing something pleasurable, be it sex, eating, etc. When you do something that makes you feel good within yourself, your body is experiencing a rush of dopamine.

Dopamine is no different from any other chemical or drug. A person living within their means, within their comfort zone, is doing it because it makes them feel good. This is obvious, because to move out of your comfort zone means you stop feeling good.

The power of the comfort zone is so great that you could feel miserable about how you look when looking in the mirror, but when it comes to having to do something about it, i.e. exercise and changing your eating habits, your dopamine-addicted cells try to stop you in your tracks. If you attempt to change your eating habits, for example, you are not going to receive your dopamine rush because the foods you were eating before made you feel good where the new foods do not.

Overcoming a habit be it chemical (cells) or behavioral (neural pathways), requires an understanding of what is going on in your mind and body. The process that is going on was created to keep you alive and comfortable. As soon as you stray from it, you know it. The good news is that those willing to accept this and work with it - and not against it - will see massive changes in their lives.

## Case Study: The Lotto Winners

It is important that we return to our lotto winners to help us understand how this process applies to them, and to also find out why they did what they did and how you can learn from it.

Before they won the money, they were earning around \$50,000 per year. They were paying off a mortgage, saving a small amount, going out for a meal about once a week, and spending the rest of their time watching TV, doing small hobbies and surfing the internet.

However, this was no accident; nothing ever is. This lifestyle was where they saw themselves. This was their self-image, their belief of what they were capable and their comfort zone.



Do not assume they did not complain, as they did... we all do, at varying levels. However, complaining and being comfortable are two different things. Being comfortable is your *acceptance* of your self-image (you may not like it, but you accept it), while complaining is the act of blaming an external force or circumstance for your self-image. You are getting yourself off the hook, so to speak, by blaming external forces for your circumstances so you are not responsible for your current environment.

The problem is that your environment is the direct result of your self-image and the subsequent acceptance of it. Think about it; if you could not accept the fact that you were only worth \$50,000 a year, wouldn't you do something about it? If you do not do anything to change your income level, you must then accept it. You cannot have it both ways.

The bottom line here is that you either accept who you are and your associated self-image... or you do not. Complaining does not change anything, unless that complaint

leads to an action. If you turn your complaint into an action, then doesn't that mean you refuse to accept your own self-image? Therefore, it takes action to change your self-image and while complaining is not an action, a refusal to accept it can generate an action.

It is important to be clear here: although one may be unhappy with their current circumstances, they are still comfortable, as were our lottery winners.

Because they had created this self-image, their brains were wired to be comfortable with their situation.

Their neural pathways had hardwired all their associations:

- 'self worth' became linked to 'we are only capable of making \$50,000 a year';
- 'self worth' to 'we need to pay off a mortgage';
- 'self worth' to 'we can only save a small amount each month';
- 'self worth' to 'we can only afford to go out once a week' and soon.



Their daily actions also supported this. Because they were comfortable with who they were, their non-working hours were spent doing things that were in line with this image, such as watching TV all night and only going out once a week for a meal.

If they refused to accept their income level, they may have been using more of their non-working hours building a business, or educating themselves in a career that demanded higher wages. However, they did not see that they were

worth any more than \$50,000 a year, so even if an opportunity arose that would enable them to embark on something that could increase their income, they would not see it.

Because their neural pathways were wired this way, and the actions they were taking during non-working hours were feeding their bodies cells with dopamine, they had created the 'menu' for the reticular formation to use as its filter. Any information received that was outside their reality was dismissed.

Winning a large amount of money is not something everyone will experience; therefore, it is hard to explain and even harder for people to relate to. I did not win it, but felt their elation and joined them in their celebrations. It was indeed a time of new beginnings, or so we all thought.

However, even in times of euphoria, excitement and the consideration of new possibilities, there was an instant war erupting inside the minds of our lotto winners; a war they were not aware of until it was far too late.

Their self-image was of a couple who were worth only \$50,000 a year. They were able to save only small amounts, and for good reason: they had never made any more than that. Suddenly, they had a bank account worth ten times this. At that time, their psychocybernetic mechanism would have been going off the map! 'You're not worth this; you're only worth what you save each month.'

However, even though the Amygdala was pumping out chemicals meant to cause doubt, fear and anxiety, all of the other feelings they were experiencing overshadowed their negative feelings. They were able to ignore the fear and anxiety because they now had proof in their bank account that they were indeed sitting on half a million dollars. There was no reason to rationalize being worth any less.

[It's important to note that right from day one, they were taking actions based on their self-image and not those of someone who had maybe earned or saved half a million dollars. Therefore, even though the Amygdala's chemical releases may have been temporarily over-shadowed; they would ultimately affect the actions taken. It is also worth pointing out that the actions didn't differ, only the size of money involved, and as

the bank account got smaller and smaller, so did the action.]

amounts of money involved in each

In their bodies, a chemical war took place. They had the excitement and euphoria, all of which made no sense to the cells, and they had the doubt, fear and anxiety (temporarily disguised), but the cells were not getting their dopamine.



At this point, a sense of guilt met each of their desires to have all of this money, so they felt guilty thought they would feel a lot better if they just sat at home and enjoyed their nice new TV.

actions. They felt that they did not really enjoy it if they went out and enjoyed it. They sat at home and enjoyed their nice new TV.

Although they did enjoy some of their money, they actually spent more of it on material possessions - most of which were never used! They never even went on a decent holiday. This was due to their already created self-image, which was only used to spending money on material possessions. Anything spent on enjoyment was kept to a minimum.

actually spent more of it on material possessions - most of which were never used! They never even went on a decent holiday. This was due to their already created self-image, which was only used to spending money on material possessions. Anything spent on enjoyment was kept to a minimum.

The initial 'high' did not last for long; even after a few short months, their minds started to play tricks on them. They had concluded that what initially seemed like a lot of money, did not seem so large once they started spending it without replenishing it. This created a fear, which reinforced their irrational thoughts to just stay at home and not waste the money on enjoyment. Now the real emotions of doubt, fear and anxiety, which had been suppressed, came to the fore.

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I clearly remember the initial month or two after they won the money and the consensus that they could now leave work. There was certainly no argument there from anyone. However, this posed a second problem. They did not see a need to work, nor did they want to, and because half a million dollars was not going to last forever, they were going to need to find an income.

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However, if they had never made money from any other resource than a job, how on earth were they to create an income now? Starting a business was one way, but they did not have the self-image of business people; if they did, their original \$50,000 a year would have come from a business, not from working a job. Any attempts to start a business were met with resistance from the psycho-cybernetic mechanism. As a result, all such efforts failed and afterwards they always rationalized why they could not make them work (we are not smart enough to run our own business).

They could have chosen to find a financial advisor or a good way to invest some of the money, but once again, as they had never ventured down this path before, their mind was shut to these possibilities. In fact, the only advice they sought was from a bank manager, which is not surprising considering that we learn in school that bank managers are good with money!

[The advice they received was actually good advice, but the timing was awful. Responsibility still rests on the shoulders of those who ultimately make the decisions; as such, the Bank manager is not to blame for their lack of results].

They did invest, but their investments were poor for the short term and did not provide the income they needed. Not only that, they were purchased at a poor time and were declining in value along with their bank account.

So for four years, they lived off their bank account, had no regular income, didn't enjoy any of the money, and basically lived the same way they had before but with the occasional splash out (the regularity of splashing out became less frequent as time went on). They became more fearful of losing what they had left. Eventually, everything they bought, from the investments to the material possessions, was sold to provide money to live.

By year four, the crunch came. They made one last attempt with the little they had left and tried running a small coffee shop in a small town, but the game was already up. The business was not making enough money, they were blaming each other for losing all that money, they didn't really like the town they were living in and along with the debt, they had amassed, it all finally took its toll on them.



If we look at the different key areas of their lives before and after, it paints a very informative lesson.

**Their self worth in terms of wealth**

Before: Only had a small amount in the bank.

After: Had half a million dollars in the bank.

Problem: Their self-image was not of wealthy people. When they started thinking they were wealthy people, their psycho-cybernetic mechanism sensed that their direction was way off. Its response was to alert the Amygdala to send out feelings of guilt, fear and doubt in an attempt to get them to make decisions and take actions that would support their image of not being wealthy, i.e. get back in your comfort zone. No money was generated; it was only spent.

**Their self worth in terms of ability to create income**

Before: Only able to create \$50,000 a year working a job

After: Didn't want to work anymore, so would start a business when the need arises

Problem: Their self-image was not that of business people, or of investment savvy people. Apart from the psycho-cybernetic mechanism going nuts every time they tried to start or build a business, their reticular activation system was also preventing them from spotting any information that could help them with investing. Their Amygdala made them feel anxious and fearful every time they attempted to begin a business and their minds shut off to any people, events or ideas that could have given them something good in which to invest. No money was created, it was only spent.

**Their self worth in terms of enjoying life**

Before: Only went out for a meal once a week. Although they saved a small amount, any other money left over was used to purchase material items.

After: Were more relaxed about not having to work any more than actually enjoying some of the money by way of holidays or travel.

Problem: Their self-image was not of people who went on holidays, traveled or did anything more exciting than a trip to the pub for a counter meal or to watch TV. In fact, after winning the money, the only travel they did was to visit family members to share what had happened. Their perception of life in their neural network had formed into 'life is pretty boring really' and the reticular activation system prevented them from being able to see that there is much to do in life. This is a fear-driven characteristic, as most people do not go out and enjoy life because they cannot afford it. Even half a million dollars could not change this fear. No money was created to overcome this fear, it was only spent.



As you can see, their subconscious was only doing its job. As sad as it sounds (and it was a pretty tough time 6 years ago), the mighty powers of their subconscious did exactly as they were told to do.

It did not have to be this way, but in reality, it was over before it started. The only way they could have prevented it from happening was to be aware of the inner workings of their mind before they won the money, or to have learned soon after. However, this whole episode is a huge lesson for anyone; a lesson that, once learned, can help create the foundation for success in every endeavour of life.

## Review: The Trader

I hope you can now see what would have been going on in the mind of the trader. The following test is designed to ensure that you understand all of the functions of your mind and body. If you pass this test, move on to ensuring that your mind and self-image is programmed correctly to ensure you succeed in your pursuits.

1. Which is most likely to be the trader's self-image at a subconscious level after several years?

1. I am a great trader and I can make any amount of money I wish.
2. I am a great trader and I can turn \$10,000 into \$250,000 in a year.
3. I am a lucky trader and I somehow manage to make a quarter of a million a year.
4. I am a terrible trader and nothing goes right for me in the markets.

2. How much does the trader think he is worth at a subconscious level?

1. Nothing
2. \$10,000
3. \$250,000
4. 1 million

3. Which associations in the trader's mind are most likely wired together continuously?

- |          |                              |
|----------|------------------------------|
| I can    | Trade well                   |
|          | Make millions                |
| I cannot | Make \$250,000               |
|          | Hold onto \$250,000          |
|          | Turn \$10,000 into \$250,000 |

4. The trader gets to \$250,000 and then loses most of it back to the markets: is it his conscious or subconscious mind at work?

5. Which system is preventing the trader from seeing any opportunities around him that may offer a solution to his problem?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amygdala
5. The psycho-cybernetic mechanism

6. Which system senses that the trader is trying to accommodate a thought that is not in line with his self-image when he reaches the \$250,000 level?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amygdala
5. The psycho-cybernetic mechanism

7. Which naturally occurring chemical goes to the body's cells when we are in our comfort zone?

1. Nicotine
2. Caffeine
3. Dopamine

8. Which system overrides the body cells normal intake of 'comfort zone' chemicals when the trader becomes uncomfortable with having so much money in his account?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amygdala
5. The psycho-cybernetic mechanism

9. Which system creates the priority menu for the reticular formation to base its filtering on?

1. The neural pathways
2. The Reticular formation
3. His body cells
4. The Amygdala
5. The psycho-cybernetic mechanism

10. What does the trader need to do to overcome the loss suffered at the end of the year and go on to make a million dollars?

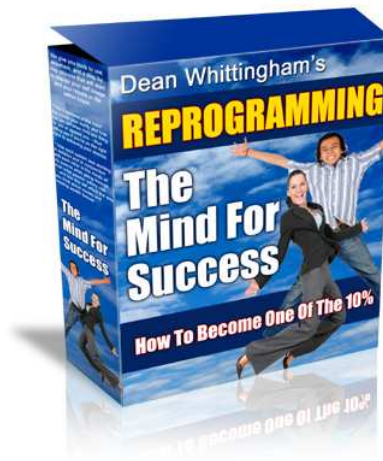
1. Nothing, trading is pure luck
2. Ask for help
3. Re-program his neural pathways so that his self-image changes

Answers

1. -2
2. -2
3. -I can-----Trade well  
I can-----Make \$250,000  
I can-----Turn \$10,000 into \$250,000
- I cannot-----Make millions  
I cannot-----Hold onto \$250,000
4. -Subconscious
5. -2
6. -5
7. -3
8. -4
9. -1
10. -3

To get the full program including exercises, software, audioguides and more visit:

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