

# **Psychology OF SUCCESS**

**NLP TECHNIQUES TO MASTER  
LIFE AND TAKE CONTROL LIKE  
THE 1%**

**OLIVIA BENNETT**

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BY OLIVIA BENNETT

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# INTRODUCTION

How often has the struggle been in the breaking headlines as of late about the supposed battle between the 1% and 99%? The lines are drawn distinctly when it comes to the differences of the annual incomes of the top 1% earners and the remaining 99% of humanity. Is it a privileged class that knows the secrets to success? What if you could learn a way to develop the psychological mindset that can bring you all of the success and happiness that is enjoyed by the mysterious 1%?

Beyond the rhetoric and arguing both the 1% and 99% have legitimate points as to why they are the way they are. The upper class says that the impoverished simply do not apply sound business principles to get themselves out of their situations. They feel that the poor fail to recognize that money needs to be used as a tool to make even more money.

Those that live paycheck to paycheck argue that there is no other way. They have to pay the bills and this leaves little to do but save a few pennies and hope things work out for the best. It is true if they are not aware of the process it takes to change the thought processes and be more receptive to opportunities to change their lives and be more successful. This book will bring you that blueprint. All you will have to do is get started.

Neuro-Linguistic Programming is a method of retraining and conditioning your subconscious mind to get you into position to seek out and gain the success you desire in your life. You can easily learn how to incorporate NLP into your daily life and begin thinking and making decisions like the 1%. It can transform your life. Are you ready to learn how the 1% do it? Follow me!

# CHAPTER 1: WHO ARE THE 1%?

There is no question that money provides power and freedom. Without it you are just another citizen that is available for a head-count. Those with the money and the power are the real decision makers of the world. It is what visibly separates them and places a barrier that seems impossible to cross over for the average person. How do they do it? Is it luck? Have they just won the lottery of life?

The fact is they have done their homework, developed the right belief system and consistently followed through with good decisions to get where they are. That does not mean there aren't some that have inherited money, but there are many that have come from bleak backgrounds and made it big.

The financial barrier in this day and age that separates the 1% and the 99% is about \$500,000 dollars a year. That is the threshold at which you enter into the world of the 1%. Most people do not make anywhere near that annual income level, but the ones that do many times exceed that number by a large margin. It is true that there are more millionaires than ever before, but there are more people living at and below the poverty line than ever before as well. The disparity levels in many parts of the world are just a sign of the times we are living in. Millionaires and billionaires are enjoying the good life while on the other end of the spectrum many people are struggling make ends meet. This unfortunately probably will not get any better, it will actually worsen.

Are you doomed to live this way your entire life? Will you never be able to master life and enjoy the success you really desire? It is possible if you learn to think like the 1% and model all of the things that they do right. Use it a formula for success.

Just because there are high levels of disparity, it does not mean we should not dare to dream or believe in any better for ourselves. Actually, the people who manage to remain ambitious and determined through adversity can still achieve that which they have aimed for. Remember that the people we look up to for their own success are people who refused to let the rules of many dictate their own lives. They looked beyond their possibly impossible circumstances and did everything with that ultimate goal in mind.

Whether it was to own their own company or climb up the ranks to reach the top of the food chain of an organization, these people managed to achieve

this by believing that they could be more than everyone around them. It is true that circumstance has made it impossible for people to reach their dreams, but it shouldn't be something that forces us to work less, or not try as hard as we are supposed to. If anything, it should force us to do more as we aim for success.

There is no person on this earth who becomes successful without having the thought first planted in their mind and the vision at the center of every move they make. What makes people jump from a dream to a reality is always having the belief that the dream will at some point become real if they add hard work and remain dedicated to what they plan for their lives. Success never starts with the tangible; like all things it begins in the mind and then the person puts in enough work to make it materialize. Many people who are the 1% starts off as the 99% and then they work their way up to reach their goals. You must therefore always remember that your way of thinking easily impacts how well you will do. If you do not believe that you can achieve something, there is no way you can push yourself to work hard and stay on the path to reach your goals.



# CHAPTER 2: WHAT MAKES THE DIFFERENCE IN THE 1%

What are the things that make the people that comprise the 1% different? They place a great deal of value on acquiring and retaining large sums of money. Consequently they are able to find the ways and means to both get and keep money in large amounts. It isn't the thought of having a lot of money that makes the difference, although that is critical. It is the high importance they place on money that makes it one of the most important things they do each day.

Not only is it imperative to place a great deal of importance on having money and making money, but you have to set the right goals and make sure that you reach them on a consistent basis. Wealth isn't obtained overnight. It is a willingness to push through perceived problems and get to the goal line.

Wealth not only takes time to attain but it also takes a high amount of dedication. Imagine the fact that most people want to be wealthy and wish they could make a certain amount of money to afford a certain item, but only a handful of these people achieve it. The rest spend their lives dreaming as opposed to the fraction that actually manage to reach their goals. What sets these people apart from the rest? Are they luckier and more special?

Maybe they are but the fact is they set their mind on their goals and remain fixated and focused on it. Whether it is about getting money to buy a new house, or money to support their lavish lifestyle- they make it happen because they really want it and even if they face adversity they keep that goal in their minds and it keeps them going even when they face the tough times or setbacks. What makes a difference in the 1% is not only saying they want to be wealthy but the deep belief and trust that they will achieve it.

If these are not things that you are comfortable with or feel you cannot do, NLP techniques can make all the difference. It will help you train your brain to both think in a new way and come up with the solutions it takes to meet your goals. Those in the 1% may or may not have learned how to become successful using NLP, but NLP is centered on what the 1% does and does effectively to create the best life imaginable.

**SUCCESS DEFINED**

Have you ever taken the time to ask yourself what success is according to your own understanding and preferences? We're not talking of what society defines as success but rather what you deem as the necessary conditions that need to be present in your life for you to consider yourself successful. The differences between you and the next person may surprise you because people ultimately all want different things and they therefore end up with different dreams and aspirations. Do you know why it is so important to realize what success is to you?

Well it makes it easier for you to set your own goal and follow through with them and it makes it easier for you to realize what truly makes you happy. If you use society's rules to define your success; that is how you can end up happy even after amassing many things, and achieving what is believed to be success. How do you define what success is to you? Well, a simple exercise will be extremely effective. Close your eyes and envision your perfect life. It can be a home, a job or children or travel but whatever it is should be something that gives you the picture of the life you want for yourself. Allow the picture to be as detailed as you like; what are you wearing, what does your home look like? All these are images that should contribute to the larger vision of your life. When you open your eyes, recall all of the things you saw and write them down. With these exercises you will start to get an idea of the things that will make you happy and bring fulfilment to your life.

Using your own vision makes it more personal as opposed to getting a checklist of what everyone else says success is. Use this vision to push you forward and to encourage you when the going gets tough. It is something that you can hold onto and you know that this is what you are working towards. "The dream" often looks different to each of us so take time to explore your own happiness so that you are better able to create something that truly belongs to you and is not a picture that somebody else created for themselves.

When it comes to success, there is no copy and paste from one person to another. What exists rather is a personal vision that might have universal elements, but still remains personal at the core. Maybe you don't want the picket fence and would rather go for the lifetime of travel and adventure, there is nothing wrong if this is truly what you want and you are certain that is what will fulfil you.

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# CHAPTER 3: YOU ARE WHAT YOU BELIEVE

What are your beliefs? They are the basic ideals that we hold as truths in our lives. They do not have to be based on absolute truths, but simply what we believe about things. We may believe that bank robbers are bad. This is a belief. Some beliefs are great to have and keep us from making mistakes and getting into bad situations, but there are some that are not so great for our lives, motivation and ultimate success in life.

Some people are held back by the belief that they are undeserving of having lots of money and this permeates into how they deal with the fortune they receive. It could be that something that happened earlier in life, or past misfortunes that have made you feel like you don't deserve your success, either way this can make it near impossible for you to enjoy your money.

This belief causes other beliefs, such as feeling like something is going to go wrong to make you lose the money or failing to do anything pleasurable with their money. This is an example of how negative beliefs can easily affect how you work or approach whatever task you have to perform to find success. Some feel that if they had a lot of money it would "change" them and they would suddenly become a bad person. It is a fear that comes from seeing how money might have changed other people do any of these apply to YOUR beliefs about money?

Beliefs are all kept filed away in the subconscious mind and are what it uses to gauge all the actions, good and bad, that you take throughout your life. When things consistently fall apart for you financially you might want to take a moment and consider what your beliefs are when it comes to that area of your life. In order to change the outcome you will have to change the belief. How can you change a belief? The next chapter will introduce you to a method that is tried and true and can really make all of the difference in creating a better and more rewarding life.

What do you believe about yourself? Do you think you are meant to be successful or do you hold any thoughts that everything you do will ultimately fail? It is important to ask yourself these questions to be able to weed out any negativities that can hold you back.

# CHAPTER 4: NEURO-LINGUISTIC PROGRAMMING

Neuro-Linguistic Programming, also known as NLP, has been around since the 1970's, but has only recently become a widely accepted method of therapeutic benefit and mind conditioning. It has been used for a long time in the motivational coaching industries. It is used because it works!

NLP offers a systematic approach to finding out the things that are holding you back from achieving the things you want and quickly changing them to produce a positive and successful outcome. It does require that you be ready and willing to change the beliefs and behaviors that are holding you back, but is made easy since it basically trains and conditions the subconscious mind to do much of the work for you.

When NLP is combined with the desire to learn to think and behave like the 1%, it is an unbeatable combination. There will be ideas come to you that were previously not available. Your subconscious mind will work overtime to assist in making the needed life changes to bring you rewarding outcomes.

# CHAPTER 5: HOW TO CHANGE BELIEFS

You might think that it is a long and complicated process to change your values and beliefs, but it is really quite simple. You can literally do it anywhere. The most important thing to start with is to discover what your core beliefs are about life. Think of any area of your life in which you are help back. What are your core beliefs about that? You will most likely find that it is a belief that simply sets you up for failure.

Once you have figured out the beliefs that you hold that are not doing you any good how do you change them for better ones? Simply put it in black and white that you are changing from such-and-such belief to whatever the new belief is. Make sure to pick beliefs that are very much in line with what your outcome needs to be.

Close your eyes and think of the belief that you presently hold that is making your life more difficult than it needs to be. Feel how heavy and stifling it is. Really get a feel for how much it is holding you down. How will your life look a few years down the line if this belief doesn't get changed? It probably will not be any closer to the life of a 1% member than it is today. In fact, it could be worse.

Keep your eyes closed and think about the new belief that you want to install. If it happens to be about money then make it one in which you believe that you can have access to money whenever you need it. Make it a belief that empowers your abilities to go after the income you desire and improve your life. Feel how positive and relaxing it is to have that new belief. It is THAT easy. Toss out what doesn't work and opt for things that do.

# CHAPTER 6: IMPORTANCE OF GOAL SETTING

Changing bad beliefs for ones that open up your life to positive change is great, but what do you do once this is done? Having a destination is fine, but you also need a way to get there. You can design the perfect travel plan by setting goals and milestones. These will act as guideposts as you move forward through the process of enacting major changes in your life.

The big goal you set is what is considered the final outcome, but if you want to be in the 1% it may take a while to accumulate enough wealth to join the gang. If it takes too long you may get disappointed and feel like giving up. To avoid this, break the big goal down into milestones.

Breaking things down into more manageable steps can make a big difference in your level of motivation. Each time you reach a smaller milestone, such as earning an extra few thousand dollars, you can feel good about trying to make it to the next milestone, which might be a hundred thousand dollars. Keep stepping up your game until you have reached the finances that you feel create the feeling of success for you.

You need to carefully think about the goals you can set and whether or not they will actually bring you closer to your goal or not. Create a plan to get you to the goal. There needs to be some type of action you can take right away to begin pushing yourself to reach the outcome. The big goals will take time, but the sooner you devise a workable plan, the faster you will get there.

A common mistake we make is procrastinating on a big goal instead of breaking it down to make it less intimidating or overwhelming. What ends up happening is that time begins to fly by with nothing done or achieved so basically you stay at a standstill. Setting goals is the most mature way to approach achieving your dreams. The 1% of the world know that being spontaneous does not count for anything when it comes to success and goals.

To succeed and get to where they are, they know that planning and goal setting are the keys to achieving their dreams. There isn't much room for guessing and letting the wind blow you, especially if you are trying to reach the level of wealth these people have managed to reach.

Take time to set goals and make them realistic; not fanciful and imaginative.

Clearly mark out the greater goals and break them down into mini goals that are more digestible so therefore more achievable. You will find more satisfaction and fulfilment with that. Sticking to the large goals will only leave you frustrated when something fails to go the way you planned. There's more to gain and more to learn by simply setting goals that are smaller and easier to accomplish in a shorter amount of time.

Clearly people tend to overwhelm themselves with large scale operations for goals and when this fails to work they get disappointed or feel that their dreams will not come true. Yes, even the people you see with millions of dollars now- they also started with small goals which they set as milestones. Every mini-goal achieved was a milestone that they celebrated and instead of stopping right there, they continued to build and work towards the next milestone. This happened several times until they managed to get to the top of the goal ladder with their success to show it. Wealth is not an overnight thing for most people. In fact, it takes plenty of hard work and patience as well as a lot of goal setting which in the end contributed greatly to the level of success these people managed to achieve. Whether you hire a life coach or decide to work through it yourself, setting goals is one pillar in the structure that allows people to be successful.



# CHAPTER 7: CREATING ULTIMATE VALUE IN CHANGING YOUR LIFE

You will never be able to change your life and live like the 1% unless you value all of the possessions, money, power and prestige that they do. If you set the necessary elements as goals and then give a hierarchy of value to each one then you will stand a much better chance of succeeding. Your subconscious mind will pick up on the list of priorities and make sure that you start moving to reach the goals.

You need to decide everything you want out of life. Make a long and detailed list. What would it take for you to feel like you are part of the 1%? Do you want to live in a big house, drive an expensive car or have more cash than you can possibly spend? You need to list these items and then give them an actual numeric value. Which do you value over the other? Focus on the priorities.

You can do this with all things in your life. You can use NLP to improve your relationships, business, health or anything you can think of! Maybe you would like to find love or run a multi-million dollar company of your own. Whatever your desire is, place the value on achieving that particular goal. Your brain will give that goal higher priority to get it done.

A good value system is what makes it easier for a dream to be quantifiable in a way that can push you to get things done. It's simple, if we do not attach a value of priority to the things we want to do, what will we use to create an order for them? With no order we might end up overwhelming ourselves. Many people in the 1% have life coaches who help order their steps and keep them on the right path to stop any slacking that can affect their goals. You might not have the resources or time to spare so you will have to become your own life coach and divide your goals according to what is more valuable to you.

First of all, you can consider which goals are more easily attainable or you can go a little deeper and think of which goal would make you unhappy if you failed to achieve it. A good value system helps you stay focused and on

goal because it keeps the most important things at the front of the mind. Some goals do not serve us or benefit us so learning to attach values to them takes away any that are not necessary or pressing at the present time. What is important to you? Is it getting that promotion at work or raising the money needed for a trip? Either way, each goal has a different weight to you and the sooner you are able to organize them accordingly, the sooner you simplify the whole process for yourself.

# CHAPTER 8: CONTROLLING REACTIONS

Can you say honestly that you are always in control of your emotions? Are there times you feel consumed with anger, sadness or frustration? Emotional states can really drain you of needed energy and tear apart your focus. As any 1% member will affirm, you need to be less reactionary to things going on to and around you so that you can focus your energy on solutions.

Having something stolen may really make you angry, but does the anger help get the item replaced? The break-up of a friendship or relationship might make you incredibly sad, but does it do anything to really help you get out and find other people to socialize with? This doesn't mean that you shouldn't feel those emotions. It is a natural thing and will happen, BUT it means you should not stay in that emotional state for long periods of time. Feel it, understand it and move on.

The truth is we all face things that can easily draw out a reaction that is irrational and emotional as a sudden reaction to what has just happened, but it is important for us to learn to apply more logic to these situations. The problem with emotional reactions is that they tend to reflect poorly on our characters or they can make us do or say things we will regret when the emotion has long passed. Emotion is a dangerous thing because it brings with it snap judgment and other illogical reactions that can affect us in the long run.

Consider how crying for example, always comes off as weakness in the workplace. It is something that can so easily change the way people view you. It's therefore not worth it to allow our emotions to guide us and dictate our reactions. There are people in the workplace who seem cold and maybe even emotionless but this does not mean that they are hollow inside, but rather that they have learnt how to shut down that side to prevent any regrettable emotional reactions. It is important that we therefore learn to do the same. The successful people in the 1% learn this early and try to maintain this strength because it is something that can so easily affect how things turn out.

A simple rule that is extremely effective is counting to 10- when someone

says something that displeases you or possibly makes you angry, silently count to 10 in your head so that you can react in a way that is a lot less emotional and therefore more logical. We tend to speak too hastily without taking the time to consider our words so that they come out correctly. This can easily lead to negativity and hurtful words and this is something that we can easily prevent by controlling our reactions.

When it comes to reactions, anger is probably the most dangerous one because it can easily give rise to other emotions or reactions. Learning to control anger is therefore something one must master in working towards success. Are there times you snap into rage and start saying things you regret or things that will make you feel bad? Well it might be time for you to take measures to get help overcoming any anger issues. Some people's anger stems from a deeper anguish or pain, while for others it is something that rises quickly and deflates as rapidly as it came. Either way, the reactions of anger usually reflect badly on the person's character so it is therefore necessary to curb the reaction before it becomes a pattern of behavior and something that becomes a way for people to identify you. Maybe a short temper cannot be controlled, but what can be controlled are the reactions that take place when one loses their temper. Emotions can improve if we learn to apply more logic to them.

How can you possibly change an emotional state since they are a natural reaction of our mind to things that are or have happened? You can do this easily and instantly by understanding your physiology and changing it. It will give you an immediate change in emotional state no matter what is going on.

Think about these facts. When you are very sad or depressed there is a certain air that you carry yourself. There is a certain way that you will sit, stand and even inhale and exhale. Try and replicate what that looks for you right now. Maybe it is droopy shoulders and slow breathing. Place a scowl on your face. Now how terrible and depressed do you feel?

Snap out of it and imitate what you would look like if you were the opposite. If everything was right with the world and you didn't have a care you would most likely have straight posture, shoulders up and a big smile on your face. Your breathing would be deep and methodical. You would feel lots of energy and vibrancy. Do you see the difference that mere physiology makes? Your brain takes cues from the body as to what emotional state to enter into by

how we use our physiology.

One of the most beneficial things you can do in life is to learn how to control your physiology. It gives you ultimate control of your emotional states. It brings the ability to think clearly and positively in ANY circumstance and situation. THAT is something that any good 1%-er knows and knows well.

# CHAPTER 9: PLEASURE, PAIN AND MONEY

We are going to focus a chapter specifically on money, since it is the one thing that the 1% has a lot of and many people wonder why and how. As stated earlier, there are some that have inherited money, but what about the others? What about the ones that have made it to the top in business ventures?

They simply view money with a different value than you do up until now. No one does anything in this world without the thought behind of one of two things: pain or pleasure. What is the pain I will endure if I DON'T make a lot of money? What will the pleasure be if I DO make a lot of money? They are able to place enough pain on a bad outcome or enough pleasure to a good outcome that they naturally gravitate to the positive outcome.

Can you learn to do this? Of course you can. Make a list of every bad thing you can think of that will befall you if you do not succeed in creating better finances in your life. Maybe it is the thought of not making all your payments and losing things such a car, home or other valued property. It may be the thought of not being able to take care of the basic needs of your family.

How much pleasure can you learn to link up with being able to reach your goal of added financial wealth? It might mean not having to live paycheck to paycheck. Maybe it means new cars, home and all sorts of physical items. Maybe it means the pleasure you can get from the freedom to travel and see places you have never seen. It is different for everyone, but pleasure is pleasure and attach as much as you can to a positive outcome.

This process also works for any particular goal you want to set for your life. It is so effective because it utilizes the natural instinct to move away from pain and towards pleasure. Make the associations as painful and pleasurable as you dare and see results happen fast!

# CHAPTER 10: NEW MIND SET

To put things simply, the 1% thinks differently when it comes to success and all of the trappings that come along with it. The only way you can really see results and positive changes in your life is to develop new ways of thinking about how you approach achieving success in life. The first and foremost thing is to believe that you can be JUST as successful as anyone on the top 1% list.

Confidence in your own abilities may seem a very basic concept, but it really does mean everything. You will not find a single member of the top 1% that does not literally exude confidence from every pore. They have a belief in success, employ a solid plan and easily enjoy the fruits of their labor. It seems a simple concept that irritates those that have no understanding of the limits and advances that the right beliefs can do in helping you create a successful life.

The 1% are convinced that money comes through very little efforts simply because they have all of the bases covered. Time and again daily it proves correct. You can cultivate this same confidence in both your belief and the process and value that you place on earning great wealth and achieving personal and business success.

It is hard to deny their logic. The more you firmly entrench the belief that you are deserving and capable of being successful the more success will find you. Your subconscious mind will help sort the details and keep you focused on doing the things you need to reach the set goals.

The disparity between the 1 and 99% is seen by the poorer community as the culmination of unfair advantage and privilege, yet the 1 % see the knowledge of being poor as an unwillingness to do whatever it takes to be like them. The steps outlined in this book will lead you to the same thought processes that come so naturally to them. You will no longer have to struggle to get positive outcomes.

The things the rest of us deem as impossible to achieve are the same things a select group of people believe are possible and they go further by actually managing to attain these things. It might seem like it is a complicated thing but it really isn't, the 1% think with a different mind-set which actually fuels their fire and helps them achieve goals that seem so out of reach. It is true

that the rules that apply to some people don't apply to everyone, but at the same time- it is also crucial to acknowledge that some people refuse to accept what we accept as life or circumstance and continue to push themselves regardless of what they have been told is possible or reachable. We could all do so much by adopting even a fraction of this mind-set and applying it to our own aspirations and ambitions. Wanting to succeed is just a part of the picture, the rest is about creating a frame of mind that becomes the foundation for your success. There is no way one can be successful if the idea of it is not something they deeply believe. The things you think and say to yourself, can easily have a great impact on how you perform your tasks. Always maintain your vision for a better life and use it to propel you. Without dreams and successful beliefs there is no way we can go far in making those things that seem so out of reach real.



# CHAPTER 11: SAVING VERSUS EARNING

The difference between saving money and simply earning more when you need it may seem subtle, but they are actually quite dramatic when it comes to the 1%. It is good to save money, so what is the big deal when it takes the 99% a little more time to get to a comfortable financial picture than it ever took the 1%?

There is no doubt that saving money is a good thing to do, but the 1% are not overly fond of the idea of working for 60 years and then maybe having enough money stowed away to retire and live a mediocre life. No, they require more instantaneous results and a better assurance of life as they want it and mediocrity is NOT on the agenda.

If the 1% needs more money they simply get it in gear and go out and make more. Finances are in no way an obstacle to living the life that they choose. You have this same ability view lack of funds as an opportunity rather than an obstacle. If you build a belief system that makes attracting money and opportunities for money, the ideas and plans come together. You won't even realize where the ideas came from. They will simply be there. The mind is a powerful tool that has a lot of yet untapped potential.

Do you like the idea of having to spend your prime years toiling for what might be a few years of very limited income as a reward? If you find a way now to tap into the methods that lead you to success you won't have to worry about retirement funds and savings every extra penny you can squeeze out of your already tight budget. Being like the 1% is complete freedom.

Money is there for the earning of anyone. There is no "privileged" card carrying ability that super-cedes what you can learn and put into operation on your own. Get comfortable with money. Understand that it is healthy for it to come and go. If people never spent, there would be no economy. Instead of trying to live a small sliver of pie and save what you can, learn how to take portions of your income, invest and grow to make larger sums. Sure, there is some risk involved, but it is how real growth happens.

You have to be sensible and not throw all of your eggs into one basket. This is what goal setting and creating milestones is all about. You can completely

map a plan to get the funds you desire and it won't even seem like work.

# CHAPTER 12: WORRY AND DREAMS

How do you view your future? Do you worry that you will not have the finances or ability to make an impact? Will your golden years be spent having to clip coupons and eating things that are on sale, or do you dare to dream of something better? If you want a chance at ultimate success and not having to struggle at some point in the future then you need to take a few lessons from the 1% and incorporate some NLP conditioning into your life.

If you tend to be a bit skeptical then try a little goal first and see how easy it is to accomplish. Gradually work your way up to some really monumental tasks and achievements. Once you get more comfortable with the proves of NLP and see the success to be gained quickly, the more you will want to use it as your secret weapon to being like the 1%.

The 1% never worries about money. They dream about money and ways to make more and more of it. That is one of the biggest differences between them and everyone else. You have to view it more as a tool that attracts more money rather than having a hoarding and total savings mentality. Once again, saving money is good, but you have to get off the bench and play the game once in a while. Make some of your money help earn even more.

NLP will help you dream the kinds of dreams of success you will need in order to set both large and reachable goals. Determine what needs to happen in order for you to feel successful. It will be different for everyone. The great thing is you can revisit the goals at any time and change them and increase them as you go and your wants or needs change.

Success will not happen overnight, but it will come. You simply need to build the construct of the future you want and instruct your mind to go after it. There is no better time than right now to initiate the process. Decide what you want out of life and go for it.

Worry and its sibling, doubt, have stood in the way of the achievement of the dreams of many people and it can do the exact same to you. Once you worry the next step is you doubting if you will be able to successfully achieve your dreams and find success. Imagine a negative voice constantly whispering in your ear telling you that you are not good enough and that you will fail at

your aspirations.

Well this is exactly what doubt and worry do. As much as one can fail and stumble, you can still pick yourself up and manage to get back on track if the aspiration is strong enough. With worry however, you will probably undo years of hard work and confidence. Worrying and having doubt just means that you don't think that you are able to carry your dream through to achievement. All people worry in some way, and the truth is, the worry never amounts to anything; it does not solve the problem or cause any change in the situation.

All it does in fact, backtrack progress and affect the otherwise positive disposition that is necessary in the achievement of goals. Take a page out of the book of the 1%, stop worrying about money and how you don't have enough of it and rather think about how much you want to make and what you will do with all of it. Worrying will never make the situation any better and it will probably make you more cautious meaning that you end up holding yourself back from the progress you could have made.

Think about your own thoughts; are they positive or predominantly negative. When you think is it about looking forward to something good or dreading or worrying about something? This is something you can use easily to create a picture for your patterns of thought and from this you can come up with ways to effectively remove any form of worry from your life. Train your thoughts towards the positive and away from negative thoughts that could lead you to panic and worry. People can actually control their own thoughts easily with the right steering of brain power.

The brain is a powerful weapon that we can use as either our best friend or our worst enemy. It is interesting to note that as much as it is a prominent part of our existence, it can easily work against us and prevent us from succeeding. When we allow negative brain power to control us, all we end up doing is making it more likely that we will achieve less. It might actually seem trivial to indulge in the odd negative thought or worry but overtime this becomes a pattern of thinking which can easily progress to becoming an underlying belief that goes against any hope or aspiration we may have for a much better life. The winning formula is therefore less worry and more dreaming! Better to be a dreamer than a worrier.

# CHAPTER 13: GET SERIOUS

Just how serious are you to make some changes in your life and reach the pinnacle of success? If the answer is “very” then it is time to shirk off all of the constraints that are placed on you by wrong thinking and self-limitations. You have to get very serious if you are craving a more dynamic life that is full of all of the wonderful opportunities you have been dreaming about.

Get serious and take action to get everything rolling towards accomplishing your goals. Have you made lists of goals, but are not sure where to start? Determine what one thing is that you can do right away, right now to get you closer to the goal. It is always a bit easier once you break the ice with the first move.

Model the 1%. They have enjoyed success over and over and know how to make things happen. Do things the exact way that THEY do them. There is no better role model than one that knows what it takes to reach the top.

Be flexible in your approach to success. The first thing you try may not work, in fact there is high probability it won't. You have to be willing to visit what you have done, how you have done it and what may have gone a bit differently than what you expected. Did you not set a reasonable goal? If you set the goals too high to start it may be difficult to reach in a short amount of time. Break the big ones into smaller and more doable size portions. The more you feel you have reached a marker that is taking you in the right direction the more enthused your efforts will be to get to the finish line.

Analyze whether you cut any corners in the process. Cutting corners is never good since it tends to make us sloppy and not pay attention to critical details. It can really throw off judgment and have you making choices that are not always good for the outcome. Take your time to do this correctly; you will not create lasting success if you take short cuts. Success that comes out of hard work is the best kind of success because it makes you savor every penny more than someone who got it easily. To be serious, you have to also learn to hold yourself accountable in every step you take. You can for example invest in a diary, in which you note every single thing you do and track how well you are sticking to goals.

This will work to propel you forward and it will stop you from slacking in any way. We often slack because we are not tough enough on ourselves. A

good record keeping system stops this from happening and actually keeps you on the right track. Sometimes we might make mistakes or hit a bump in the road, when you take notes or journalize you can pretty easily go back in the book and see exactly where you went wrong so that you can prevent repeating the same mistakes again. It is very easy for people to get caught in a loop of the same behaviors because they do not take the time to consider how these patterns come about. My keeping track of how you are doing you can nip this in your bud and ensure that you never backtrack but rather remain fixed on your goal.

Take away all manner of unnecessary distractions to make sure that your eyes are always on that prize. Don't make the mistake of overcrowding your life that you end up easily distracted from the goal you want to achieve. Sometimes it's people and sometimes it is gadgets and thoughts; either way, it will either make you backtrack or move slower than you need to reach your destination. Maybe you will need to incorporate meditation to keep you focused because we know that daily life can easily sweep us up and stop us from getting as far as we would all like to. Consider just how many hours the average office worker spends on distracting websites and social networking sites. This proves that it is actually quite simple to get caught in things that distract us and prolong even the simplest processes. You also have to stop procrastinating if you want to succeed.

How often do you put off even the simplest tasks for later and find that a month goes by before you do it? That would be the procrastinating bug acting there and it is something many of us know too well. Successful people understand that time is precious; the more things we push aside for later, the less time we will have to put towards the important things. The 1% plan ahead very well but they also strongly understand the concept of striking when the iron is still hot. Procrastination might give you more time in the present but in the future it will actually rob you and you will ultimately wonder why something never got done. Don't be left scratching your head wondering where the time has gone- if you want to sort out your closet do it as soon as you can.

# CHAPTER 14: LIFE OF ABUNDANCE

Living a life of abundance is a great measure of success. This certainly does not only apply to the finances, but in every aspect of life. Success should include a life with enriching friendships, careers, relationships and personal health and growth. When we fail to grow we end up stagnating. It can bring success to a grinding halt.

Many people yearn for the abundance that comes from having millions of dollars or many expensive possessions and other trappings of what is considered an abundant, good and fulfilled life; but a rude awakening takes place when they attain these things and realize that they are still unhappy and miserable. Yes, they can throw money at their problems but at the core of it they are still extremely unhappy and unfulfilled in their lives. The truth about money it has to come to people who are already happy with the life they have.

If not, what could take place is the person starting to attach their worth according to what is in their bank account instead of what is in their hearts. Life isn't enriched by the fancy things we have around us, it is enriched by people and the experiences that we have and share. If you want a life of abundance it is important to understand that finances are just one of many things required to create it. You have to seek a life that goes beyond how much money you rake in, many have found wealth extremely unsatisfying because they don't take the time to build up the other factors that bring true meaning to life.

# CAREERS

What you do for a living can have a definite impact on your happiness, income level and feelings of success. If you love what you do, you will do well and enjoy much more satisfaction in a job well done. You will have a better chance of being respected by your peers and earn a really good income. If you want to be happy when it comes to the career that you choose for you make sure that it is in something that makes you happy and fulfils you. A good career goes far beyond the amount of money you make in it; it is also about the excitement that you get from it. People often use the saying “if you do what you love, you won’t work a day in your life” to explain this. If the job you are doing is something you do out of love and true dedication you will actually be excited to go to work every single day and you will cherish every hour you give to the work.

When you hate what you do, the day will always be too long and you will probably spend the whole work day looking at the time, hoping for the hours to move faster. Work is where how we spend the bulk of our time and if we are going to put so much time towards something, it better actually be quality time. You probably know many people who hate what they do and you notice how much they complain about the job, the company and their colleagues. It actually isn’t a hard predicament to fall into and you can actually end up going for years going to a job you hate and this isn’t worth it.

In many cases, the problem does not start in the job; it even starts beforehand in college; where one might choose a certain degree program to please people instead of taking one that goes with something that they are already passionate about. Once this happens the natural progression is getting work in the field and then it ultimately becomes a career. Luckily we live in a world which has made it possible for people to change careers, but this could have been easily avoided by just choosing the right thing in the first place.

No amount of high salary can substitute the happiness of someone working in a field they love and feeling very fulfilled by it. Thousands of people give up the fancy job for something simpler and while society sometimes condemns this; it is actually the right route to take if you want to find true happiness and fulfilment. When younger people choose career paths they need to make the decision wisely so that they don’t ultimately shortchange themselves by



going into the wrong field.

Jobs define people both negatively and positively; more so when one does not feel happy in the work that they are doing. Finding the work that suits you, won't always be simple, but when you take the time to explore and discover what you want in the job you do, you will find it much easier to navigate. Following your passion will do more for you than the opposite. I always look at people that are happy of the work they do, and I note how their eyes light up when they tell you about work as well as how excited they are for the next day.

For these people, there is never enough time for all the work they do and it is common for them to not even notice time fly by. I think this is a feeling that every person should yearn for in life because it truly goes a long way in ensuring that one gets the best out of every minute they spend working on a task. A career that makes you happy is an investment in your future happiness and fulfillment; and ultimately you will do a lot better in a job you enjoy meaning that you will be rewarded for this and get the chance to rise in the ranks in a company where people can easily see how passionate and absorbed you are in the different facets of the job or the organization. Don't underestimate how important it is to find something that doesn't just make you feel like you are punching in the hours until pay day, but rather that you are contributing to a larger vision or solution.

# FRIENDSHIPS AND RELATIONSHIPS

Everyone wants and needs friendships and relationships that are both fulfilling and give back as much as they take. It is how some people gauge success in their lives. Neuro-Linguistic Programming will help you determine what you are looking for when it comes to interpersonal relationships. The more you know about your own self and needs the better you can determine what to place priorities on.

How we approach our friendships and relationships is as important as having them in the first place. We often approach our connections with people wrongly by considering what we can gain from them instead of what we can give them to make their lives better. If we were less selfish in how we approach our friendships with people, life would be more abundant because doing for others will always enrich us more than caring only about ourselves at all times. On this same point, it is also important to be in friendships that actually have more than a superficial meaning in our lives. There are many people who are quite comfortable with relationships that are based on superficial things. In this case people find common ground on things like money instead of taking the time to get to know someone on a deeper level. You would actually be shocked when you find out that many people who claim to be good friends don't know each other's dreams, hopes and fears.

This can be the status quo for years until it takes the occurrence of something bad for them to reevaluate who their true friends are. If this sounds like a pattern your life commonly follows, it is necessary to go back to the drawing board and really take the time to know more about people than the things they own or how cool you think they are. The real human experiences are the ones that challenge how we think or require us to be more giving to people in a way that is not selfish or self-serving. Good friends are people who listen to us, who genuinely care and put others' needs before their own.

It's not an easy thing to do and it is the reason why true friends are really hard to come by. Friendships and relationships can enrich our lives in ways that extend beyond money and the fancy things we always put above everyone else. This is why people hold onto the right kinds of friends- they truly bring more abundance into our lives and the kind of wealth that one could never buy in a designer store. If you look for friendship with the wrong motive in

mind- you will only be robbing yourself of a good experience.

On the point of finding the right type of friends- it is important to see how your friends treat other people to have a better understanding of their character. A person that is mean, selfish and inconsiderate will never enrich you in terms of friendship, they will, in fact, become an anchor that drags you down. It is always shocking to see a great person with a wonderful personality; hanging around people who are by no means kind or nice. It is more astounding to see that the person fails to see how cruel the other person is and remains in something so negative.

Newsflash: toxic friendships and toxic relationships DO exist, in high quantities too. We often miss the fact that we are in them because we expect toxicity to be something so clear and obvious that we can spot it immediately but sadly, this is not always the case. Some friendships seem good enough- they provide us with company and a sense of camaraderie but at the end of the day, the people make comments about you that ultimately leave you feeling insecure and not good enough. That is not a good friendship and it will probably weigh you down more than build you up. Always look for the friends that love and accept you but also push you to be kinder and more giving.

If you feel that you do more for your friends than they do for you, if they constantly subtly make comments that bring you down, if you hate the way they treat others- it might be time to make changes. Not all people are as kind as you might be and they might take advantage of this to walk all over you and all this will ultimately make you feel like you are worthless. Why put yourself through this when you can easily empower yourself and get rid of toxic people in your life. It is completely normal to be afraid but nothing beats the feeling of liberating yourself from a negative situation. When we open up more room for people in our lives we actually find better friends who appreciate us for who we are instead of what they expect us to be.

The methods of NLP are great, but they should not be things we use to manipulate people into liking us more. Because NLP is used in sales; where people ultimately manipulate someone to buy something, you have to be careful of how you apply it in friendships and relationships. If you want to have real friendships and connections with people make sure what you give them is the real you, instead of the version you want to be for them to like

you. It is important for people to learn to like the real you; if you pretend how will you be sure of the fact that they like who you really are and appreciate you without wanting to change you.

**BE WHO YOU ARE**

One of the hardest challenges we are given in life, are the expectations of how we must be and how we should turn out.

# HEALTH AND PERSONAL GROWTH

Even during the grind of trying to reach out and get the success you desire, understand what the 1% already know. Never put off your personal growth and maintain your health. You should never want to quit learning things. This is why they never view anything as failure. They ask themselves “what can I learn from this?”

Not every 1% member is the picture of perfect health, but you will learn quickly that lack of proper sleep, a bad diet and not exercising has a direct impact on your levels of energy, concentration and focus. This is all a problem when you are trying to function at your best.

I never used to understand the importance of taking care of myself, until it is something I saw an impact with when I decided to change the way I live. People often misunderstand why it is important to be healthy. One might think for example “I’m slim so I don’t need to eat right or exercise” but the truth about health is that it goes beyond outward appearance and actually has more to do with internal health as well. The first thing you need to do is learning to listen to your body to know what habits you need to cut back on.

Maybe you always feel sluggish after your unhealthy lunchtime meal this is a sign that your body isn’t agreeing well with your diet. It is important therefore to pay more attention to how your body reacts to things. Secondly, get to know why you want to be healthier, and your reasons should not start and end with I want to look good, it has to extend beyond this. Having a solid reason for health makes it more sustainable. Most people want to lose weight or get fit quickly so they fail to make lifestyle changes and rely instead on diets and other quick methods. You would actually be better off by making lasting changes that become a bigger part of the day to day of your life. Eat a balanced diet with a lot of fruits and vegetables.

Exercise EVERY DAY if you can, you will find that you have more energy and more drive to get through the day. Exercise daily and it will actually become a habit that you cannot go without. Make exercise fun by switching it up and making changes to your routine daily. Take up an activity you actually find fun, whether it is swimming or tennis. You will do better at something you actually enjoy doing. If you want energy every day, exercise your body regularly. It doesn’t have to be for long periods of time, but it

needs to be consistent. Getting regular sleep has a direct impact on focus, energy and even memory capabilities. Stay healthy to stay at the top of your game.

Your physical health isn't the only way part of personal growth that is important and necessary. Your mental and emotional health are crucial too so take time to work on them. Wealth and success are nothing if you're not an all-round healthier person, and this means also focusing on enriching yourself mentally and emotionally. Take part in activities like journaling and meditation and do more for the less fortunate and you will actually find that your life is made more abundant by things that are not only about money.

If there are negative things that are affecting you and making you feel angry, sad or insecure, find ways to deal with them and overcome them so that you become a better version of yourself. Carrying negativity around not only affects your emotional health but it can also lead to negative impacts on your health. Millions of people have things that hurt them or angered them and instead of overcoming them they take out their bitterness on the rest of the world and make it impossible for people to get to know them.

# CHAPTER 15: GETTING RID OF LIMITING BELIEFS

Now that you have the method of success mapping called NLP you might be moving along pretty quickly and making some real progress and all of a sudden it comes to a grinding halt. What happened? Maybe you were real close to closing an important business deal or get a better job and then you something really silly to screw it up. Self-sabotage is a sure sign that you have at least one major limiting belief hanging around.

A limiting belief is one that goes beyond simply being one that causes doubt. It is one that will completely derail any type of success you try and achieve. It is a locked gate that you cannot climb over or walk around. You will not be allowed to pass through until you change the belief. It may be simple to change the belief, but it may take a few times of processing it to make the good belief stick.

The tricky thing about limiting beliefs is that you may not even realize you have them until a dramatic event takes place that really puts a ding on your confidence in your pursuit of success. You really have to be able to get back on the horse and ride. Recognize it for what it is. Do not allow your-self to get discouraged and develop a belief that NLP doesn't work. It is the NLP that really roots out and helps bring what limits us to the surface. Without it you might never realize that you had a few beliefs that were sabotaging your progress in life all of this time.

If you find yourself struggling to overcome negative beliefs try to find out where they truly stem from. A sense of doubt isn't just that alone usually-maybe a past failure has led to this feeling and the doubt is something you use as a barrier to protect yourself from further disappointment. Whatever it is, you cannot solve it unless you find out what created it. NLP can help with this, but you must also take the time to think about your thoughts and perhaps write them down as this is a way to unearth the root cause of these negative feelings. Limiting beliefs can easily turn into limiting actions so you will have to make sure that you nip them in the bud before they become stronger to the point of curbing your success and your progress. Many of us do not realize how many limiting thoughts and beliefs we carry around and even

worse how they can destroy us or our dreams.



# CONCLUSION

It is time to stop being envious of the 1% and start getting the same levels of success for your own life. There are no secrets to be had and complicated processes. You can learn to think, react and plan strategies just like the 1%. They do have a very specific process and mental outlook, but it is nothing you cannot understand and use quickly and easily in your own life.

Let the ideals and strategies of Neuro-Linguistic Programming give your brain the boost it needs to help you conquer the things that hold you back from the success you desire in life. The steps are straight-forward and anyone can do them from anywhere. Learn what it is like to live life like the 1%

It does not matter whether you are after wealth, business growth, satisfying relationships, enriching friendships, better health or increased personal growth, NLP is the way to train and condition your brain to know what it wants and take action to make meeting goals happen.

There is no denying that there are distinct differences in how the 1% and 99% conduct business, view money and see opportunities. You will have to get your thinking more in line with expectation of success if you really want to ever experience it to a great degree. Once you truly understand just how much control you have over your subconscious mind, your emotions and the decisions you make, the easier it becomes to direct your life on the path to ultimate success.

**BMS**

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## PREVIEW OF BOOK: HOW TO USE NLP: GET STARTED WITH NEURO LINGUISTIC PROGRAMMING TODAY

### CHAPTER 1: THE CONSCIOUS AND SUB-CONSCIOUS BRAIN

There may be a lot of arguments about the best forms of therapy out there, but there is little argument about how the brain actually works. The function is divided into conscious and sub-conscious thought. Our conscious brain contains everything we have as far as visual and perceived thoughts. It is the result of all of our experiences and learning that is stored in our sub-conscious brain. Most people feel that the conscious mind is the one in control. That it has a rightful place in the driver's seat of our life.

That belief couldn't be more inaccurate.

The sub-conscious mind is where we store all of our memories, life experience, values, hopes, dreams, goals and beliefs. It is the storage center that is the driving force of our lives. Everything that is processed within the sub-conscious mind is held up against the values and beliefs contained there and results in the actions and inactions we take in life. That is an important fact. Your beliefs and values are what ultimately create the driving force for what you do and do NOT do in life.

If you feel as if you have never had the chance to do well in life, it could very well be that you have been limiting yourself sub-consciously. A few simple changes to the sub-conscious thought process can make dramatic changes in your thoughts and actions, resulting in a complete life change. If it sounds simple, it is. It is straight-forward stuff that works because it gets to the heart what is wrong. This book will show you what to look for, how to change it and help you create a life that goes beyond anything you expected. Let's get started!

### CHAPTER 2: UNLEASHING THE POWER OF THE SUB-CONSCIOUS

There is so much more information contained in the sub-conscious mind than the conscious. It would be hard to function if we had to swerve through the landscape of memories, sensory perceptions and values or beliefs that are developed over the course of a year, let alone a lifetime. In order to enact serious changes to behavior, thoughts and beliefs, you will have to access this

information and work with it. This is where it gets exciting because there can be some very life-altering changes made.

The ability to shuffle through the items in the sub-conscious and file them in the order of importance and quality would be invaluable. NLP allows you to do just that. It helps you empower yourself to use what is in the sub-conscious to your ultimate benefit. You can actually program your mind to accentuate the things that are helpful and good and take the things that hold you back and minimize your life and toss them out. How great is that?

There is no hocus-pocus to it, or special things to buy, eat, drink or inhale. Thoughts, perceptions and experiences lead to actions. Values and beliefs are both learned and decided out of life experience. These are not always developed in a way that is best for us. So many times these are based on personal fear, failures or simply wrong information. The whole goal of NLP is to root out the best in your sub-conscious and minimize the negative. It will require implanting better beliefs, values, goals and ambitions, but the results will be lasting and amazing.

You may notice that there are times that you feel your life is on a track that you have no control over. That is simply the sub-conscious driving. You actually DO have control, you simply need to learn how to access the information and make the changes necessary to get the results you desire. We'll begin by taking a look at the main areas that cause success and failure with everything you do.

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## PREVIEW OF BOOK: IMPROVING MEMORY NOW: HOW TO USE NLP TECHNIQUES TO INCREASE MEMORY ABILITY TODAY

### CHAPTER 1: HOW NLP WORKS

Neuro Linguistic Programming or NLP as it is popularly called was developed in the 1970's as a way to theoretically take everything that you learn and experience and evaluate and change an outcome by adjustments of beliefs, values and emotional states. It sprang forth from the minds of those learned in mathematics and the Gestalt psychological theory, but has become a popular method of therapy in its own right.

It works by allowing you to determine what the beliefs and values are that you have had taught or developed on your own that place barriers to your ability to reach full potential in life. You enact changes by simply creating beliefs and values that are more in line with what you need your outcome to be. If you want to own a mansion as an outcome in your life, then you simply determine what the beliefs are that keep you held back in reaching that outcome. Is it money? Then you need to change your beliefs about money. If you believe that you are unable to have lots of money, it will be hard for you to ever reach that goal. If you change that belief and adopt a new one that says money is highly valued to you and that you CAN have a lot, it will come through diligent effort.

This doesn't mean that you will have a magical drop of millions of dollars into a bank account in your name by simply changing a belief. It means that you have removed that mental barrier that your sub-conscious mind has put in place that limits your ability to find the ways to make the money you need to own a mansion. The possibilities will then become clearer due to sharper focus and the belief that you CAN.

There is also another factor that takes control of your life and makes keeping focus and possibilities limited. Your emotional state can keep you keyed up and unable to stay on target with day-to-day tasks and goals. What if you could control your emotions? How much easier would that make your life and ability to remember things? Being able to eliminate a lot of the stress and anxiety that is brought on by sheer emotional fluctuations at times will do you wonders when it comes to sharpening your memory skills. The calmer you are, the easier it is to focus your energy on the things that are really

important to remember.

## CHAPTER 2: WHAT AFFECTS MEMORY?

Memory ability can slow down with age, but for the most part you should be able to retain close to the same amounts of information your entire life. Any huge and noticeable changes should be checked out by your doctor, since it could be the early signs of Alzheimer's. If you have always had difficulty remembering things, it might be a combination of the beliefs system you currently hold and a lot of environmental factors that can increase stress and anxiety.

Disorganization and procrastination are both areas that can increase both the stress and anxiety levels you feel. These are both areas that NLP can help with to a large extent. Anything in your life that you can have a worry about can be helped using NLP. There are also different ways that you can self-sabotage your memory skills by the mere belief that you cannot remember anything. If you hold a belief in your mind long enough, it will end up creating the unwanted barriers to keep you from achieving good memory skills.

Even with the best of intentions you can have your memorization skills limited and not realize it. NLP can break through any of the barriers and help you redefine what is important and the belief that you can maximize your abilities. If you follow through with the NLP techniques you will notice a difference right away. The only thing you have to do initially is a lot brainstorming to find out where the barriers are. List what your beliefs are and values when it comes to both learning and memorization.

You might be surprised at what you discover. When you undergo disappointments and are told often that you aren't smart, you can't remember anything or the myriads of things we can be told or tell ourselves, it has a direct impact on how your brain functions. You have to redefine the parameters that your sub-conscious brain works within by using NLP.

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