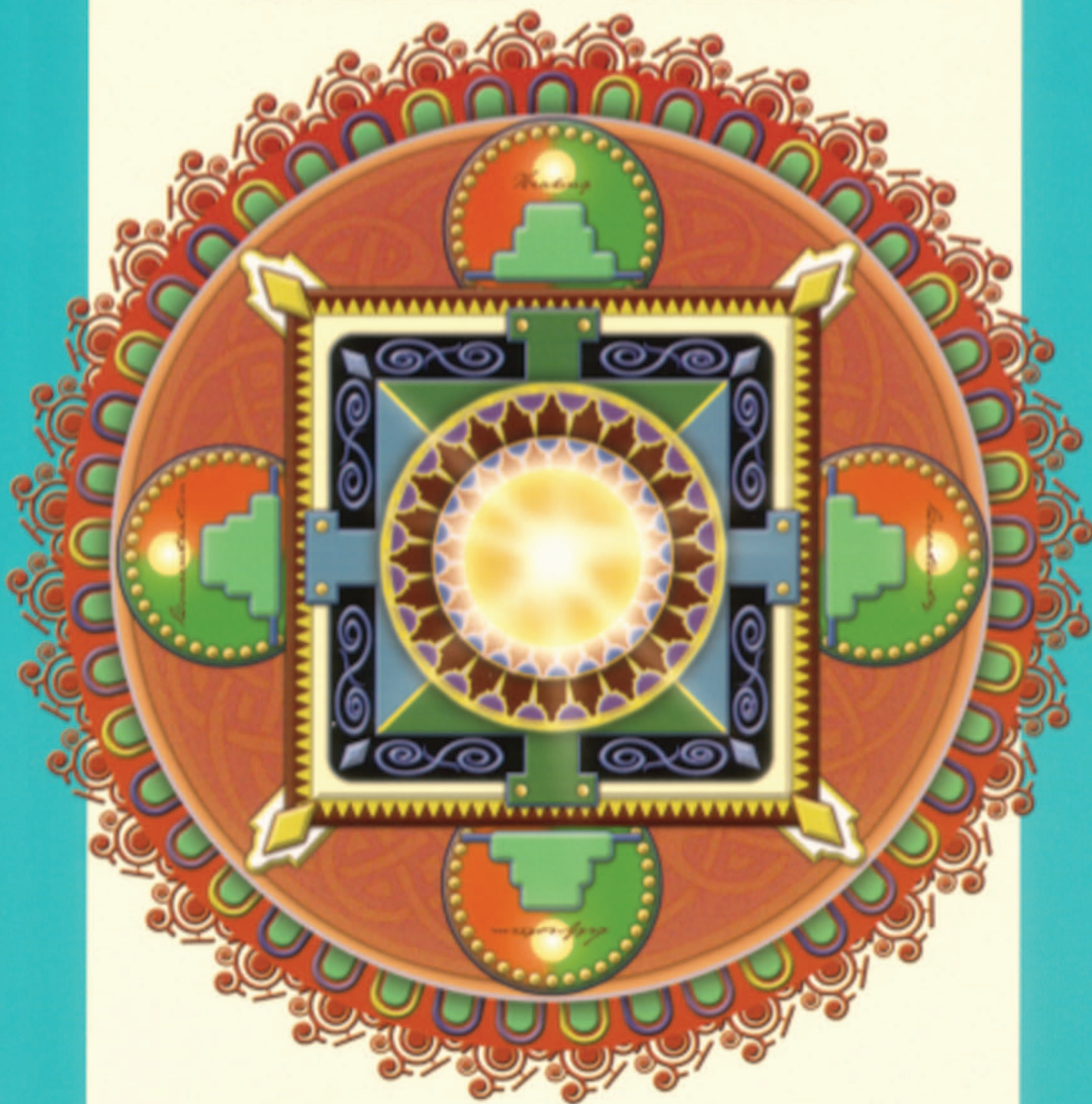


"A healing book filled with love and wisdom."

-Doreen Virtue, Ph.D. Author of Divine Guidance

YOUR MIND: THE OWNER'S MANUAL



Linda Joy Rose, Ph.D

Discover your Tool Kit to create a healthy lifestyle

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Introduction

Congratulations! You are the owner of the most sophisticated computer that has ever been invented, capable of complex reasoning, deductions, analysis and an unlimited capacity for learning and data storage. It has been estimated that if a model of such a complex machine could be duplicated in physical form – one that could carry out the billions of transactions and messages that cross our minds on a daily basis – it would be the size of the state of Texas! Yet, with such advanced technology gifted to you at birth, you did not come equipped with a how-to manual and it is most likely that you are not benefiting from more than a minute percentage of your computer's capacity. It has also been estimated that we use perhaps only between 3-5% of our mind's potential. That is like spending your hard-earned money on a cutting edge computer and never learning how to properly operate it to get the maximum benefit for your investment.

In addition to the manifold operations of the mind in processing and storing information and enabling us to learn consistently, the mind is also the key factor in the creation of our personal reality. In other words, our thought processes manifest our physical experiences. (As the biblical saying "*as a man thinketh in his heart, so shall he live*") Although we tend to assume that thoughts are random and entirely subjective, they represent the true nature of our subconscious content. We go through the day virtually oblivious of the effect that repetitive and unexamined thoughts have on our existence. And then year by year we tend to get a little more frustrated, a little more depressed and finally convinced that somehow true happiness or success have left us by the wayside. Yet, imagine discovering that by implementing the easy-to-learn rules and suggestions in this manual, you could enhance your life experience a hundred-fold!

So much of whom you assume yourself to be is the result of the programming you received during the first twelve years of your life. The way you see yourself, life and the world in general has been formed by the impressions you received during those crucial years of development. When you buy a new computer for your home or office you usually have some software programs automatically installed which you have

the option to change or upgrade. If the accompanying programs are not compatible to your needs you would simply replace them with the proper ones. When was the last time you searched your own data base to find out if the programming that “automatically” came with your mind is one that serves you for your higher needs and goals? Would you even know how to run a search on that data base? And if you did, would you know how to alter the programming so that it worked according to your specifications? Herein lies the purpose of this manual, a how-to guide on how to bring forth the full potential from the most extraordinary gift that you have ever received.

It is my purpose, in sharing this instruction manual with you, that you become conscious of what your mind is telling you about yourself and giving you the option to reject or override those thoughts or suggestions that are not getting you what you want in life. All action comes about by orders from your mind. Your behavior is the result of suggestions that have been implanted in your mind either consciously or unconsciously. A suggestion is a word, series of words or phrases that once recorded upon the subconscious mind will bring about a certain behavior, result or condition. These suggestions are the result of programming. Anything that you have accomplished up to this point in your life is the result of a suggestion or series of suggestions currently present in your subconscious mind. Conversely, anything that you have not been able to accomplish up to now in your life is the result of a suggestion or series of suggestions currently present in your subconscious mind. In order to change your life experience you need to change the programming.

If your computer had a glitch that made it respond in an erroneous way or not carry out a specific command, you would need to get to the source of the problem in order to repair it. Unless you were an expert in software design it is unlikely that you would be able to fix the problem without knowing how to communicate to the computer in its particular language. You would have to possess technical information in order to give the command to correct the problem. The subconscious also operates by means of commands given to it in a set language. It can only respond to what is presented in a certain vernacular, just as computers are programmed in technical languages. Although the rules and laws of the mind are relatively simple to learn, there is the element of having to study and learn these techniques in order to bring about

positive change. It would be foolish and potentially dangerous to operate a sophisticated piece of equipment without first studying its proper usage. If you were the experimental type, you might have some successes, but they would be hit or miss. Once you realize how the mind works, you have a whole panorama of possibilities laid out before you.

This text is divided into four sections, each with a certain goal:

Section One, entitled *Operation and Structure*, will teach you how the mind is divided into conscious and subconscious and what jurisdiction each part has over your life. You will learn about how we are programmed and what effect programming has over our attitudes, thoughts, feelings and actions. The laws of the mind outlined in this section should give a clear understanding of how our personal reality is created via our thoughts as well as clarifying the concept that we are truly capable of changing our life experience through the power of suggestion.

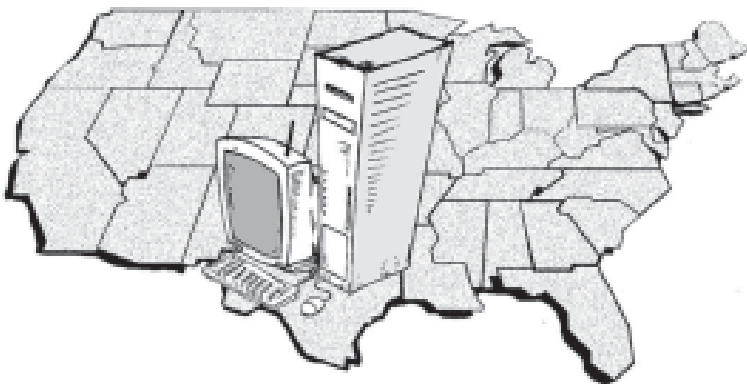
Section Two, entitled *Power Supply*, will take you into the realm of thought, energy, and suggestion – the fuel sources that run the mind. You will be introduced to the concept of the Human Energy Field and discover how certain thoughts get trapped into that space and reflect negative perceptions back to our minds. You will learn about the phenomena that exist as potentials within our subconscious mind and how to develop them consciously and through altered states. You will discover the concepts of *intentional* and *unintentional states of hypnosis* and how often we are responsive to suggestions and programming without even being aware of these states.

Section Three is your *Tool Kit*. Here you are given specific instructions and techniques to enhance the functioning of your mind and improve the quality of your life. You will learn the *21-Day Secret*, a realistic and amazing tool to bring about life-affirming behavioral changes in as little as three weeks. Easy-to-implement methods for relaxing your mind and body and entering altered states at will are outlined in this section, and you will also learn how to supercharge your goals and desires through the skills of imagery and visualization.

In the final section, *Troubleshooting*, we will go deeper into the area of programming to clear the source of some of those negative emotions and attitudes that may have been holding you back from being

fully present within your physical reality. While you might want to consider working directly with a hypnotherapist or psychologist if you have had major traumas or severe issues, there is much that you can do on your own to clear these limiting patterns from your subconscious as well as your energy field. The technique entitled "Reprogramming the Data Base" is the first stage in clearing the old programs and patterns that no longer serve you as a mature, evolving adult. Subsequent techniques will assist you in comprehending how certain statements that you were told may have inadvertently set you on a path contrary to what you may presently desire. In this section you will also study the connection between mind and body and ascertain where certain beliefs and negative suggestions may be influencing your health and/or body image.

I have designed this guide to be simplistic even though we are dealing with concepts that are complex and at times, mind-boggling. This truly is just an introduction to the marvels of your mind. Once you begin to understand clearly how your mind works and take the responsibility to implement some techniques to alter your life experience I believe that a whole new world of opportunity will open to you. You will begin to see yourself as co-creator with the Divine and look forward to the myriad possibilities that await you each and every day that you sojourn on this earth.



A computer that could carry out your mind's billions of daily transactions would be the size of Texas!

believable, important or true, it gets rejected.⁴ Most suggestions presented to the conscious mind are automatically discarded as false statements.

Other vital functions of the conscious mind include sorter-of-information, decision-maker, and judge. Will power—our capacity to act upon our desires—generates from the conscious mind, as well. This aspect of the mind is ruled by logic, absorbing information through the five senses and reasoning through the inductive and deductive processes.

Desires vs. Beliefs

I would probably be hard-pressed to find someone who did not desire more success, happiness and abundance in their life. Ambition, striving for excellence, and yearning to improve our life experience are all fairly universal human traits no matter where you go in the world; as a result, there does not seem to be any lack of desire for change.

With all of these noble intentions, why then do we fall short of realizing our desires? Why does the average New Year's resolution fizzle out before the third week in January? Take a look at that iceberg again. The part of the mind that generates desires represents only roughly 10% of its potency. Beliefs reside in the part that is nine times stronger! Whenever there is a battle between desire and belief, belief prevails. In a struggle between willpower and imagination, imagination is the victor. When logic goes to war with sentimentality, sentimentality is going to win out. It's just a numbers game. If I were to hand you one end of a rope that passed through a hole in the wall, giving the other end of the rope to nine people of your approximate height and build, it doesn't matter how strong and determined you were. Eventually you would tire and give up. The other side would win by sheer force.

There's nothing wrong with having the desire to change; in fact, it's wonderful to want to improve yourself. But, unless your belief systems are congruent with your intention, you've set yourself up for a losing battle.

Carlos was a foreman in a factory making a good living and enjoying many benefits such as health care and pension plan. He became interested in real estate and took all of the necessary courses to obtain his license. In the beginning he was only able to devote his weekends to this new career, but it became apparent that without a full commitment, he would never be able to fully move forward in his field. He wanted to take that leap of faith, but the idea of giving up the security of his day job terrified him. It seemed that the more he tried to talk himself out of his fear, the more paralyzed he became.

As we probed into his subconscious beliefs, he recalled his father continually criticizing him as a child. Time and time again he was told that he couldn't do anything right. This led to an *identification* that he was not worthy. Carlos' desire to devote himself to a job that provided the opportunity to feed his passion was insignificant compared to the fear he had of failing and living out his negative judgments. By understanding and applying the laws of the mind, Carlos neutralized his limiting belief and was able to muster the confidence needed to take the risk. I heard a few months later that he had been top salesman in his office for two months in a row!

The Laws of the Mind

At the turn of the century there was a lot of interest in the study of hypnosis. The Mecca for those students fascinated by the relatively new discipline was France, home to some of the most important schools of hypnosis. One school theorized that the trance state was sufficient for healing while another advocated the use of suggestion combined with hypnosis. But a French pharmacist by the name of Emile Coué formulated certain laws of the mind that supported his theory of auto-suggestion. According to Coué, no trance state is needed in order to program the subconscious: simple self-suggestion is sufficient, provided the suggestions are designed along certain laws and used repetitively. It was Coué who coined the phrase, "Every day, in every way, I'm getting better and better and better."

Coué's first law is the **Law of Concentrated Attention**. This law states that whenever your attention is focused on an idea, that idea tends

to realize itself. Specifically, it defines how you learned any skill or talent that you may have acquired, and determines how all habits, good or bad are formed. The *Law of Concentrated Attention* is the basis of the *21-Day Secret*. The subconscious is a servo-mechanism, designed to produce according to your conscious direction. You may want to conceive of it as a genie in a lamp; similarly, concentrating your attention on an idea consistently and repetitively is like rubbing the lamp so that you can get your wish.

When you concentrate your attention on any idea or thought form, it becomes reality to you. For instance, if on a daily basis you are prone to saying that you “just can’t get anywhere in life”, there is an enormous amount of energy being directed to that notion. As if a laser were being beamed on this thought, it becomes a focal point. This is how negative statements become self-fulfilling prophecies. No wonder getting ahead feels like swimming upstream! Your *desire* to get ahead is totally voided by the amount of *concentrated energy* focused on a negative thought form.



**Concentrating your attention on
an idea consistently and
repetitively is like rubbing the
lamp so that you
can get your wish**

It has been estimated that approximately 70% of our daily self-talk is negative!⁵ Instead of concentrating our energy on our strengths, we tend to focus on what seems to be lacking in ourselves and in our lives. This only magnifies the intensity of the laser beam. You are literally directing your genie to perpetuate a state of deficiency. This is why it is so important to be aware of our thoughts, especially when the subconscious becomes dominant. This is the state of *unintentional*

hypnosis (which you will learn about in the next section) in which you are particularly receptive to suggestion. By continuing to express yourself in an unfavorable way, you are only emphasizing the core of the belief system.

Once you learn how to deliver suggestions in the language of the subconscious this law of the mind is a blessing. Where it might have been working against you because of your lack of awareness, the *Law of Concentrated Attention* becomes your key to manifesting a much more joyful and successful existence.

Coué's second law is the **Law of Reversed Effect**. This law states that the harder you try to do something, the less you are able to do it. For instance, if I were to invite you to close your eyes and think about any pleasant object that you may choose, but under no circumstances should you visualize a pink elephant, your mental screen would have a whole stampede of them marching across it!



Whenever we get the clue that we need to change a behavior in order to get ahead, we usually frame it in our minds as “I’m going to try to do this differently”. Whether it is organizing your paper work, communicating better with your spouse, saving money, or losing weight, the moment you verbally or mentally state “I’ll try”, you cancel the order to your servo-mechanism. Try is simply not perceived as a valid request by your genie!

Think about times that you tried to fall asleep—the more you tried, the more sleep seemed to elude you. Another element of the Law of

Reversed Effect is that the problem becomes more pronounced when emotion is tied in with the attempt. This unfortunately is the basis of certain sexual dysfunction, such as premature ejaculation: the more a man tries to retain his orgasm, the less he is able to do so.

Since a belief system is already locked in place—telling the subconscious that something is not attainable or viable—the act of trying is not able to override programming. Let's say that a woman carries a belief system that she is unworthy of love. She is not likely to be consciously aware of this belief, yet she desperately wants to be loved. She will then attract a series of relationships that “prove” her unworthiness. Or perhaps, she cannot seem to find anyone to love her. The more she tries, the more futile each attempt becomes. A good metaphor would be like chasing a feather—your momentum would keep pushing it beyond your reach. The only way for this woman to experience her heart's desire is to get to the core issue, that she does not believe herself to be worthy of love. Once that is released and reprogrammed, she can then create different experiences for herself.

This is why it is imperative for you to eliminate the word *try* from any form of self-suggestion or any of the tools in your kit. *Try* automatically activates the *Law of Reversed Effect* and cancels out your most positive intentions.

Whenever you are sure that you are unable to do something, attempting to override it by sheer willpower is wasted energy. First you need to change the programming; otherwise, it's fruitless to go to battle with the part of your mind that's nine times stronger! Use the tools provided in this book to change the negative belief that you “cannot” do something, then your thoughts and actions will follow the new belief.

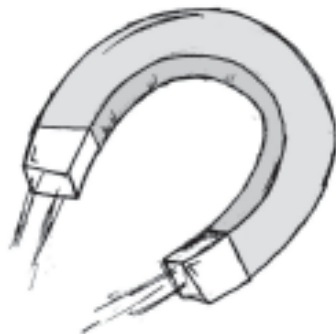
Coué's third law is the **Law of Dominant Effect**. This law states that the suggestion presented to the mind carrying the most powerful emotion will displace any other suggestion in the mind at the time. For instance, imagine a trip to the beach to enjoy a celebration with a group of your friends, a day filled with laughter, music, sharing and play. Suddenly you are drawn to a commotion at the edge of the water where a young child has drowned --the feelings of joy would be

replaced immediately by feelings of shock and sorrow. Those emotions dominate as they are more powerful.

Feelings of guilt often overpower the desire for success. Low self-esteem tends to win out over a longing for approval. Unfortunately, the stronger emotions are usually the ones that are the most damaging.

In terms of your striving to get ahead, this means that if you have deep-seated feelings of self-rejection, these are likely to carry more energy than your conscious goals. I have known many brilliant and talented individuals, whom in spite of having come up with sure-fire ideas for success, invariably failed due to an opposing belief system in the subconscious. If your programming says you are a failure, you will somehow sabotage your most valiant efforts to get ahead.

To illustrate this law, I use the following analogy in my classes. Picture a metal table covered with metal shavings. Underneath the table you are holding a magnet. Wherever you drag the magnet, the shavings are drawn. The *Law of Dominant Effect* means that the energy of the mind is magnetized by the governing emotion. This explains why it is not sufficient to simply wish for something to be in order to bring it into manifestation. If you desire abundance but carry a belief system that “*it is easier for the camel to go through the eye of the needle than the rich man to enter the kingdom of heaven*”, then the dominant effect will be the fear that having money will be your ultimate downfall. As the magnet is drawn towards the fear, the opposite effect of the desire will be realized.



At any given moment there is only a certain amount of energy available in the brain which invariably is channeled to the strongest emotional wish or feeling in the present.⁶ This makes the point that our emotions influence our state of mind. The subconscious mind is ruled by imagination, the conscious mind is ruled by willpower. In any conflict between imagination and willpower, the imagination is bound to win. But the good news is, **imagination can be directed!**⁷ I have provided a valuable *Tool Kit* with in-depth instructions, in order to teach you how to direct your imagination.

THE FIRST "HOW TO" MANUAL FOR UNLOCKING THE MIND'S POTENTIAL

Although we desire to make changes in our lives, we usually fail because we don't have the slightest idea of how to go about it. No one was born with an operating manual! Yet, we are the owners of the most sophisticated mechanism on the planet - the human mind. How to make full use of its tremendous resources is the subject of this practical, easy-to-understand, and fun guide. With the skills and understanding provided in this book, you will witness miraculous changes in your life.

- Learn about the operation, structure, and dynamics of your mind
- Access the "Power Supply" of your mind through suggestion, prayer, hypnosis and altered states of consciousness
- Discover your "Tool Kit" to create a healthy lifestyle, overcome negative habits, addictions, fear, depression, and anger.
- A variety of methods for releasing emotional and physical stress
- Raise your Permission Levels for more success, well-being, and joy.
- Exercises for enhancing self-esteem, creativity, intuition, and personal relationships

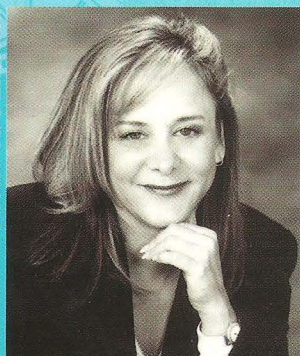
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Lucia Capacchione, Ph.D. author of
Visioning: Ten Steps to Designing the Life of Your Dreams

"A wealth of intelligent, positive, and clear information that is bound to increase anyone's self-understanding. This book deserves to become a reference manual on our shelves and in our lives."

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Linda Joy Rose, Ph.D. is an international expert on subconscious dynamics and the first Director of International Development of the American Board of Hypnotherapy. Her original system for uncovering and treating childhood trauma, Hypno-Potential, has become standard practice in many countries.

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