

Barriers to Learning Anything

When you understand how your brain works naturally as a defensive mechanism and then understand the powerful programming that gets locked into our brains before we become adults, it's easy to see WHY most self-help books and products go unread, unopened and unutilized. It's not because the information they contain is no good, but because our brains are wired NOT to use the information or even reject it! Your first step to Permanent Weight Loss or any personal change is to become aware of these effects strongly working in the background to keep you the same.

Fear of failure

Your brain is designed to be a protective mechanism. It's naturally designed to avoid danger to protect you from harm and death. Without this natural protective mechanism, we'd all have no fear and be doing things that could potentially harm us or kill us. So this powerful natural function of our brain is important. Because humans differ from animals in that we experience emotions, this same protective mechanism has spilled over to protect us from harmful emotions. Our brains are naturally wired to avoid emotional danger just as much as physical danger.

As parents we want our offspring to survive. This is our basic natural instinct. We also want our kids to be like us so they don't upset or annoy us. If I eat my dinner at 6pm, wash my hands



before meal time and never talk sassy to anyone, I'll naturally want my kids to also do the same to make me happy! But what if my kids would rather eat at 5pm, don't want to wash their hands and talk sassy to people? I would "parent" them! This is done through time-outs, threats, anger, yelling, taking away thing they like and even physical violence. Day after day we "parent" our kids and this message gets DEEPLY programmed:

When I fail I am not loved, I don't matter or I am a bad person.

In other words, when I fail, it really, really hurts!

So before the age of 10, we develop a deep, deep program that causes us to fear failure and avoid things that would cause us to fail and thus be exposed to this massive emotional pain—far worse than any physical pain.

Now be sure to understand that this is a subconscious programming—meaning it operates below your awareness, but you see the evidence that you have this belief in things like:

- Fear of speaking in front of groups
- Fear of sharing your important projects with others
- Perfectionism—having to have things perfect
- Cleaning your house before people come over
- Having to have your clothes, hair, make-up perfect before leaving the house
- Making excuses for the job you don't like
- Conforming to what others think
- Going along with what others think so as not to risk losing their approval

This list could be 100 pages long, but hopefully you're starting to get the idea. Most of all your fears can be traced back to the core belief of feeling deeply hurt from failing or doing something wrong.

Comfort in the same

The two effects of having a brain that naturally avoids danger and parental conditioning that causes us to strongly fear failure causes humans to deeply desire a familiar routine. By doing what works for us day after day, month after month and year after year, we can avoid the potential of failure in doing something different. Even if doing something different would result in a potential large gain, we humans strongly resist it. Case in point are the millions of people who stay in a job they don't like rather than pursue another because it "pays the bills"—or in other words provides comfort. Why risk potential discomfort when I have current comfort? This is how your brain operates!

However, most people who have achieved extraordinary lives have unique stories of discomfort that motivated them. They lost their job, got a divorce, lost a loved one, etc. I agree with those that say the worst place to be with your life is "comfortable" because you will be highly subconsciously motivated to do the same things!

What this has to do with you is that you have to consciously get yourself uncomfortable with your current situation to be motivated to change it. You have to be aware though that your

conscious desire to change has NOTHING to do with your powerful subconscious desire to stay comfortable.

Subconsciously, your brain LOVES to stay comfortable. Being aware of this is effect is critical to your success. This effect will cause you to feel like:

- skip my e-mails until later
- print them off and then not read them because you wanted to watch American Idol
- not listening to my audio lessons because it's too hard to figure out how to transfer them to your ipod
- not watch my video because it's too long and you don't have time
- not listen to my advice to read my lessons before bed
- stick with your current morning routine rather than get up 15 min earlier
- not follow my coaching and advice

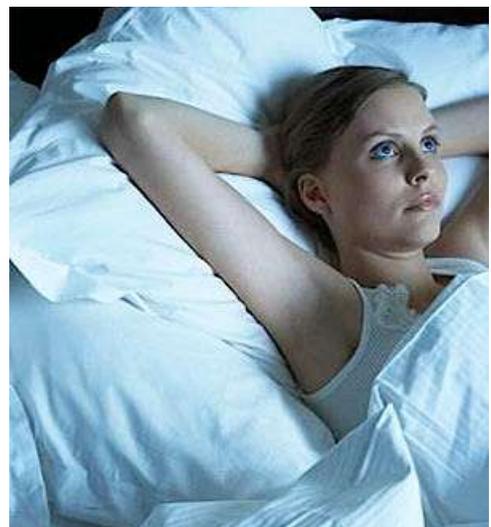
How do you get past this? This is where you use your Conscious Override skills to reject the feelings your subconscious will give you that causes you to feel like doing the same. Think of the comfort of lying in a warm bed covered up by your sheets and blankets. The sheets and blankets represent your thoughts protecting your comfort like:

- I might be overweight, but I'm a great mother
- I'll exercise later
- I'm not a bad person, I just like to eat.

But think of "Pulling off the sheets" and exposing the cold truth!

- I would be a much better friend and mother if was an example of good health
- I probably won't exercise later
- Everybody likes to eat, I just choose to justify my overeating by just saying it's the way I am which is pure BS!

Only by pulling off the sheets and seeing the lies your subconscious has been producing to keep you comfortable will you be able to change! This all begins with awareness and the use of your CO (conscious override) or the greatest power you have—CHOICE. Each time you use your CO it will get stronger and stronger!



Your self-picture

Your subconscious brain will do everything it can to keep from being insane. Insane would be picturing yourself as an honest person and then embezzling money from your work or poisoning a co-worker. Your brain cannot allow you to do anything contrary to the “picture” of how you see yourself—it must follow the blueprint you have created of yourself.

Any behavior contrary to the picture will be seen as “INSANE” by your subconscious and your subconscious will go to work 24/7 to get you back to the picture so as to be sane and thus comfortable.

BUT the good news is if you change the picture or blueprint you have of you, your brain will work 24/7 to do what is consistent with that new picture!

The point is that you must change the picture or blueprint FIRST so your brain will stop fighting you by trying to get you to do the opposite.

Most people who start any weight loss program, try to force themselves to do things inconsistent with this internal self-portrait. On a conscious level they want badly to change their self-picture, but until that picture changes internally in one’s subconscious programming, trying to do things inconsistent with that self-picture will be rejected and painful.



But how do you do that? How can you lie to yourself about what you’re not? How can you see yourself as you are not? The answer is your imagination. This is where visualization and adopting some new powerful beliefs as to “who you are” become critical to learn BEFORE trying to change anything you do.

You will learn that you must un-hook your brain from the false believe that the past = the future and realize that the future is anything you believe you can become.

When you change your self-picture, what you do automatically becomes consistent with that new self-picture.

This is our goal. Change how you see yourself and then learning new eating and exercise habits will be easy and nearly automatic!
