

# The POWER of what you believe!

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What you believe not only affects what you can see possible, but also directs your physiology. According to Irving Kirsch, the director of the placebo studies program at Harvard University and professor of psychology, placebo anti-depressants work just as well as anti-depressant drugs! In other words, a person who THINKS they are getting an anti-depressant, has a certain level of expectancy from taking the pill, and from this belief, their brain stimulates the

physiological affect the drug would.

Taken even further, some medical doctors and scientists believe that all drugs work only by stimulating your body's own natural healing process.

Dr. Kirsch is no slouch. He has been studying "the placebo effect" for 36 years and is currently the director of placebo studies at Harvard University!



To watch this video click here: <http://youtu.be/Zihdr36WVi4>

The "Placebo Effect" teaches us that:

- **What you BELIEVE controls your body!**
- **What you BELIEVE controls what you do.**

**What you believe → What you do → Your outcomes in life!**

Jesus wanted to express to his followers how powerful belief was. He often used parables to get his point across. In Mark 11:23 he tells his disciples that what they believe is SO powerful, that it is like being able to tell a mountain to go into the sea!

*"I tell you the truth, if anyone says to this mountain, 'Go, throw yourself into the sea,' and does not doubt in his heart but believes that what he says will happen, it will be done for him."*

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Moreover, the Christian faith promises forgiveness of sin and everlasting life after death by simply BELIEVING that Jesus paid the price for our sins with his death. So then, **just by believing**, you can get to heaven.

I cannot emphasize enough how powerful what you believe is in your life. Not only does it control what you do, but science has also proven that it affects the physiology of the body. In other words, your mind has the power to believe it will or won't develop cancer, will or won't die at a certain age, will or won't weigh a certain amount. So for weight loss, what you believe you should weigh, not what you wish, but what you believe, is how your subconscious brain will guide your actions and every cell of your body to become what you believe.

*What you believe about your weight and health subconsciously guides what you do and gives direction to every cell of your body to move toward that belief.*

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## **How do you change a belief?**

Your brain is a proof-based mechanism. What I mean by this, is it develops beliefs automatically based on what it experiences. It does this to fulfill its main role as your protector. Think of all the beliefs you've developed to protect you like gasoline is dangerous. Don't touch an electrical plug. Driving while intoxicated is dangerous. You also develop beliefs that you believe bring you pleasure like: "Watching my favorite TV program is fun." "Video games are a blast." "Eating until I am full makes me feel good." "Chewing my nails is comforting." Or beliefs that help to protect you from emotional danger like: "Men are just after sex." "My father is a cheapskate." "Thin women are usually bitches."

Just think of the thousands of beliefs you have, and all of them have been either developed from your experiences or what those with influence over you told you. Many of your beliefs were simply given to you by your parents like: "Life is hard." "Republicans are just looking out for the rich." "You should always cook with real butter."

Can you see that many of your beliefs may not be helping you! In fact, for the average person, MANY of your beliefs are holding you back. This is the focus of your effort—not to change the beliefs that help you, but to find and destroy the beliefs that are hindering your life!

To change any belief, adopt this new universal over-riding belief:

***Any belief that is not helping me or others is subject to change!***

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This new conscious belief gives you a new attitude that no belief is worth keeping for nostalgic or sentimental reasons if it is not helping you or others! This new belief also gives you the attitude that **getting in the habit of changing beliefs is the WAY you change your life.**

Most people want change in their life but don't want to change any of their beliefs. Like I want to lose 40 pounds but I want to keep the belief that after a hard day I deserve a few beers. This is like wanting to take a trip in your car but believing that gas is unnecessary. You won't go far with that belief!

### **Prove yourself wrong!**

How often per day do you set about to prove yourself wrong? Ok...probably never. How often per day in discussions with others and yourself are you proving yourself to be RIGHT? Right about the weather, right about politics, right about who's doing what, right about why the Democrats have a better plan than the Republicans. Yes... we are arguing the validity of our beliefs all day long!

Why do we stick with what we believe so strongly? It all goes back to how we were programmed as kids to believe that mistakes are bad and being wrong causes pain. The more you feel "less than" the more your subconscious will fight to be right. So much of the reason weight loss is so hard for so many is that changing one's beliefs is not easy considering these factors.

So once you see that change is really just changing ones beliefs, you must then prove to your subconscious WHY each specific belief no longer serves you, is hurting you or is just plain silly. For example, let's say you have the belief that you should always drink a cup of milk before bed because it helps you sleep and gives you the calcium you need. You've been doing this for years. Now I come along and tell you that going to bed hungry is the best way to lose weight. **The reaction from your subconscious will be to defend and excuse what you do.** Most people

believe these thoughts produced by the subconscious are *their* thoughts so they jump in and consciously follow the subconscious feeling by defending and justifying the past behavior.

Now that you understand this, you can make the **conscious choice** to ask yourself: *“Is this belief helping me?”* and if the answer is “No!” refer to your new universal belief that any belief that is not helping you or others is subject to change. Then you go about consciously thinking about how the belief you are trying to change is hurting you, hurting others, or in the way of a much better alternative. In the case of drinking milk before bed it would look like this:

**Old Belief:** Drinking a glass of milk before bed helps me sleep and gives my body the calcium I need

**New idea:** You should drink only water before bed to burn fat all night long

**Automatic thoughts of rejection:** *“I won’t be able to sleep! “I won’t get the calcium I need...my mother had a calcium deficiency and the doctor said I should drink milk!”*

**Proving your old belief wrong:** *“I don’t know how I will sleep, but I do know that if I believe I won’t be able to sleep and obsess about it, I probably won’t be able to sleep!”*

*“I can get my calcium from other sources. I don’t need to drink high calorie milk to get calcium. I have started eating lots of Broccoli and other green leafy veggies which are also high in calcium.”*

**Focus on how it is hurting you:** *“I can keep drinking milk, but I really want to burn fat all night long! I don’t want to miss out on developing this new routine into my life that will help me create and live in a body I am proud of. Why would I kill such a great opportunity to succeed just to keep an old habit? I would be an idiot!”*



The process of changing a belief is proving to yourself that what was supporting the belief is not true, foolish, or just plain hurting you. It’s the process of YOU talking to yourself (your subconscious thinking) and establishing a new association with that old belief. In this case it is associating milk drinking with a boat-load of pain from staying fat, missing out on the best opportunity to burn fat, being an idiot, etc. Then associating a boat-load of

pleasure to drinking only water before bed and burning fat all night long and reaching your weight loss goal!

### **That's just the way I've always done it**

It's often hard to identify the belief that is causing a behavior you would like to change. You might wish you'd stop giving in to everyone so much and wish you wouldn't need to eat sweets with your coffee, but you don't really know what beliefs are causing you to do those things. This is where you can use the **"Fake-it until you make-it"** tool. The fake it until you make it tool allows you to think of yourself as what you want to become and then do what they would do rather than what you would normally do. In the case of you wishing you'd not keep giving in to everyone's demands, you'd ask yourself *"What would a person who is in control of their life do?"* and then do it. For this example, it might be to believe that saying "no" to some requests will not damage how others see you and to stop being so concerned about what others think of you. If you're trying to stop eating sweets with your coffee, you would ask yourself *"What would a plain coffee drinker do to enjoy drinking just coffee?"* The answer might be, "Just enjoy the flavor of the coffee and focus on other things like reading a book or thinking about the day." Then do that!

It sounds too simple, but how your brain works **IS simple & powerful!** You do something and think something for a period of time and BAM, that becomes your new belief and habit! Fake it until you make it works for any habit/belief change. The requirement only is that you REALLY, REALLY want to become what you're faking until you make it. Meaning if I really, really want to become sober and I ask myself what would a sober person do in this situation, I will then be very compelled to do it! If you really, really want to become a healthy thin person, then when you ask yourself *"What would a health thin person do in this situation?"* you will be compelled to do it!

You are using the power of desire and correctly using willpower to change your thinking which automatically changes what you do! This is completely different from trying to ignore your thinking (feelings) and change what you do using willpower! One path leads to success, the other to failure!

## ASSIGNMENT:

To stop defending your beliefs and start looking to change them as much and often as you can, do the following exercise. Be sure to do this exercise several times and keep the beliefs poster where you can see it daily! It will be a bedrock reminder to help you become a better you by continuously questioning your beliefs.

Teach your kids what you have learned about beliefs. **As a parent, not only is it your job to teach and role model the beliefs that will guide them in life, but also to teach them how to find and change the limiting beliefs that will get in their way throughout life!**



This is really THE tool that will allow your kids to take their life to whatever level they want and unlock their true potential. If you are willing to spend thousands of dollars to send them to college to improve their potential, this simple tool can do MORE to allow your children to live-out their potential than years of college! All it takes is for you to take the time to learn it, live it, and then teach it!

1. **Ask yourself:** “What belief is behind what I just did?”
2. **Define the old belief:** Drinking a glass of milk before bed is good for me
3. **Define your new idea:** Drinking a glass of milk before bed is bad keeping me fat
4. **See the rejection from your subconscious programming:** I won’t be able to sleep...
5. **Prove your old belief wrong:** That is baloney, most people sleep just fine without milk....
6. **Focus on the pain of keeping the old belief:** If I keep this old belief I will miss out....

1. **Ask yourself:** “What belief is behind what I just did?”
2. **Define the old belief:** Owning a business is for really rich or smart people
3. **Define your new idea:** Most people start a business with only a good idea
4. **See the rejection from your subconscious programming:** What if I fail! What if I’m not smart enough!
5. **Prove your old belief wrong:** What if I succeed! I have a great plan that has been reviewed by the small business professionals at my college.
6. **Focus on the pain of keeping the old belief:** If I keep this old belief I could miss out on....

**Practice writing out this process to program your brain to start doing it automatically. Select some easy beliefs first before tackling stronger beliefs.**

1. Ask yourself: "What belief is behind what I just did?"
2. Define the old belief:
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4. See the rejection from your subconscious programming:
5. Prove your old belief wrong:
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