

WEEK 4 – THE SCIENCE OF SUCCESS CONDITIONING

Incantation To Be Repeatedly Daily

Incantations are empowering phrases or language patterns that you verbalize loudly and with absolute certainty. When “incanting”, you are engaging your entire nervous system with the full force of your focus, emotion, and body to induce a new physiology and instantly cultivate new beliefs.

I Am More Than Enough

I am more than enough. I am more than enough. I am valuable and I have value to bring to the world. Every day in every way, I'm sharing my gifts. I am more than enough. I have been given special and valuable gifts that only I have, and I can't wait to get them out to the world to help other people.

I have what it takes. I have everything I need within me right now. All I need is inside of me. I am full of abundance and I'm full of wisdom. Nothing is holding me back. I am already wealthy and successful, I am whole and complete, and I lack nothing. I have been given a gift, a very special gift that I must share with the world, for those who have been waiting to receive this gift, to help them. I am more than enough. I have what it takes to do big things.

I can do hard and challenging things. I am strong and I'm committed to doing what it takes, I always do what I say I will do. I am generous, I am valuable, I am worthy. I must take the risk of putting myself in the spotlight, because there are people that need my message. Like, "Only I can deliver it." It is my calling to get my message out to the world. I am more than enough. I am capable. I have all I need inside me right now.

I am in complete control of my thoughts and I'm in complete control of my emotions. I get to decide if a thought is true or not. I am the creator of my thoughts, and I can create better thoughts that serve me and serve my mission. I am a hundred percent responsible for my success, a hundred percent responsible for my wealth, and a hundred percent responsible for my happiness.

I have what it takes to be a huge success, I have what it takes to be wealthy, I have what it takes to be happy. I create my reality with every single thought. I

am the creator of my thoughts, and I can choose to create better thoughts that support me in my mission. I am worthy of great things in my life. I do not need to do anything to be worthy. I am worthy for who I am, not for what I do. The value I bring is who I am not what I do. I am worthy of happiness, I am worthy of love, I'm worthy of wealth, and I am worthy of success. I am attracting everything I need and want into my life. Wealth flows to me in avalanches of abundance. All I need and desire is mine, for I am one with God and God is everything.

What I focus on grows; what I focus on grows. I choose to focus my thoughts. I am worthy of success. I expect success to flow to me easily and effortlessly. I have a gift that I am compelled to share. My work makes a difference in this world. The less that I do, the more impact I have and the more I make. I succeed by helping others. I am living my life as the person who has already achieved big things. I show up every day, I have the power to do incredible things. My thoughts create my reality. I am the creator of my thoughts. I then can create an amazing reality. I am powerful, I am confident, I am inspired. My mind has unlimited power, and my income grows every day because I love what I do and I'm always serving. I am making a huge impact in this world by growing my business. I love and accept myself fully and I'm worthy, and I'm more than enough. I always take inspired action toward my goals. I am and have, more than enough to attract and have the life of my dreams. I start today wide open, to all abundance and amazing things, ready to serve and love deeply while making massive impact. I get to watch as well flows to, through and back to me with joy and ease. I am relaxed, happy, abundant, and full of joy. And I am ready for the day.

Neuro- Associations

To change your life, you must change your neuro-associations.

Our destiny is based upon the neuro-associations of pain and pleasure linked in our nervous system to certain situations, people, ideas, emotions or contexts. By changing these neuro-associations, we change the way we evaluate, the way we feel and, therefore, the way we behave.

Start thinking about conditioning yourself on a daily basis as a lifestyle. This is exactly why I created the Peak Performance Study group aka “The Dojo!”

ex: Piano tuning changes the tension on the wires. If it hasn't been used in quite some time it not only needs a tune up but it's going to need another and another and another. It needs to be conditioned on a regular basis to keep it in tune.

Three things must be in place for you to make these changes and count on them to last.

The 3 Fundamentals of Neuro-Associative Conditioning (NAC)

1. **Get leverage on yourself.** This is your “WHY.” To do this, three levels of responsibility are necessary – you must decide the following:

1. It **must** change.
2. I **must** change it.
3. I **can** change it.

Who can give me an example?

Ex: My story of quitting my job. My life conditions didn't match my blueprint.

The Formula for Happiness

Suffering happens when your Life Conditions don't equal your Blueprint (i.e., your Model of the World, or how you think your life should be) and you believe that you don't have the control to change it.

Happiness, or fulfillment, is a result of when your Life Conditions equal your Blueprint.

LC = BP

Life Conditions = Blueprint (your perception of how life's supposed to be)

How about someone with poor eating habits that just had a heart attack?

2. Interrupt your current pattern of association. You must scramble the old pattern of thinking and feeling; this is best done by using something unusual, such as making a radical change in what you say or how you move your body.

Here is an outrageous and effective way to get leverage and break your pattern:

Get a weight-loss buddy and promise him or her and a group of other friends that you will begin a strict regimen of healthy foods and enjoyable exercise. Further commit to them that if you break your promise, you will eat a whole can of dog food.

The woman who shared this with me told me that she and her friend kept their cans in plain view at all times (no pun intended!) to remind them of their commitments. When they started to feel hunger pangs or considered skipping exercise, they'd pick up the can and read the label. Such appetizing ingredients as "horsemeat chunks" helped them achieve their goals without a hitch!

(From Giant Steps, ©1994, by Tony Robbins)

Day 3 of UPW– This is where Tony attacks your limiting beliefs, patterns and habits where they live, and that's in your nervous system.

Ex: Tony throwing water in lady's face when she was speaking with a woman who was crying hysterically when she was telling him about the problems she was having with her husband. (Classic pattern interrupt)

3. Condition a new empowering association. Install a new choice, and reinforce it until it is conditioned.

Any thought, emotion or behavior that is consistently reinforced will become a habit (a conditioned pattern). Link pleasure to your new choice. Reward yourself emotionally for even small progress, and find yourself developing new patterns quickly.

Your Assignment

For each of the four actions you listed in Week 2 (four new actions you know you should take now), do the following:

1. **Get leverage:** Write down 10 reasons why you must take these actions; then list all the reasons why you know you can do it.

10 reasons why I must change now and why I know I can do it:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

“The great end of life is not knowledge but action.” – Thomas Henry Huxley

2. Interrupt your own pattern: Design four or five ways to get yourself out of the limiting association – and do them!

Four or five ways to get myself out of the limiting associations:

- 1.
- 2.
- 3.
- 4.
- 5.

3. Condition yourself by rehearsing your new behavior. Give yourself a sense of accomplishment and exhilaration, pride or joy each time you do this.

Do it consistently and rapidly until each time you think of this new pattern you feel good automatically.

“The successful person makes a habit of doing what the failing person doesn’t like to do.” – Thomas Edison