

Your Beliefs are Controlling Your Life

How to turn limiting beliefs
into empowering beliefs for enhanced
energy and limitless potential



Carl Massy

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Introduction

Before you is the foundation piece of all of the knowledge and wisdom I have come to understand and constantly apply to help myself and my coaching clients experience the greatest possible life. I want to help you create a life that is an amazing journey to be on, which is rich with experience and provides you with all of the wonderful relationships and physical achievements that define a truly great life. When you truly understand what I am about to share with you over the next couple of hours, your life will take on a whole new meaning and your journey to a place called happiness, health, vitality and abundance will be underway in earnest.

I am excited about the ability to share with you what I have joyfully and also painstakingly learnt over the last 10+ years. I am about to fast-track your understanding. The great thing about understanding is that it is a necessary stepping stone on the path to wisdom. I like to use the little formula below:

KNOWLEDGE + EXPERIENCE = WISDOM =

BETTER CHOICES = AMAZING LIFE

So you are now on your way to an amazing life and I am extremely grateful to have this opportunity to guide you for part of the journey. Since I am fascinated by the study of happiness and the idea that happiness is the *ultimate currency in life* (as Tal Ben-Shahar tells us), I want to point out that happiness is the journey **and** the destination. Happiness is not only the final destination but it is also the amazing, exciting, interesting and enriching journey on your way to the destination you have deemed worthy.

My intention in writing this short book is not only to provide you with

knowledge, but also to stir your emotions, which will stimulate you into action. I will then share with you what actions I recommend you take in order to get the very most from this book. My aim is for you to be an active explorer and take back the controls of the life I know you have the potential to experience. Just like everyone else on the planet, you are UNIQUE. You are truly special and one of a kind and when you tap into that uniqueness, that greatness, that personal and incomparable expression of yourself, free from the layers of other people's stuff, then you will truly make a difference in your own life and that of others.

I want to inspire you to be the skipper of your boat. To have a better understanding of where the coral reefs might be, how to navigate around them, and also how to deal with the situation when you accidentally hit a reef. Because no matter how good we think our ship is, if we go through life thinking we are the indestructible *Titanic*, we too might be unprepared for life's inevitable challenges. Life is about challenges; but those challenges aren't designed to break us, those challenges are there to make us grow into the people that we are destined to become. Just like the muscles in our body, they become stronger and bigger when a heavy enough resistance is applied against them. We need challenges in life to grow. But always know that Life is for us and not against us. It does not serve life (or this planet) for you to be anything less than your absolute radiant best. So hang onto your coat-tails because you will very soon step up to a whole new level!

In this book there are insights and concepts that I have learned over the last 10+ years, but I promise to deliver them in a direct and practical way, which is a whole lot more fun than reading through a 600-page 'Introduction to Modern Psychology'. I have also made countless mistakes over the last decade, so you will also get the benefit of those lessons, without the bloody noses, slaps in the face (believe me; we could all do with far fewer of them!) or the surgical operations to repair broken joints (my lesson there was profound and simple: 'slow down before you lose control').

So let's dive right into one of the central themes we are exploring in this book.

It is absolutely fundamental to understanding why your life is the way it is and is the first subject for me when coaching a new client. It might even be a big paradigm shift for most people too. To some it might seem like the chicken and the egg came out in the wrong order. If it seems a little bit odd, just humor me for a little while. Challenge yourself to think outside of the box — even to challenge your own beliefs. In fact, get rid of the old box all together!

This simple model suggests that our BELIEFS lead us to BEHAVE in a particular way and it is because of our behavior that we have certain EXPERIENCES. The model directly challenges the idea that our external experiences determine the overall quality of our lives. What I am about to share with you is going to open the door to the possibility that we have a lot more control over external events (known as our life's experience) than we ever imagined possible.

If you want to experience a whole new life — new results, new relationships, new adventures, new abundance — then let me offer you the building blocks (known also as beliefs), which will lay the foundation for the amazing journey ahead of you. You are, at this point right now, a mass of pure potential. Even the people with the greatest minds that ever existed used not much more than 10% of their true capability. So know that you have a well of power within you that is just waiting for the right stimulation and direction to take your life to a whole new level.

Are you ready to shake the foundations and change the course of your life forever? Then what are we waiting for?

Laying the foundation

So what is a 'belief'?

The Oxford Dictionary (online) tells us a belief is 'an acceptance that something exists or is true, especially one without proof'. I don't know about you, but that definition gives me the distinct impression that 'beliefs' are sort of like play-doh in your hands — especially the words 'without proof'. And acceptance from whom? Us? Society? The President, Prime Minister or Queen? After reading that definition do you, like me, get the distinct impression that these 'beliefs' may not be laws of nature, or laws that govern the universe, or even physical facts? They are certainly not something that applies in 100% of cases, 100% of the time. And if you are thinking, 'so when do they apply?' let me assure you that we will be getting to that shortly.

Here are a number of belief statements that someone may accept as true and which cannot be consistently replicated, with the same results, in a laboratory test environment:

- It is hard to make money these days
- It is easy to make money these days
- Relationships are a lot of hard work
- Relationships are a lot of fun
- Health is totally dependent on external influences
- Health is totally dependent on internal influences

I expect that you already know a little bit about beliefs and how we all have different ones. And I am sure that you know, like I have shown above, that different people can have beliefs that are complete opposites but believe them down to the tips of their toes and will fight to protect their belief or *view of reality*.

The vast majority of the statements we make, or live by, or base our decisions on, fall under the category of a belief. In fact, anything that is not a universal law — like the Law of Gravity for example — by definition is a ‘belief’. And by definition because a belief is not a law, it does not get the same results, for the same people, every time. As you are probably aware, it is not the universal laws, or physics, that determine the results our beliefs deliver, it is actually you and me. We shape and create our destiny.

If your head is starting to spin at this point, then rest assured this is a good thing. In brain science (neuroscience) to construct a new thought, which leads to a new action and ultimately a new result, often we need to deconstruct an old thought or limiting pattern that we have been playing out in our minds. Therefore if at any time while reading this book, you feel a bit (or lot) of confusion coming on, know that it is a good thing. From confusion something new and often better is created. You are in the process of creating the new SUPER YOU!

The relationship between beliefs and results

The reason that beliefs are so important for us to understand is because they are directly responsible for the results we get in life. Our beliefs determine how we will act in any given situation, and the way we act makes a huge difference in the results we achieve in any given situation, as I show in the diagram below.



This simple diagram may only be three little boxes with two arrows, but it can represent an enormous difference to your daily life experience. If you spend your energy trying to change your external experience you will end up in a *tug-of-war* with Mother Nature, God, Life, Allah, the Source, the Universe (whichever term you prefer). Good luck with that one! Regardless of how

herculean you believe your strength to be, I am willing to bet my trusty Honda scooter that your *tug-of-war* might end up with you coming second and standing despondent in a large puddle of tears. However, if we start our work at the other end of the diagram — at our beliefs — we suddenly have the ability to change something which we own, something we can control and something we can actually change once we know how. We are definitely more in control of our beliefs than we are the forces of nature or God.

At this point you may be a little confused as to where this is going or may be thinking — just tell me how to change these limiting beliefs of mine and make my life completely different. I want to be healthy, wealthy, wise and in amazing relationships as I make a huge positive difference in the world. Trust me, we will get there. But before you can unlearn or remove the beliefs you have picked up and played out through decades of repetition, you need to understand how they originated. It is by understanding the WHY and HOW they were formed that you will come to understand and then BELIEVE that just as they were formed, so too can they be unformed. But that is not all. I not only want to help you remove limiting beliefs, I want to help you replace them with the right rocket fuel. Now we are talking!

The impact of beliefs

What will follow in the rest of this book is the basis, cornerstone, building blocks, key driving force, and foundation of who and what you are. It will determine the results you get in life. It will explain what you have achieved and what you have failed to achieve, whether you are rich and famous or about to be evicted from your one bedroom apartment. Your beliefs determine the world you live in and the place that you occupy within that world.

I am sure you get the picture. Beliefs are IMPORTANT. Have I already said that they are the foundation, cornerstone... ??? Forgive me for repeating myself, but I really want you to realize that what you are about to be made aware of is something that will change your life FOREVER. *I am not generally a serious guy — but this is serious stuff.*

There are also several diagrams and scenarios that will make it easier for you to understand concepts that, in the past, you may have left to the psychiatrists and psychologists. Very soon you will be able to mix it up with the best of them — and maybe even start getting inside their heads! Beliefs are the first thing I discuss with my clients, because beliefs are where your life's results are engineered.

And why did I use the word 'forever'? Because once you are made AWARE of something it is extremely hard to stick your head back in the sand. Once you realize that something is really bad for you, it makes it much harder to keep doing the same disempowering things to yourself. Awareness is the first stage of any change and growth plus the origin of all personal development. So make yourself comfortable and get ready to have your '*but I didn't know*' blinkers removed once and for all. *I promise to be gentle ...*

WARNING!! Be aware that once the blinkers come off, they are very hard to get back on again. If you continue reading, your awareness will be definitely enhanced. *You have been warned!*

The formation of our beliefs

We were all born into this world as beautiful vessels, ready to be moulded into even greater human beings. But here is where life gets interesting. It turns out that a number of beliefs and behaviors were already imprinted by the time you were born as a result of sharing the same internal environment as your mother and the DNA of your father and mother. It is suggested that up to 40% of our beliefs and behaviors have started to form by the time we are born. Without being too technical, our brains have grown and are structured to (more easily) play out the beliefs and behaviors of our parents and their genetic lineage.

However, I want to make a point very clear to you right now. Whatever can be formed can also be unformed — less so with our external physical body, but definitely with the internal structure of our brains and our internal cellular expression. One thing that the field of epigenetics is establishing is that the expression of our DNA is not fixed but can be influenced by our environment (internal and external) and our lifestyle choices. Furthermore, Dr Joe Dispenza suggests that only about 1.5% of our DNA is actually expressed. So before you close the book and start telling (or continue to tell) the story, ‘Oh well, I can’t do anything about the way I am’, I am here to tell you that that is simply not true. Neuroscientists use the term ‘neuroplasticity’, which is a fancy way of saying that our brains are like putty and can be remoulded and remodeled regardless of our age. If we have the right tools, strategies and motivations, we can actually rewire our brains.

The next part of our story on beliefs and how they are formed occurs from birth until we are about 7 years of age. During this period of time, our brains are still in a major growth stage and in a ‘theta brainwave state’. What is so interesting about this *theta* brainwave state is that it is also the same brainwave

state a person under hypnosis is experiencing. In this theta state, the conscious mind does not critically evaluate incoming information to decide what is good or bad for future use, or how best to apply the information provided. It is like a one-way and very effective sponge.

In simple terms, when the brain is in a theta state it absorbs and stores everything that is said or observed, without any judgment or assessment. It takes the statements as literal ‘facts’. The statements do not need to make sense, and in most cases make no logical sense. If a child less than 7 years of age is told, ‘you will never amount to anything when you grow up’, they buy into this statement as truth. The reality is that the person making the statement has no clue what will happen in 30 years’ time — the statement is nonsensical, not to mention rather cruel.

The reason the human mind is designed like a sponge at this stage is so it can quickly absorb all it needs to keep itself safe and function effectively in the very complicated world we live in. Unfortunately for us, while it is sponging up and sucking in information, it also absorbs a whole bunch of ridiculous and sometimes toxic rubbish at the same time!

My other theory on why we pick up a lot of stuff that we don’t need, or that leads us to take some poor directions in life, is to keep life interesting and so we have something to occupy ourselves with for the next 100 years or so. Being perfect would be so boring for us all. How is that for a great theory? It was Ralph Waldo Emerson that said, ‘All life is an experiment. The more experiments you make the better.’

Additionally, the more significant a person is in your life, such as the people who are the main providers of love, acceptance, food, water and shelter (such as your parents, other primary carers or relatives), the more you believe what they believe. If you believe what they believe, you build rapport and become more closely connected with them, which also means they will be a whole lot nicer to you. In the very beginning, part of your survival mechanism meant that you tended to believe everything that the people closest to you told you,

and you behaved in a way that mirrored their behaviors.

This whole scenario would be totally cool if your parents and significant people in your life were positive, self aware, optimistic, wise, unconditionally loving, saw life through your eyes, were aware of your inner special talents and gift to the world, self actualized ... in other words the 'perfect' human being! These people might exist in storybooks, but do not walk the same earth I live on.

There is also a good chance the people that were providing your parents or significant others with their beliefs in life were probably not perfect either. Now we are not here to point the finger of blame, the past is the past, but we are definitely here to see how you can improve things. It reminds me of a quote that says, "What we don't fix, the kids inherit." We can't change the past, but we can certainly influence the future. So to all mothers and fathers, this is not a witch-hunt and as easy as it might be, we can't blame you for all the mistakes we have made along the way.

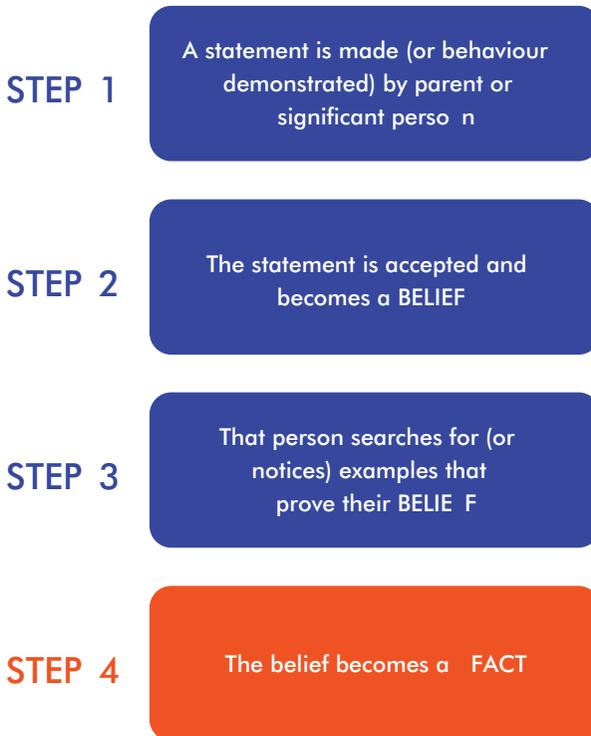
Therefore, in the beginning you absorbed all of the empowering stuff AND the not so empowering stuff and it started to form your core beliefs, which then created your reality. The beliefs that you take in over those formative years get packaged and stored in the figurative filing cabinets of your subconscious mind (that reptilian or limbic part of your brain). This is the part of your mind that operates below your conscious awareness — sort of like a built-in *autopilot*. This is a great concept (in theory) IF the autopilot is taking you in the same direction you actually want to go! *Here lies one of our major challenges and part of our personal development work for the 100 years +/- that we plan to live.*

How we search for evidence

Now we know who and how we planted those belief seeds in our heads, I want to show you the steps that we go through to turn those seeds (or statements) into our own set of beliefs, which we then may hang onto for the rest of our lives. Sometimes they can be to our detriment but other times they can lead to

the sound of roaring applause, loving affection, money in the bank or smiles on everyone's faces.

Below is a model of the basic process we go through in building up our belief treasure chest and reinforcing the beliefs that we picked up as children.



Do you know which is the most interesting step for me in this process? Step 3 suggests that a belief becomes a **FACT** when we find evidence to prove it. But this is like doing a search on the Internet. You can find some information to support either side of a 'statement of fact'. Therefore, if you go looking for examples to prove your belief statement, you are sure to find them. The Internet analogy is also relevant because you choose the search words you will use —the Internet responds to the search you requested; it only follows the path of your focus. If you do a search on safety issues in Peru it will not give you information about the beauty and splendor of Machu Picchu or Colca

Canyon or Lake Titicaca or the Nazca Lines. You find what you look for, and if the original belief statement was false, unworthy or disempowering, then you end up with a FACT that does not serve you.

When you were young you never questioned whether the original belief statement was correct anyway. You just believed everything told to you without searching to see if the opposite was also possible or true. When an ‘authority’ figure puts a belief into someone’s head (like the statement that ‘the earth is flat’), that is what the person will primarily look for and notice. There were numerous ‘intelligent’ people who could explain why the world was flat, rather than the few exceptions that suggested the earth was actually round. It wasn’t the fault of the masses. They just believed what they were told by someone that they believed knew more than they did.

If you are looking to confirm what you were told, you are likely to walk right past all the examples that suggest to the contrary, because you are fixed on finding the evidence to support your answer. Plus, there is a little thing in the subconscious part of the brain called the ‘reticular activating system’ that will help you notice the thing that you have planted in your mind. You end up seeing what you ‘expect’ to see — such as the beliefs you have accepted as facts along the way. If you have been told that ‘the world is a horrible place’, then you can walk past a garden of multi-coloured roses, to stand triumphantly in front of a graffiti-covered wall, and say, ‘Yes, the world truly is a horrible place’. And of course the opposite holds true if you are looking for a world of beauty. You will find it everywhere you look. The bottom line is that we see what we are looking for.

What follows is a simple scenario that highlights the point that ‘what we believe — we notice’ as opposed to ‘what we notice — we believe’. I used this very same scenario once late at night in Athens when I was waiting for my ride. I started talking to two brothers and in a short space of time I realized that they had two very different perspectives of the world around them and as a result one was pessimistic and the other optimistic. I used the scenario below to highlight to them how it was their perspective and focus that caused

them to act the way they do. I believe they left with a new heightened level of understanding; as I am sure you will too. Now on with the show!

Creating our 'Map of the World'

We have on the scene Mr Cloudy (who was raised as a pessimist) and Mr Sunny (who was raised as an optimist). Mr Cloudy believes the world is full of pain and suffering. On the other hand Mr Sunny believes the world is incredibly beautiful.

They both take a short stroll down a typical city street. It can be in Paris, Rome, New York, Athens, Sydney or London; you name it. Funnily enough (although not funny for everyone), the results are likely to be the same wherever the street is.

So Mr Cloudy and Mr Sunny walk down the street mentally recording everything they notice along the way, including sights, sounds, and smells. This is what each of them records.

Mr Cloudy:

The street pavements are cracked and there is a lot of litter in the gutters and even on the street. There are leaves filling up the gutters as well. Some of the cars are not even parked right. A lot of annoying sounds are distracting me. People keep getting in the way plus some of them are wearing some stupid clothes. The breeze blowing is just shifting all of the rubbish about...

Mr Sunny:

It is a gorgeous day and so nice to be outside walking. The air is a little crisp and there is a slight breeze blowing, which feels like

a gentle massage. Grand trees with big bright green leaves line the street, adding rich colour to the avenue. Plus it is amazing the different clothes and types of people around today. The interesting mix of street sounds adds to the richness and diversity of the place. Now imagine that at the end of the stroll Mr Cloudy and Mr Sunny asked the same artist to paint a picture for them to record their experience of that city street. And she didn't know that they walked down the very same street.

Do you think the artist would have painted two completely different pictures? Do you think that the colors used for each of the paintings would have been different? Do you think that one might have bright, festive colors, and the other much darker ones?

The things we notice (or look for), are based on our beliefs, which create the pictures in our minds. And these pictures go a long way towards that beautiful experience we call happiness.

The 'truth' about our beliefs

We have established that our beliefs were planted when we were very young, by those people that we care about most, and are now stored in the vaults of our subconscious minds. So let's see what happens next.

Because we loved and cared about these people a lot, and because we know that if we believe the same things as these people we will be in harmony with them (and therefore most loved by them), we spend the next 97 years collecting data to prove that the beliefs we have absorbed, observed and adopted are in fact 100% true. And the more data we collect the more strongly we believe our beliefs. It is like proving a court case. The more information we can have supporting the case (or our argument) the more likely we are to win and *prove* our belief is a fact.

But here is the kicker when you are proving your belief or defending it with your very last breath. If just ONE person — who is made of the same substance as you and living on the same planet as you and likely to have access to similar resources to you — proves that the *complete opposite* belief is also true, then your belief is not a Universal Law or even a FACT. Ouch!!

Here is the big message about beliefs: **our beliefs are true because we *make them true***. Not because they are universal laws, as is the Law of Gravity. I have already shown you one example to highlight this, and I hope that I have planted a seed deep in your subconscious mind. A seed that says that what you believe may not be TRUE, but merely something you picked up along the way. *Now don't shoot the messenger just yet!* This is a good thing in the end.

Have you ever noticed that when your beliefs are challenged, you tend to

perform the ‘yeah, but ...’ dance? Yeah, he might have been successful in making that much money, BUT ... he is 10 years older, went to a better school, had a father that was nice to him, was lucky, is taller than me, etc., etc., etc. We feel the need to defend our beliefs; otherwise we might be wrong. And on a deeper, psychological level, we fear that if we change our beliefs, *we may no longer be loved by those people that we most want to please*. Alternatively we may want to prove our beliefs are true so we don’t feel like we have just wasted the last 20 years following the wrong fact sheet!

Here is something else for you to consider. The person with the most flexible beliefs and minimal ‘rules’ about how that belief is achieved is likely to be the most resilient to the inevitable changes that will happen throughout the course of their lives. They are able to change their minds, when something in their life changes. The world is constantly changing, so trying to hold onto and apply a 1990s belief, when we are in the year 2013 might not be the best use of your energy and focus.

I also want to remind you that if you have a positive and empowering belief this has the potential to make your life truly magical. Imagine if your belief was ‘everything always works out for the best’, and you believed it right to the very core of your being. Do you think you would ever be stressed out about life? I think not. My other favorites are:

1. Life is for me, not against me
2. Life wants me to succeed
3. I expect success

It is beliefs like these that have the most amazing and expansive impact on your happiness and emotional health.

How beliefs determine control our actions

You have already seen this diagram in the Introduction, but now we are going to do more prospecting, so that you truly understand the impact of this collection of boxes and arrows.



First I will use another example and then we will come back to the diagram. In case there are any doubters out there, I want to reiterate that it is our beliefs (and thinking) that create our experience, rather than the other way around. Enter stage left our infamous duo, Mr Sunny and Mr Cloudy. Thank you gents. You might not be surprised to hear that Mr Cloudy believes ‘you cannot trust anyone’ and Mr Sunny believes ‘there are a lot of trustworthy people in the world’. Shock, horror! Now I want you to imagine how each of these men would BEHAVE upon meeting a third person, called Miss Neutral, based on their beliefs (which got planted by someone else when they knew no better and literally believed everything they were told).

What sort of behavior — communicated through their words, tone, energy and body language — do you think Mr Cloudy and Mr Sunny would be projecting towards Miss Neutral? Would Mr Cloudy and Mr Sunny project themselves any differently towards Miss Neutral, based on their beliefs? Would one be more closed, suspicious and tense, while the other more open, engaging and

relaxed? And do you think that Miss Neutral is likely to respond differently to each of them? Do you think that she is likely to respond in a more open and engaging way with Mr Sunny or Mr Cloudy?

So in this very simplistic example you are starting to see how your behavior is directly affected by your BELIEFS. And it is the way that we behave that will have an enormous impact on the final results that we get in life. Based on their different behavior, Mr Cloudy's and Mr Sunny's meetings with Miss Neutral are likely to go in different directions — and lead to different results.

The other really important point to note here is that the reaction to the men by Miss Neutral is likely to further confirm what Mr Cloudy and Mr Sunny already believe. The spiral continues — where someone blames someone or something external of them for the result they get, rather than considering that it may have been their thoughts, beliefs and subsequent behavior that led to the end result.

Since repetition is one of the ways that we learn most effectively, let me summarize what we now know. It is our beliefs (which shape our thoughts and drive our emotions) that affects our behavior, which ultimately determines our end results in life. I am sure that you are starting to see how important this is. This is nothing short of AMAZING!

Now let us introduce the reverse engineering process. If you change your beliefs, you will actually change your life's experience. Let me say that again. By **changing your beliefs**, you will have a completely new life experience. And if you are asking 'how?' again, don't worry; we will be going there soon enough. But first let's understand a little more about how beliefs actually work within our mind.

Running on autopilot

There are times in our lives when we know exactly where we want to go (consciously), but then life comes along and throws something at us as a

distraction. The next thing we know we are completely ‘off track’. This is a result of our beautiful subconscious mind taking over the controls and switching to *AUTOPILOT*. Make no mistake — our autopilot is the best method of managing the trillions of functions that are occurring throughout our bodies every day. If we had to consciously manage every process that is happening in our bodies we would collapse within seconds. We do not have the mental capacity to manage our bodies consciously. That is the role of the very capable and competent brain; in particular the reptilian part of our brain, and to a lesser extent the limbic part of the brain. Our thinking brain wants to make new knowledge or skills unconscious as soon as possible as it requires a lot less energy for the reptilian part of our brain to replicate. Now back to our autopilot.

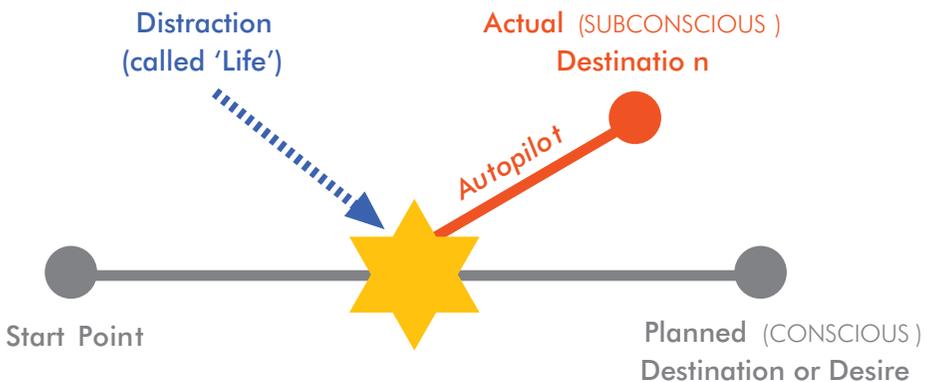
I am sure you will agree that the autopilot function has made flying in a jet plane a very smooth and safe event. The only challenge is when our conscious mind is not *ALIGNED* with our subconscious mind. When the autopilot has been set to a particular flight path, which is different to the path the pilot consciously wants to take, then the plane will take them to a destination they don’t want to go to. It is like the autopilot being set for London and the physical pilot wanting to fly to Paris. It will be a constant and very conscious struggle by the physical pilot to get that plane to land safely and on time at Paris Charles De Gaulle International Airport. This is exactly how it is in your mind when the conscious and subconscious mind are pulling in different directions.

Here is another great example. Michelle tells herself that she wants a million dollars in her bank account (don’t we all). And this is definitely possible because there are lots of other people, made from the same stuff as Michelle, that have already done it. However, every time Michelle sees someone driving around in an expensive sports car she screws up her nose and says to herself ‘what a pretentious jerk’, and plants this little seed in her head, time and time again. So over time her subconscious mind links *MONEY* to being a *JERK!* And because the thought of being a *JERK* has a negative emotion associated with it, Michelle’s subconscious mind decides that having lots of money will lead to discomfort, and therefore a *NEGATIVE* outcome. So Michelle’s

subconscious mind will work 24/7 to ensure that Michelle doesn't become a jerk by becoming rich. The end result? Riches do not come to Michelle.

T Harv Eker, in his excellent book *Secrets of the Millionaire Mind*, says one of the 17 wealth secrets of the rich is: 'Rich people admire other rich and successful people. Poor people resent rich and successful people'.

So if you want lots of money always, always, always link money to a positive image and emotion. And since I am told that a picture paints a thousand words, I have included a diagram below on how life can play out if the autopilot is running the wrong program.



One of our most influential achievements in life is to finally have our conscious mind aligned with our subconscious beliefs. The day that happens is the day that the riches of the universe start to fall out of the sky and land right in your lap. This reminds me of a quote by Buddha: 'More than those who hate you, more than all your enemies, an undisciplined mind does greater harm.' Control your mind and you open the door to the king's treasury.

Dr Bruce Lipton, author of *The Biology of Belief* (a book I highly recommend) has said that we are running on our subconscious (autopilot) about 95% of the time. That means that for 95% of the time we are running on the programs that

are stored in the subconscious part of our minds. That is great if the programs we are running are empowering and causing us to feel inspired; but disastrous to our health, wealth, success and happiness if our subconscious beliefs put us into a disempowered state.

The role of emotions

Up until this point we have talked extensively about the thinking part of the brain. We have described beliefs as a statement or series of words. That is definitely where it all starts, but it would be remiss of me not to add to your knowledge with a quick overview of the role that emotions play in this whole process. Because, let's face it, life is really a series of feelings that we experience on a daily basis, which are otherwise known as emotions.

The part of our brain that manages our emotions and the formation of the chemicals which cause us to feel a particular way, is the limbic part of the brain (sometimes called the mammalian brain). It is our emotions that actually cause us to act. Tony Robbins, a leading American Success Coach, likes to use the phrase 'emotion creates motion'. I also teach my corporate clients that emotion is the fuel that turns potential energy into kinetic energy or action. Emotions therefore play a big part in our actions and in the results we get in life.

In case you are wondering how emotions relate to beliefs, let me explain. When we have a particular thought, it generally causes a biochemical response in our brains and bodies. And those chemicals will cause us to act. For example, if we think a fearful thought, we are likely to feel fear, then our brain will activate the sympathetic nervous system, and we will go into a fight or flight response. If we have an empowering thought, our brain will set up a flood of positive brain chemicals, which make us feel good and may cause us to continue doing what we are doing, or try a little harder, or think a little deeper, or relax a little bit more. So our thoughts — and our beliefs — directly trigger the feelings that we experience, and are part of the thing that causes us to act in a particular way.

To my mind Mr Sunny walks around with his head held high, breathing deeply with a smile on his face and feels vibrant joyful and happy. Whereas Mr Cloudy is walking around with his eyes downcast, breathing shallowly and with a frown taking residence on his forehead. He is also likely to be feeling unhappy, uninspired and low on energy.

The last point on emotions is that if they are triggered strongly enough by a specific belief — positive or negative — the feeling starts to take up residence in the body. It may even get to a stage where the emotion precedes the thought or belief.

For example, if you continue to have a thought (which is just a belief) and a feeling such as worry is linked to the thought. Then this thinking and feeling worried is played out hundreds and hundreds of times over the years. Eventually the feeling of worry becomes the belief and the belief automatically triggers a feeling of worry. Have you ever had a feeling that made you wonder ‘where the heck did that come from?’ This is definitely the body running on autopilot. Great if it is all of those empowering and vitalizing emotions, but not so great if the emotions are ones of fear or anxiety or worry.

Getting to know the gatekeeper

Well done for reaching this stage as we set the final scene and get to know our beliefs at a much deeper level. Now that you realize where they came from, what impact they have on the results you get in life and how they are usually running on autopilot beneath your conscious awareness, it is time to go one level deeper before all this knowledge is brought together so that you can move forward as one of the top 5% of people on the planet that understands why you (or others) do what you do, and what you can do about improving it — knowledge is definitely power in this case. You will be able to live life more consciously and therefore make better decisions, which will ultimately lead to better results (of your choosing) in life. Good for you.

Let me introduce you to our final player in the alignment of our conscious and subconscious mind mini workout. It is the infamous GATEKEEPER or ‘critical bypass’ factor as it is called in the world of hypnosis. The *figurative* Gatekeeper guards the passageways between the conscious and subconscious parts of our mind.

As I have stated previously, the majority of our beliefs are formed prior to our reaching 7 years of age. At this stage in our brain’s development, the Gatekeeper is inactive and we pretty much let any belief (or statement) into our subconscious mind to be stored as a fact (the process is a little more complex than this, but let’s just keep it basic for now). Essentially, the majority of what we are told up to that age forms our core beliefs. These countless beliefs are stored in the metaphorical filing cabinets (neural circuits might be a little more accurate) in our subconscious mind. Then we gather data or information to

support those beliefs, which also gets stored in our filing cabinets. So in the end we have:

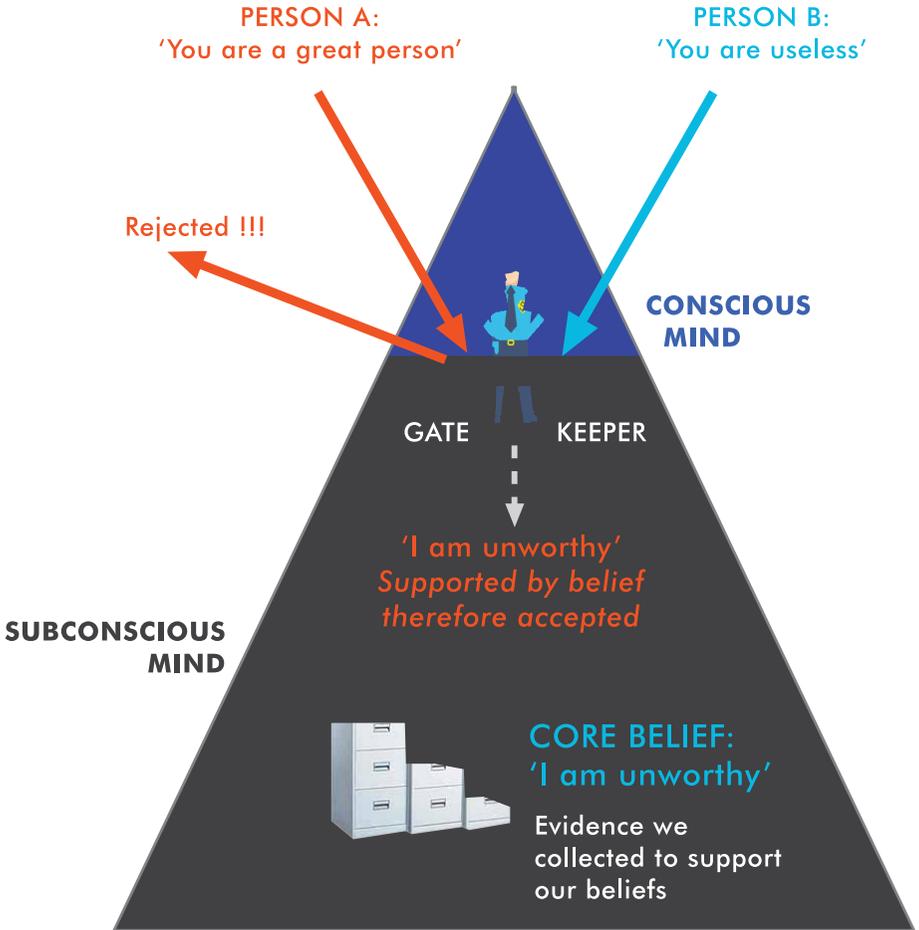
1. Someone else's beliefs
2. Supported by evidence we narrow-mindedly collected
3. Stored in a part of our mind that we cannot consciously observe
4. Which causes us to feel a particular way
5. Driving our behavior
6. Which is often unconscious

I realize I am repeating myself here but repetition is the mother of learning (and mastery)!

The next diagram highlights what happens when the Gatekeeper (or filter) is more developed in our later lives. The Gatekeeper eventually determines what statements, comments or ideas we hold to be true (and let onto the stage in our minds) and what we will reject before they take up residence in our minds. Having a very diligent Gatekeeper is great IF we have empowering beliefs stored in our subconscious minds. You will see below in the diagram what happens if someone has been told while they were growing up that they are *not worthy*. This is essentially how we accept or reject statements (or compliments) after we have established our core beliefs.

In this example a person has a core belief that says 'I am unworthy' (maybe a parent told them on a number of occasions when they were young that they were useless, stupid, or not wanted). Given this belief, they will only let comments past the Gatekeeper, onto the stage in their mind, that support their core belief of being unworthy. They will only accept and receive negative comments, which will cause them to feel a certain way, and further reinforce their belief about themselves. Any positive comments coming their way are discarded as being untrue, or are received with so much doubt (because it does not support the very deep and subconscious belief they have of their worth),

they effectively get discarded as well. This whole, distorted process further enhances the person’s belief that they are unworthy and do not deserve all the good that may potentially come their way. This situation is a shame, but exists in so many people. However, as we have already learned, those funky neuroscientists have told us that the mind is like putty in our hands. It can be changed, and made into an entirely different mould.



This may explain for you why someone may not be able to accept your compliments, even when they have done something that is very worthy of praise. Your positive compliment does not support their internal *core belief*. Therefore, in their mind the compliment must not be true. Perhaps they think

you must have meant something else, or you confused them for someone else, or you are just being sarcastic or mean.

As always, the opposite also holds true. If you have a strong, positive and empowering belief embedded in your subconscious mind you will sponge up all of the great things coming your way, further reinforcing how great you are and allowing yourself to experience all of those amazing, positive emotions.

What are the correct beliefs?

We are well and truly down the rabbit hole now. There is no turning back. The blinkers are removed — you will thank me later!

Get ready for a very profound statement. A statement that will make this whole process of change, growth and success so much easier to achieve.

There are no right or wrong beliefs

Let me repeat that. Though I am sure you got it the first time. There are no right or wrong beliefs. There are just ‘beliefs’. As I have said already, for every belief, there is an equal and opposite belief. In the world of beliefs, instead of right and wrong we have:

Empowering and disempowering beliefs

Empowering beliefs make you feel confident, calm, excited, courageous, powerful, curious, connected, vibrant, clear, loved, energized, and relaxed (to name a few) and thus make it easier for you to experience a richer, easier and more beautiful life.

Disempowering beliefs make you feel fearful, disconnected, restricted, limited, guilty, anxious, lost, uncertain, tense, tired, stressed, flat and consequently make it more challenging for you to experience a truly amazing and successful life.

I personally feel that when we are experiencing all of those positive emotions, we are more connected to who and what we are at our core. We are being more of our true self and letting more of our true self shine and radiate from our being. Alternatively, I believe when we are experiencing the negative emotions, we are closed off from our greatness, our authenticity and who we are truly capable of being.

Henry Ford said, 'If you believe you can, or believe you can't, you are correct.' You make whatever you believe true. Since there is an infinite number of beliefs, which beliefs are the 'correct' beliefs for you to have in your life?

The beliefs that **EMPOWER** you! When you feel empowered you are likely to be standing or sitting tall. Your shoulders are likely to be back. You are breathing more fully with your diaphragm. Your muscles are relaxed so that you have greater blood flow through your body, and to your brain. That extra blood flow, nutrients and energy to your brain (in particular to your neocortex) actually makes you smarter and more able to make the best choices that lead to the best results. Additionally when you are positively emotionally charged, you are more likely to take action. As you already know, emotion creates motion. On the other hand if a belief **DISEMPOWERS** you, it is likely that you will experience some type of fear and the automatic activation of the fight or flight response. At a physiological level this means that blood flow is reduced to the thinking brain (neocortex), the stomach is constricted leading to shallower breathing and less oxygen for the body, and essentially you become dumber. Well that is my scientific description anyway.

I want to reiterate this very important point: there are no specific beliefs that are right or wrong. There are just beliefs that **EMPOWER** you in any given situation and beliefs that **DISEMPOWER** you in any given situation. There are also beliefs that may have been useful to have as a teenager, but they may not serve you well when you are raising a family of three children. Or beliefs that are great when dealing with a child, but not so empowering or effective when dealing with a multi-million dollar deal. There are definitely different beliefs that are best suited to different situations.

To bring this point home, let's look at another practical example. Have a look at the following beliefs which relate to work and money. Which belief do you think would *enhance the quality of your life* the most?

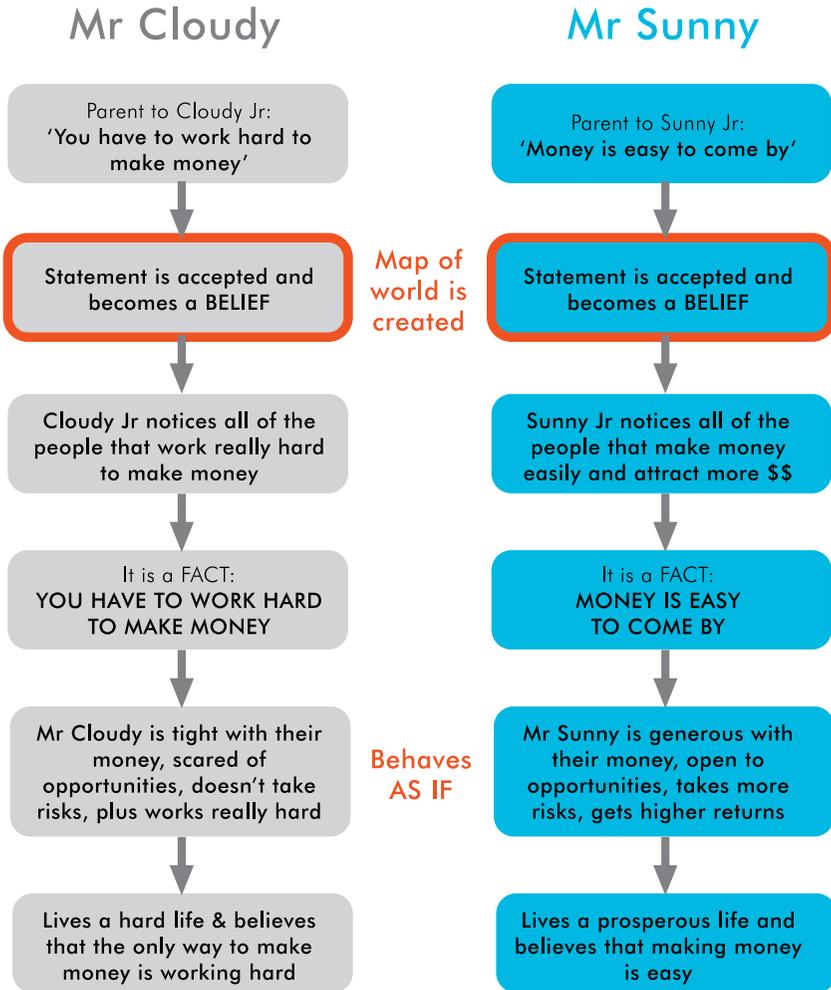
Belief 1: I have to work hard for my money.

Belief 2: Some of the time money comes easily.

Belief 3: Money always comes to me easily.

Which do you think would probably make your life the easiest? I have purposely used a very emotive example here to challenge your beliefs right now about work and money. What does your belief sound like? Also, by using a very sensitive subject like money, I can show you clearly that our beliefs are a major driving force in our behavior (and end results). If you don't have the money you want, perhaps your **beliefs** about money are holding you back.

Once more I invite you to join Mr Cloudy and Mr Sunny as they demonstrate the exciting world of beliefs in relation to this highly emotive subject called ‘money’.



I want to highlight one more thing in the above example. Take a look at box number three for Mr Sunny: It says, ‘Sunny Jnr notices all of the people that make money easily and attract more \$\$.’ As Sunny Jnr is paying attention to all of those people making money, he is causing a few other things to happen. For instance, as well as building up his belief, he is actually learning how to make money by watching people that are already making money. What he places his focus and attention on is actually growing bigger, at the same time that his belief is strengthening.

Now we get to the really good news

Here is the good news, compliments of Mr S Clause, more affectionately known (by me) as the big fat guy in the red suit that delivers millions of presents on the night before Christmas. *For those of you with a different cultural heritage feel free to add in an appropriate substitute.*

Once upon a time you actually **believed** that Santa drank the milk that you left out. But then one day, as a result of learning about multiplication at school, you calculated that if he had actually drunk several million cups of milk in one night he would be a hell of a lot fatter than you tend to picture him (and his cholesterol would be through the roof)! He would not only be unable to come down the elusive chimney, but he would be too big to get through the garage door! So this epiphany would have led you — as a young child — to question whether he did actually drink the milk. And if he didn't drink it, then who did? Something about this was just not right. Large cracks in the whole Santa Clause story would start to appear. Your young mind would eventually be thinking that perhaps this whole Santa thing might be fictitious — which would also explain the number of presents for sale in the shops around December.

The process for changing this belief was:

1. First there is *doubt*
2. Then there is *confusion*
3. And from clarity a new *belief* is formed

So the outstanding news is that: *you can actually change your beliefs*. You

have done it before, so you can do it again. I bet you are breathing a sigh of relief on hearing that news. You may have been worried for a while that you were destined to live out your life in accordance with everything that was ever said to you by some well meaning (and equally confused) people in the early stages of your life.

The other point I want to reiterate is that, as you can see above, it can be a good thing to be confused. The brain is trying to figure something out that does not stand up to scrutiny. There is the chance that the old belief (and neural circuit) is disrupted, allowing the formation of a new set of beliefs and a new neural pathway to be created within your mind. New belief = new results!

Putting it all together

First of all, you made it through a pretty deep overview on beliefs and how they really are shaping the life you have! So please take the time to give yourself a very big pat on the back and know that you are now one of the elite. You are part of the 5% of the world's population who know that their beliefs have a big impact on their results. That their beliefs have more impact on their results than the external world. That success is most often an internal game and now you have the knowledge to play that internal game more effectively.

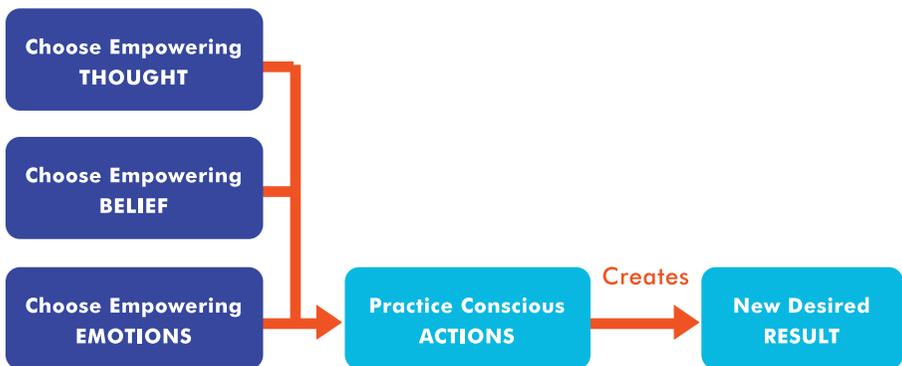
Let's summarize the main points we have learned so far:

1. We picked up most of our core beliefs prior to reaching 7 years of age
2. Beliefs are not Laws
3. Most beliefs are operating below our conscious awareness, much like an aeroplane on autopilot
4. Beliefs cause us to feel and act a certain way, which determines what results we get in different situations
5. If we change our beliefs we change our results
6. There are no right or wrong beliefs, only EMPOWERING and DISEMPOWERING beliefs
7. We can change the beliefs that do not serve us

Therefore it all comes back to the idea that the greatest thing we can do in our lives to get very different results from those we are getting now is to change our beliefs. Not just any beliefs, but the beliefs that are *disempowering* us the most. We also don't just want to remove disempowering beliefs, we want to

replace them with something a lot more EMPOWERING. And we don't just want to have new intellectually empowering beliefs, we want to have these new beliefs become a part of our mind and body. We want to think and feel the empowering beliefs.

It all started with our recognition of what beliefs we have, and what beliefs we would LIKE TO HAVE. As I said back in the Introduction, **wisdom** allows us to make better choices. We want to become more conscious of what we want, what is holding us back, what greatness we are possible of, and then choose what thoughts, feelings and actions will cause us to get the results we want. The diagram below shows how we do just that.



We have seen that changing our beliefs is something we have done in the past and will do again and again (hopefully). I suggested that there are no right and wrong beliefs. There are beliefs that EMPOWER us and beliefs that DISEMPOWER us. There are also beliefs that are good for one situation but not good in another situation.

It could be said that the happiest people on the planet are the people that choose the right beliefs for the right situation. Plus, they are comfortable about changing or letting go of a belief when they realize it is not serving them.

So now you have it. The blinkers are not only off but are in the recycle bin!

And to ensure that you take away all the key points, on the following pages you will see a detailed summary. If you felt any discomfort or resistance when you were reading this it could be that you are subconsciously struggling with the big idea that your experiences and results are actually the result of *your* beliefs. Which means that you may actually be originating some of the challenges that you face in life.

The specifics of HOW to change your beliefs

As you can imagine, I am not concerned with your empowering beliefs as they are already serving you well. What I want to help you with is removing the **key disempowering beliefs** that you have picked up over a lifetime. Know that as you have played these disempowering beliefs out for years and years, they will not just disappear magically overnight. The process will involve persistence, commitment, diligence, heightened awareness, and energy. And since it is a great help to get external perspective and assistance, I will recommend some options before we finish. As I say in my book, *The Guidebook to Happiness*, people can definitely become happier all by themselves, but having a guide and that external perspective definitely speeds up the process and allows you to bypass many of the obstacles.

Also, when we are dealing with deeply buried subconscious beliefs, we are often quite unaware of the things we are telling ourselves, which can cause the biggest challenges in our lives. So getting external perspective and help is definitely a plus.

Here is a general overview of the basic steps to changing a limiting or **disempowering belief**:

1. Become aware of the major limiting or disempowering beliefs you have (they generally exist where you experience the greatest pain or challenge in your life). I strongly recommend that you do the Beliefs Workout at the back of this book. (*Do the Beliefs Workout at the end of this eBook*)
2. Come up with the opposite, empowering beliefs to each of the

disempowering beliefs. It is usually best to choose a statement that is simply the complete opposite; for example, 'I am unworthy' becomes 'I am worthy'.

3. Create a new neural pathway in your mind by repeating the empowering belief as a mantra and saying it about a bazillion times. You are thereby attempting to create a new neural circuit in your mind related to the new belief.
4. Connect as powerfully as you possibly can with the feeling you want to experience when you imagine yourself living out your new empowering belief. This creates a physical and chemical link to your belief, making your belief statement not only an intellectual statement but also a feeling that is expressed within your body.
5. Act as if the new empowering belief is true. Try it on for size at a behavioral level — remember, our behavior changes our results. Imagine that you are a famous actor rehearsing for a big part in a movie where you will be paid \$5,000,000. In order to get paid you really need to become the character so much that people actually believe you are that character and not your real self. You need to become the person you want to be — the person with this new empowering belief. That actor will work their butt off, rehearsing countless times to perfect their performance. So use this as a guide to what you must do, to become the person you want to become.
6. Become super sensitive and watch yourself, ready to catch yourself out if you start to act in a way that aligns with your old disempowering belief. If you do catch yourself out, say the word 'CHANGE' aloud. Then state your new empowering belief. Feel how you would like to feel. And then act in the new way. Continue to do this every time the old belief recurs.
Repetition and persistence are the keys.

Conclusion

I hope by now you realize that beliefs are the foundation for everything that is yet to come. Beliefs are actually the first piece in the WorldsBIGGESTGym™ *30-Day Happiness Challenge*, because beliefs play a HUGE part in the results that you get in life. We realize that the two biggest keys to changing the course and results in our life are:

1. Setting clear and inspiring goals
2. Removing disempowering beliefs

The amount of energy that is liberated when we remove a key disempowering belief is phenomenal. We never realize how much so, until we do it. So I strongly encourage you to keep on the path to identifying, removing and replacing those beliefs that do not serve you.

The idea that we change our experience — that is, our whole life — by changing our beliefs seems strange to start with, but when you dig deeper you understand just how true this is. And we have numerous beliefs in relation to every subject that we have ever had contact with, so there is plenty of work for us to do over the next 40 plus years as we peel back all of the layers. By realizing that a belief is neither true nor false, but Empowering or Disempowering, is again a revelation that can change your life's achievements. So any time you don't like your experience (or the results you are consistently getting) take a mental step back and see what belief may have landed you there in the first place.

So where to from here?

We looked at the theory of beliefs and I am sure you realize now that as beliefs

were made, so too can they be unmade, and new beliefs formed. So now that you know WHY to change and you have the WHAT to change it is time to start working on the HOW to change.

And as I said before, you now know more than 95% of the population! So you are in the perfect position to start the next step: **replacing a disempowering belief**. The challenge is that some of these beliefs have been playing on a loop recording inside your head for most of your life, so they are going to take persistence, repetition and conscious focus to let go of and replace for their empowering opposite belief.

So perform the 6-step process. Become aware of the beliefs that may be playing in your mind on a repetitive basis or causing you the greatest challenge in your life and then choose what the empowering opposite of them would be (do the Beliefs Workout at the end of this eBook). Then go to work on making that new you. Conduct those rehearsals like that multi-million dollar movie star! Be the superstar in your own life and get the results you have always wanted.

Now in the *30-Day Happiness Challenge*, that I very strategically created and developed, we formally go through a belief switch process with you and throw in a funky (but very powerful) Neuro Linguistics Programming (NLP) technique to help accelerate the change. So you know where to go for support. The team and I would love to give you a helping hand on your way to becoming your best ever self. I am a big believer in the idea that success is not a one-person show. You do not have to try and do it all yourself. If you want some help, you have only to ask.

In physics, the resultant energy (or result) from an experiment is directly proportional to the amount of energy that was added in the first place. More energy in = more energy out. So the more energy you put into making these changes — the more you play FULL THROTTLE — the greater results and changes you will make!

I look forward to seeing more of you as you change those disempowering

beliefs for their EMPOWERING and LIFE CHANGING opposite!

So all the very best and here's to making this day, week, month and year the best ever as you consciously and creatively design a life that is truly worthy of you and the gift that you bring uniquely to this planet.

Executive Summary

1. You absorbed most of your core beliefs prior to reaching 7 years of age since your brain was still developing and it was in a theta brainwave state. This means that you took most statements literally as facts.
2. The people that were closest to you, who may not have been perfect (that's everyone), and may not have been experts in the field of human potential, may have given you some beliefs that are not empowering for you.
3. Once you were given your beliefs and started to act them out, you also started collecting evidence to confirm that the beliefs were true. You did this to get the love and affection of the person who gave you the belief. You searched high and low until you found, noticed or attracted evidence to support your newly absorbed beliefs.
4. Beliefs shape your thoughts, which generate emotions and these emotions cause you to behave in a particular way. Emotion creates motion. Your beliefs also create your internal 'Map of the World'.
5. It is your behavior that determines your results. An EVENT + your RESPONSE (or your behavior) = the final OUTCOME.
6. If just one human being proves that the opposite of your belief is also possible, then your belief is not a LAW or FACT, but something that you have chosen (consciously or subconsciously) to apply. Therefore it is not universally true, and the opposite may also be true.
7. There are no right or wrong beliefs. There are only beliefs that are Empowering or Disempowering. Empowering beliefs lead you towards joy, happiness, growth and fulfilment.
8. Your subconscious mind is your inbuilt autopilot. Most of your inner

conflict comes when your conscious mind and subconscious mind are not aligned. Any time your conscious purpose is distracted, you switch to your subconscious autopilot, which is driven by your subconscious core beliefs.

9. There is a Gatekeeper or ‘Critical Bypass’ that determines what information you will accept or reject. The Gatekeeper determines what comes into the mind by checking what beliefs are **already** stored in your subconscious mind. It will generally only let in information which is supported by existing beliefs.
10. You can change your beliefs — as you have done several times throughout your life. The first part is to identify what beliefs are limiting your growth, happiness and achievements.

Recommended resources

For great resources, freebies and super practical tips, tools and strategies to help you on your onwards and upwards journey; please check out more from me at: www.carlmassy.com

Below are some specific things I think you would love.

The Guidebook to Happiness by Carl Massy

Would you like to discover the SPECIFIC do's and don'ts when it comes to experiencing real happiness?

Have you ever taken a trip to a completely new destination? A place you heard was great, but you were yet to experience? Do you think a comprehensive *Guidebook*, with information on how to get there, what to see when you arrive, what to take, and what to avoid would be essential reading?

When it comes to 'happiness' that is exactly what The Guidebook to Happiness does. It guides you SPECIFICALLY on what to do (or not do) and how, when it comes to increasing your default level of happiness.

I have travelled to over 53 countries and I know the true value of a great Guidebook.

IN THIS GREAT BOOK YOU WILL DISCOVER:

- What provides up to 50% of your happiness
- What the experts tell us are the best daily rituals for increased happiness

and well-being

- How to become smarter — quickly
- How to make decisions that lead to lasting happiness
- The pitfalls and traps you need to be aware of
- How to use the mind for the best results
- And much, much more ...

AMAZON REVIEW: 5-STAR

Highly recommend this book to anyone and everyone! Not only is it a fun-read, it's an interactive-read. This book and Carl's 30 Happiness Challenge has changed my life. Not only am I happier but also I get to share my knowledge on How to Be Happy with those I love and care about. Thanks again Carl for all your inspiration! **BUY THIS BOOK. YOU WON'T REGRET IT!**

www.carlmassy.com/books/the-guidebook-to-happiness

30-Day Happiness Challenge (WorldsBIGGESTGym™)

If you are ready to be truly supported, one-on-one, down the path of and to great levels of happiness, then this is for you. It is my strategic happiness masterpiece! A very strategic blend of online training, specific daily rituals, weekly coaching plus specialist work on removing limiting beliefs and how to become an ELITE Goal Setter, we believe in this very powerful transformation program so much that if you are not at a higher level of happiness (and consciousness) by the end of the Challenge you can ask for your money back. CEOs, single mums, elite athletes, cancer patients, school teachers, small business owners, coaches, entrepreneurs, personal fitness trainers, and yoga instructors have all done the program, from wherever they are in the world. We have had clients from the Middle East, Asia, Europe, Australia, North America and Central America. You can have me as your coach or one of my personally

trained coaches.

To find out how you can continue the transformation process that you have begun and also to join me for a free live webinar make sure you click on the following link:

www.30dayhappinesschallenge.com

The Guidebook To Optimum Health by Carl Massy

Why Exercise and Nutrition Alone Are Not Enough

The possibility: high levels of energy, high resilience to stress, vitality all day, freedom from illness and disease, bouncing back quickly from illness, body free from soreness, bloating, gas, aches and pain. Are you interested?

Firstly I want to say that exercise and good nutrition are essential for great health. But there are two problems with this: 1) exercise is relatively clear but what is 'good nutrition'? and 2) these are only two of the 6 essential pillars to optimum health.

If you want to experience high levels of health and vitality in your life it is essential that you also understand the role of the brain and the biochemistry created by your emotions. Just focusing on the physical body and the physical things we do or put into our body is missing the bigger picture - and will not allow you to experience the highest levels of health possible. They will not enable you to tap into the healing genius of your body.

Finally you will discover the whole picture when it comes to attaining optimum health. You will finally have all the pieces to the puzzle. You will be able to tap into your full potential when it comes to your health.

IN THIS GREAT BOOK YOU WILL DISCOVER:

- The (complete) 6 Essential Pillars to Optimum Health
- Why loneliness and smoking are equal risk factors for heart disease
- How we impact the expression of genes in our bodies
- The real cost of stress and how to turn it off
- What specific steps we can take to optimize our health
- And much, much more...

AMAZON REVIEW: 5-STAR

Carl Massy has created an easy-to-use guidebook that gives practical and applicable advice to making the most of your life and being positive. Carl has taught me a lot about the way I speak to myself and how that affects my ability to maintain a good attitude. The guidebook is more than exercise and nutrition, Carl is knowledgeable about the science behind be happy and healthy. He suggests other sources of information and his tone is fun! I won a coaching session with Carl a few months back and I was going through a pretty rough time, he helped me catch those verbal and non-verbal cues I was giving myself to be unhappy and talked me through some serious roadblocks. He is a genuinely wonderful person and this is a great read for you and a wonderful gift for a friend!

www.carlmassy.com/books/the-guidebook-to-optimium-health

Upcoming Book:

The Guidebook to Authentic Success by Carl Massy

Keep your eyes out for the third book in The *Guidebook Series* – but only if you would like to feel success right down in your bones. ;-)

30-Day Challenge

If you are ready to be truly supported, one-on-one, down the path to great levels of happiness, then this is for you. It is my strategic happiness masterpiece! A very strategic blend of online training, specific daily rituals, weekly coaching (with amazing Coaches) plus specialist work on removing limiting beliefs and how to become an ELITE Goal Setter.

CEOs, single mums, elite athletes, cancer patients, schoolteachers, small business owners, coaches, entrepreneurs, personal fitness trainers, coaches and yoga instructors have all done the program, from wherever they are in the world. We have had clients from the Middle East, Asia, Europe, Australia, North America and Central America. You can have me as your coach or one of my personally trained coaches.

To find out how you can continue the transformation process that you have begun make sure you click on the following link:

www.carlmassy.com/training-events

The Carl Massy story

From Ratbag (Australian slang for 'trouble maker') to ... well, something else

Now my story is not one that is all that different from a lot of you reading this. I didn't grow up in an abusive family, I wasn't abandoned as a child, and my parents are still married. I had what one may consider a pretty normal upbringing. Whatever '*normal*' means. But like 99.9% of the other people on this planet, I got to a point in my life where I was not entirely comfortable in my own skin, or about where my life was headed. I didn't know who or what I was and I sure as heck had no conscious idea of what I wanted to become when I grew up. I just followed a path that was laid out before me and was following diligently along (with the odd tantrum along the way), but I never really had my heart in it. I was dissatisfied.

On completing my high school studies in 1986 I was accepted into the Australian Defence Force Academy as an officer cadet. For me it was the easy choice since the Defence Force would provide me with everything I needed — an education, friends, accommodation, meals, clothes and pocket money. I later learned Lesson Number One: sometimes the most challenging choices we make are closer to our chosen path. The other thing the Defence Force provided was very cheap booze. Which believe me is a huge challenge for any 17 year old trying to find their place in the world and earn the respect and adoration of their friends. So enter stage left: the class clown, or probably more accurately the village idiot!

Over the next 9 years in the Army, I had various highs and lows, successes and stuff-ups, and earned a small reputation as a party boy and smart arse.

Drinking with the boys and being loud and obnoxious was the way that I chose to fit in and earn respect. I never really understood that the actual respect was pretty hollow outside of the guys who knew me below the surface. Then in 1996, as a means of finally dealing with a particularly emotionally challenging break-up, I chose a new path and took a 1-year break from the Army to travel the world. I actually had to earn money for myself, provide for myself, and be responsible for myself. I also learned to think for myself (a pretty important life skill). I realized that a lot of my 'beliefs' were not mine, but belonged to the institution which was now thousands of miles away. I realized that I didn't care if someone was gay, or was male with two earrings and had long hair, or didn't vote, or smoked dope, or didn't have a proper job. The more I got to accept myself, the more I came to value people for being people. *Now* I felt like I was heading in the right direction, but of course there is always plenty more to learn!

I returned to the Army after that year off, since I had made it my safety blanket and crutch, and I was programmed subconsciously that I needed to belong to a hierarchical institution where I did not make the final decisions plus I could follow the group. I was back where I had left off, but now I truly felt an inner conflict between what I was conditioned to do and what I desired to do on a higher level. And the best way I knew how to push inner conflict and a sense of feeling lost aside was to get social, get drunk and concentrate on having a damn good time! But life has a funny way of making sure that you don't sell out on your dreams and ultimate growth. It drops you on your face, but then offers you a hand up when you most need it. When the student is ready, the teacher appears.

The teacher for me came at 2am, early on a Sunday morning (after a couple of huge days of drinking, sleeping, drinking some more and then sleeping off the inevitable mind crushing hangover), via a direct and thought-provoking infomercial. It was strange as I rarely watched television and I NEVER put the television on in the middle of the night. But here I was, being guided by something bigger than me. So here was this big-headed, fast-talking, big-grinning guy called Anthony Robbins, with his transformational offerings.

Something he said must have struck a cord with me, since the next thing I knew, I had my credit card out and was placing an order. Now our teachers can come in many forms, and since then I have had a lot of other amazing teachers, but it is about someone piercing your ego and Tony Robbins, at the time, was the right-sized man (about 6'7" and more than a foot higher than I was ever going to stand). So starting Easter 1999, I began what was not only my 30-day transformation; I proceeded to set an entirely new course for my life. By the end of the month I had changed my diet to principally vegetarian, I had stopped drinking, I had started yoga, and most incredibly I had changed from being *unlucky* to being LUCKY. My life had taken on a whole new flow.

Now that humble beginning was over a decade ago and since then I have consulted, lived and traveled all over the world. But it took a point of feeling extremely dissatisfied, directionless and disconnected (and definitely exceeding my pain threshold), before I had the motivation and commitment to break out and reach for something better. A something that I could not quite define or articulate. I just knew that better was out there. I did not get all the answers over that 30-day period, but it certainly opened up a door, and put me on a more inspired path. It encouraged me to seek out knowledge; through travels, diverse and exploratory literature, various courses and retreats, extended periods of self imposed abstinence (a very interesting experience but best done in a mountain cave and not while you are living in downtown Athens as they prepare for the 2004 Olympic Games) and a hell of a lot of inner questioning.

One of the greatest keys that I discovered was in 2007 when I finally realized what my passion and driving force is, and has been since I can remember. My passion has always been to make people smile and laugh. Whether it was playing the clown as a child, doing death-defying stunts with my friends, playing silly games when I was drinking, or considering tap dancing when I was 13 years old. All I have ever wanted to do is make people forget about their worries and make them laugh. And I believe that when we find our individual passion and life gift, and express it fully, we make our lives more worthy and positively affect all those people around us. We also tap into something much greater than us. Something that wants us to align ourselves with our passion,

so that we can make the world a better place through our joy and the joy of others. Abraham Maslow put it very nicely when he said: ‘If you deliberately plan on being less than you are capable of being, then I warn you that you’ll be unhappy for the rest of your life.’

In the end, I could do the Army thing if I concentrated on it — if I followed the bouncing ball. But it was not who I was at my core, and it was the reason that I felt so liberated when I finally left. At my core I am more expressive, more impromptu, more forgiving, and lighter of spirit than I could ever be in the Army. In the end I had been trying to fit a round peg into a square hole for almost 15 years.

Then in April 2010 I had another epiphany (which did not require long periods of celibacy in a mountain cave). I decided to focus everything I had learned over the last 10+ years, into another month of the very best I knew. I would be intensely focused over 30 days and do every great practice I had ever read or heard about or done to see what the cumulative effect was. It included the best nutrition, exercise, daily rituals, mind exercises, visualization, journaling, consciousness activities, infusion of personal growth material, and more. In that 30 days I experienced break-through after break-through and I knew I wanted other people to experience the same increase in Happiness, Consciousness, Energy and Results as I had. Thus was born the *30-Day Challenge!*

The next dream I had was to share as much of my knowledge and insights with as many people as possible. So after much two-fingered typing and to and fro with my editor, *The Guidebook to Happiness* hit the Amazon stands on 1 December 2012. Closely followed by *Become an ELITE Goal Setter* a few days later. I was on a roll with this thing called ‘*The Guidebook Series*’ so in 2014 I released the second book in the series called *The Guidebook to Optimum Health*, and then started working on Book 3 (*The Guidebook to Authentic Success*).

So here we are. I have had many great teachers at the right place and the right time. And now I would like to offer myself as one of your many teachers on

your path to your best self. If you learned just one thing from me, which will help you on your own life's path, then I have passed on what was passed to me and together we keep that energy and gift alive.

So I wish you all the very best with finding your own special path. Or as Carlos Castaneda calls it: *The Path with Heart*.

Take care,

A handwritten signature in black ink that reads "CARL MASSY". The letters are connected and have a casual, cursive feel.

November 2015

The Beliefs Workout

This is a HUGE part of moving through life with more ease and enabling yourself to reach your next level of growth and success. *Awareness* is the first step in change. Once you know something is not helping you, only then can you change it. Do this exercise with complete honesty to get the best results. Don't write down what you think sounds best – write down what your actual beliefs are – right now. Whether you know they are good for you, or not. Self-honesty and compassion for yourself are big keys here.

The 5-steps are:

1. Write down at least 5 beliefs in relation to each of the topics in the table.
2. Once you have finished listing all of them, for all categories, go back and mark each belief as either Empowering (E) or Disempowering (D) in the last column.
3. Identify which you think are your **3 MOST Disempowering Beliefs**.
4. Narrow the three down to the **MOST Disempowering Belief**.
5. Write down an **Empowering Belief** that is the *complete opposite* of your most disempowering belief. This is your new mantra!

CATEGORY	YOUR CURRENT BELIEFS	E or D
EXAMPLE	Someone who is older, has more qualifications or money is better than me	D
MONEY		
SUCCESS		
WORK		
INTIMATE RELATIONSHIP		
SELF		

CATEGORY	YOUR CURRENT BELIEFS	E or D
PEOPLE		
RELIGION / SPIRITUALITY		
THE WORLD		
EXERCISING / PHYSICAL ACTIVITY		

Notes:

1. Don't think too much about your answers. Don't write down what you think might be the *'right'* answer, as this will not serve you.
2. When you are working out if a belief is empowering or disempowering, ask the following questions about the belief-statement:
 - a. Does it make my life easier?
 - b. Does it make me happier?

- c. Does it empower me?
 - d. Does it allow me to experience more life?
3. Enjoy this process! Know that is it taking you one, or several, steps closer to your next level of physical, mental, emotional or spiritual growth!