

HOW TO GET LOTS OF MONEY FOR ANYTHING... FAST

**REVISED &
EXPANDED**

Stuart Lichtman & Joe Vitale



Formulas for Miracles

An Introduction to the First Edition by Joe Vitale

I didn't see it coming.

I was busy writing, reading, swimming, playing, and just in general keeping busy with the odds and ends of my life when the e-mail arrived.

It was an email from David Garfinkel, business partner, mentor and dear friend of mine. In it David went on and on about a “genius” he had discovered. He said this genius had developed a new system for helping people create stunning results in their lives—everything from getting more money fast to creating new relationships, improving health and well being, and much more.

Naturally, I was skeptical.

But I was also curious.

I asked to see some material on this guy and his work. David sent it and I, well, was stunned.

What David sent me was staggering. Here was a precise set of instructions on having, doing, or being anything you could imagine. I read over the material in awe. While I've been investigating the processes for creating whatever you want in your life, I had never come across anything that clearly walked people through all the steps of picking, naming, and getting their dreams.

Here, in short, were formulas for miracles.

What excited me even more was the fact that these formulas were in alignment with my own discoveries about how to make our dreams come true. While I wrote about a simple five-step process for creating wealth from the inside out in my book, “Spiritual Marketing,” even my own strategy wasn't as clear as what I was reading in the material David shared with me.

There was only one problem.

The formulas David shared with me were dry. They were like recipes for a delicious dinner. On the page, they were lifeless. What they needed was a writer.

That's when I volunteered to co-author any book David's client might want. Since David was already busy with projects and couldn't do the writing himself, the honor fell to me.

And as it turned out, the man who created all the formulas also created me.

The first time I spoke to Stuart Lichtman, he told me he had set an ***SA Objective*** to get a good writer to help him express his ideas. The result, he said, was me.

Stuart Lichtman, the author of all the material you are about to read, is a sincere man who has dedicated the last 25 years to trying, testing, and documenting his tools for easily creating the life you prefer.

And he really is a genius.

What you are about to read are his formulas. I've done my best to brighten them. What you do with them will be up to you.

I suggest you think big. Go for your biggest, boldest, more amazing dreams.

Because with the Cybernetic Transposition process you are about to learn, you can and will achieve any dream you want.

Go for them!

— Joe Vitale
Austin, Texas

Introduction to The Second Edition

The *Cybernetic Transposition Three-Step System* described in this book is far more than just a way of making money fast.

It is a generalized system of consciously managing your *Unconscious Mind* in ways that empower you to consistently achieve seemingly impossible results in essentially all areas of your life.

Since October of 2002, when Joe and I first offered the first edition of How to Get Lots of Money for Anything — Fast, over 20,000 now far more successful people have purchased and enthusiastically implemented what it presents.

During that period, I have tremendously expanded the Cybernetic Transposition System and have sharply enhanced the way that I successfully teach it.

I realized that when I am teaching Cybernetic Transposition to my coaching participants (who now achieve a 100% first try success rate in achieving their seemingly impossible *SA Objectives*— if they do at least most of the assigned work), I typically describe each process in a number of different ways that are similar but differ in important aspects.

This clearly works.

That's what I've done in this Second Edition. So you will note that some Chapters have a B, C or D suffix, denoting different cuts at the same material.

In addition, twice annually, I will still send you a constantly revised and expanded series of Newsletters. These incorporate materials that are, otherwise, only available to the participants in my Super Achiever Coaching Program (SACP) and that significantly expand on what I have presented in this book.

My “test readers” of this Edition have told me it is a major improvement and that they appreciate getting explanations in two different voices, Joe's and my own. I am hoping that you have the same experience.

I love your success stories and I'm looking forward to lots more of them.

Have an exciting journey to far greater success, joy and fulfillment.

Stuart Lichtman
Laurel Canyon, California
November, 2009

How I Raised 2.5 Million Dollars, Died for 8 Minutes, and Developed the Cybernetic Transposition Techniques

A Foreword by Stuart Lichtman

When I was a student at M.I.T. in 1957, my first great insight came when I realized that all areas of engineering (i.e., electrical, mechanical, nuclear, aeronautical) taught the same thing but that their foci differed. So I decided that I should be able to take the “best” course in each of those areas, totally ignoring the fact that M.I.T. policy did not permit doing so.

I knew that I’d need a new thesis advisor, someone who had a distinctly entrepreneurial perspective and, having done a very early version of what became the Cybernetic Transposition technique, my new advisor appeared in the form of Dwight Baumann.

Dwight was a natural mechanical genius and a mentor to M.I.T. would-be entrepreneurs. For me, he was a godsend, the first person in my life who seemed to really care about me. He and his wife, Mavis, treated me somewhat like a son.

Dwight had been raised on a farm in South Dakota and specialized in doing what he was told he couldn’t do. For example, he was told that cleaning the fuel injector nozzles on their tractor required extensive special equipment. He, of course, did it perfectly with nothing more than ordinary hand tools.

Being a troublemaker like me, his response to my request that I be allowed to take courses in any area of engineering was, “Sure. Just don’t make a fool of me.” So I was off to the races. (Actually, more literally than not since my hobby was sports cars that I financed by buying and selling other cars and I had already started my racing career.) Not surprisingly, one of my first courses in aeronautical engineering was one about the dynamics of automotive suspensions.

Taking this broad perspective on engineering led me to my second great insight, that at some point in every one of the extremely precisely defined engineering systems, there was something that messed up the works: a human. I was very surprised that my professors could show me no way to model humans.

So I studied psychology and economics, the fields that supposedly dealt with such things. They didn’t. The psychology that was taught at M.I.T. was Skinnerian and modeled humans as if they were rats. I knew that wasn’t on track. The many economists whose work I

studied suffered terribly from myopia. They each assumed that everyone else in the world was like them and their theories modeled what they would personally do in a situation and assumed everyone else would. Given that any eight year old child would disagree with that premise, I knew the answer didn't lie with them, either.

When I told Dwight that I wanted to develop a system to model humans, he said, "Good luck" and left me to it. It actually took me 18 years and wasn't realized until after I'd created and run a number of successful companies and had gone back to school to do a doctorate in business so as to learn what I'd been doing right and wrong. Unfortunately, I found I knew a lot more about business than my professors.

One of the businesses that I had started was called Recognition Terminals, formed in 1969, and I'd intuitively used an early version of the Cybernetic Transposition techniques to almost instantly generate the \$2.5 million in investment funding that I required.

I knew from my research on venture capitalists that obtaining funding from them was not only very difficult but extremely time consuming, often taking six to eighteen months before the first dollar was seen. So I decided that wasn't the way to go. Instead, I turned down the lights in my office, sat down in my most comfortable chair, and created an ***Imaginary Experience*** of someone, an investor, happily giving me a check for \$2.5 million. I then focused on the investor, in my imagination, repeatedly asking him for his name and how to contact him. After a few hours of refining this ***Imaginary Experience***, writing it down, editing it to make it "perfect" and building a "perfect" ***Imaginary Experience*** of the venture, the name popped into my consciousness. I'd heard of his company and name once.

I immediately located his company's phone number and called him. Logically, that didn't make sense because it was a Saturday but I knew that I had to call him. He was in and I immediately got through to him. We talked about fifteen minutes and he said he was interested. He told me to wait by the phone and his executive vice president would call within an hour. After about 35 minutes, the phone rang. It was the executive vice president and we set up an appointment for Monday at my attorney's office in Washington, D.C.

On Monday, after about an hour of attorney type of hassling, we agreed on terms (which I'd failed to specify in my vision and weren't as good as I would have liked) and my attorney drafted a 1 ½ page letter agreement that we both signed. My attorney then pulled an unused corporation out of his files, we decided on a name, he contacted the Attorney General of Maryland to change the corporation's name to our new one, we set up a bank account and two days later we had the \$2.5 million in our account via wire transfer.

That was my first big success using what evolved into the Cybernetic Transposition techniques.

In any case, I decided I wanted to do my PhD Dissertation on the unconscious decision making of venture capitalists. To do so, I had to develop a system that would model that decision making. Thus was born my Arintel system. It used artificial intelligence pattern recognition techniques to create an imaginary 15 dimension “hyperspace” in which people with similar unconscious personalities would cluster together.

Don’t worry if that doesn’t make any sense. Arintel isn’t what you will learn in this book. You’re going to learn something even better.

Arintel worked fabulously even though the data collection was a bear and the program would only run on the most powerful supercomputer of the time, a Cray I, hogging expensive computer time like a demon. In 1973 dollars, it cost \$25,000 to make one run.

I then applied Arintel to sophisticated market and economic research on behalf of the U.S. government and Fortune 500 companies. (They were the only ones willing to spend \$500,000 to \$1 million per project.)

In doing research in many parts of the world, I found some very interesting things. The most interesting was that we always found the same 12 clusters of *Unconscious* personality types. That was so strange that I brought in experts on statistical techniques to see if that was a result of bias in Arintel. They concluded it wasn’t.

In one project, we brought together people who were most typical of the most interesting clusters (stereotypes) and found that behaviorally and in terms of mannerisms, these people from all over the world were almost clones of each other.

The models Arintel developed were so powerful that, in doing a 7-year study of the operations of the U.S. Small Business Administration, our seven variable models were 90 to 99 percent accurate in predicting the performance of small business entrepreneurs.

Another interesting result was the ability to make very accurate economic projections. For example, we were asked by an investor group to assess the market for hotels and motels in Orlando, Florida not long after Disneyworld opened. Disney’s projections of demand were not made public and the State of Florida’s published ones projected about 10 percent of the demand that actually arose. As a result, the demand for hotels and motels in Orlando far exceeded the supply.

And, as a result of that, a building boom ensued. About 26,000 rooms were built in two years, flooding the market. My clients intuitively figured that some opportunities would arise from the fact that the insurance companies providing the mortgages for the hotels and motels would eventually foreclose lots of them and would then sell them to the highest bidder.

So we studied consumer behavior and compared what we found with Orlando's supply of hotel and motel rooms. We expressed the result in terms of three cases: worst, probable, and best. The worst case presupposed something like a war or major civil disturbances, something that would really shock the populace.

And, two months after we submitted our findings, the worst case occurred – the oil crisis. Gasoline was just not available. People had to stand in line for hours to get a few gallons.

And since essentially all of the traffic to Orlando came from the more northern areas of the east coast, this counted as a catastrophe for the hotels and motels there. Occupancy rates dropped precipitously.

Our projections expressed in terms of occupancy rates, however, turned out to be extremely accurate – within 3% of actual over the ensuing 12 months. After the first month's results showed we were on track with our projections, our investors asked us to work with them to devise a strategy to take advantage. That was actually pretty simple. It was two part. The first focused on buying cheap. We simply showed the insurance companies our projections and they sold for 50 or 60 cents on the dollar.

The second focused on creating demand. That was more interesting. At the time, the railroads had created what they called the Auto Train. This ran from outside Washington, D.C. to Orlando. Passengers loaded their cars onto the train and rode in comfortable railroad cars with them to Orlando. So we had our clients lock up most of the available seats on the Auto Train.

Pretty soon the properties they'd bought were operating at over 80% occupancy and making money.

Arintel was an extremely powerful tool. It was so powerful that politicians began to sniff around it. That frightened me so I destroyed the system and am still the only person who knows how it all worked.

Getting back to the evolution of Cybernetic Transposition, around 1981 I had just finished a very difficult turn around of a company (a \$4 million loss to a \$2 million profit with a tripling of sales from \$7 to \$21 million in 9 months and a drop in defects from 12% to around 1%, while operating, each day, with a totally recalcitrant work force and short \$2 million or more to pay bills) and was recuperating in my San Francisco home. During the mornings, I would study research on the structure and operation of the human brain. (After all, if working in artificial intelligence, I needed to know a lot about real intelligence.)

In the afternoon, I'd sit in my living room watching the fog "eating" the Golden Gate Bridge and contemplate what I'd learned and what I was going to do next. During one of these sessions, I had three big "aha" types of breakthroughs.

The first was that the human brain could be viewed as a massively parallel computer system, each of the component neurons functioning as both a digital and analogue computer.

The second was that the power of such a system was millions of times greater than the most powerful supercomputer I'd been using and that humans could and probably did automatically do what I'd been approximating with the Arintel system.

The third was that I could teach people to use this system so that they could do seemingly impossible things.

Another factor was that in a near death experience that I'd had when I was clinically dead for 8 minutes in 1969, I had awakened some abilities that I'd never been aware of. And when I met a spiritual teacher whose energy I'd encountered in that near death experience, I quickly decided to study with him.

That study involved meditating for what eventually became 2 hours each day. Following my three-part insight described above, my meditations frequently began to include the "receipt" of "packets" of information, each of which was an "aha" experience. I wrote them down and they became the actual nuts and bolts of the Cybernetic Transposition process.

In the process, I realized that I'd been using these techniques in various forms since I was a freshman at M.I.T. and I knew that they would work for others. So I organized the first training in July of 1981. I had about 250 people in a three day session in Santa Monica and about 85% of them achieved their seemingly impossible *Cybernetic Transposition Super Achievement Objectives* on the first try.

Those were the first of the 50,000 plus people I trained in these techniques around the world.

In retrospect, I realize that all of my studies in artificial intelligence and my “labs” that consisted of running companies and doing sophisticated market and economic research had fleshed out what I knew naturally into a very operational way of teaching essentially anyone who’d put in the effort to learn, how to do the seemingly impossible.

All of my work in artificial intelligence was something like Archimedes’ bath that awakened him to what his *Unconscious Mind* was trying to tell him. (See the story on page 18 of the Small Business bonus e-book.)

In creating and running companies, I’d had lots of opportunities to observe and model people, how they succeeded and failed. I’d learned from my clients and other experts like Ed Brower who could walk up to just about anyone and, if you couldn’t hear what they were saying, you’d think they were long lost brothers or brother and sister. He was so adept at *Unconsciously* identifying the other person’s personality type and *Unconsciously* acting on that knowledge that he’d instantly create a perfect fit with them.

I studied about 100 inventors and worked closely with over 50 of them, including the most productive one in the world. That gave me a different perspective on how we *Unconsciously* could invent ways to achieve the seemingly impossible. And then I used the Cybernetic Transposition techniques to help some of these inventors cut the time cycle to invent by about 90 percent.

The name Cybernetic Transposition is uniquely appropriate to what I’m teaching. Cybernetics means to me, “the human use of human beings,” the title of cybernetics’ creator Norbert Wiener’s second book on the subject.

Transposition means the basic technique of transposing a success in one area of life into a success in another area.

In my view, artificial intelligence and computers, in general, should be used to relieve humans of drudgery and to assist them in turning their intuitive ideas into conscious awareness. That’s allowing them to be more human and less machine like.

But enough about how I discovered all this.

Let me now teach you how to use it.

You're in for a fun ride.

— Stuart Lichtman

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Chapter One

The New Way to Achieve all Your Dreams

Name something you want.

It can be a weight-loss goal, a money goal, a sales quota, a new house, a relationship, etc. It's entirely up to you.

Since this book is about money, think about your money goals. How much more money are you seeking, anyway? A hundred dollars? Thousands? A million?

Now let me ask you a blunt question:

Why don't you have it yet?

Why don't you have the thinner body, or more money, or whatever it is you said you wanted?

Well?

Now let me tell you something shocking:

The fault isn't with the economy, your parents, your spouse, your neighbors, your mayor, the president or anyone or anything outside of you.

There is only one answer to my question of, "Why don't you have it yet?"

And I'll tell you what it is in a minute.

Have you ever wondered why so many people have so much trouble getting what they truly want?

Have you considered that there could be an easier way through life?

Have you ever felt that life was just too much of a struggle?

Most of us have, at one time or another, just felt that life was a royal pain. But the liberating truth is this—life doesn't have to be that way.

What's the secret to making life a joy?

What's the secret to creating more money now?

And what's the answer to why you haven't achieved your goals yet?

It's in your own mind.

No, not in your thoughts. Not in your *Conscious Mind*. The roadblock is deeper. It's where you rarely look. It's in your *Unconscious*.

In short, if there is something you are trying to achieve—you name it—and you aren't achieving it, chances are your *Unconscious* holds some contradictory intentions for you.

Said another way, you want something and it doesn't.

If you are typical, you are constantly giving yourself contradictory instructions—like “I want to lose weight” and “I want that luscious piece of pie.”

Notice anything odd about them?

Those statements are going in different directions. After years of such frustrating and contradictory messages, your *Unconscious* gives up and starts to disregard what you consciously want.

In other words, you canceled out your own request. You said, "I want money," but right after that you said (or thought), "I don't deserve it" or "Money never comes to me" or some other similar limiting belief.

As a result, you usually didn't get what you said you wanted!

But I have good news for you.

All that is about to end. You're about to learn two simple three-step processes that will put an end to the mental self-sabotage that has been holding you back. Now you'll finally be able to show your *Unconscious Mind* exactly how to let you achieve what you consciously want.

I said “simple,” but that doesn't mean “easy.” It won't happen automatically, just by holding these pages in your hand or thinking beautiful thoughts. There's no magic or hocus-pocus. But there is a method. And it can be called magical.

You will have to **read, understand, and use** the ideas in this book. However, just think of all the time and energy you've already spent on activities that didn't work. And now think of all the time and energy you'll free up in the future by knowing how to work at maximum efficiency!

Relax. You're about to learn how to make all your dreams come true—finally!

An Introduction to “Cybernetic Transposition”

Before I can reveal the two processes that will bring you all your dreams, I need to explain the term “Cybernetic Transposition” to you.

Cybernetic Transposition is the proprietary technique I developed and perfected, and which companies paid me \$25,000 a day to teach to their employees.

(You got a real bargain when you bought this book. You saved \$24,900 at least!)

Why did companies pay me so much to learn this method?

Because it may be the single most powerful, effective technique *ever* developed for personal achievement.

And the achievement corporate managers care about, of course, is the individual's enhanced ability to generate more profit—in short: More money fast.

So, how does it work?

What Cybernetic Transposition **does** is empower your mind to use one success — any success — that you have experienced, and “transpose” (or transform) that first success into the solid foundation for a success in another area.

What this means is this:

If you have been successful in gardening, or playing golf, or running a household, or learning to drive a car, or **anything else** — as long as you are able to understand yourself as a success (not a world-class success, not an overwhelming success, but merely a success at all) in that one area — then you can be successful in another area.

Wildly successful, if you want.

In terms of money, think what this can mean to you.

How much money do you want? When do you want it?

What if you could “program” yourself, using any past success you've had and you “own” as valid (in your own mind) as the only condition you need to get that money — legally, ethically and in a way that does not harm you or anyone else?

Think of this!

It means you don't need more schooling.... or more experience... or personal connections...

or to be born into a rich family... or any other preconditions you might have thought you needed to have money.

All you need is a previous success you recognize in your own mind as being a success.

That's it!

Pretty amazing, isn't it?

No other book, author or method shows you how to do this — and no one else has done this in rigorous tests where 81% of the test group, **which was 50,000 people**, achieved a seemingly impossible goal quickly **on the first try** — but in the case of entrepreneurs, the first-time success rate was close to **100%**.

One other thing:

Another reason Cybernetic Transposition works where other methods fall short is Cybernetic Transposition relies on whole-brain harmonizing, a technique I perfected.

Whole brain harmonizing gets the four main parts of the brain —

- * the left brain (words, logic)
- * the right brain (patterns, symbols)
- * the mid-brain (emotions)
- * and the brain stem (physical stimulation)

... in sync with each other.

You see, it is the conflict, the disharmony, the competing agendas of these four parts of the brain that keep you from achieving your goals. No other goal-setting system systematically and effectively gets all four parts of the brain "looking in the same direction" and working from the same agenda.

Cybernetic Transposition does.

And it can bring you such results as to take your breath away.

A Working Definition of the Magic

I define "Cybernetic Transposition" as —

*Putting yourself consciously in charge by creating effective communication between your conscious and **Unconscious Minds**, by consciously transposing successes from*

*any part of your life into other ones where you consciously want to produce success, resolving self-defeating **Unconscious** habit patterns into ones that support you and by creating effective conscious communication with the part of you that knows what's right for you.*

Where did I get the two words that make up the term?

Cybernetics is a term created by the incredibly brilliant Norbert Wiener who developed the discipline and who I used to see wandering the halls of MIT. *Cybernetics* derives from the Greek word for "steersman" or the person in control.

In a very real sense, our **Unconscious Mind** acts as our massively powerful, massively parallel computer comprised of about 100 billion tiny computers called neurons. Usually, our **Conscious Minds** are pretty much irrelevant to the functioning of our **Unconscious**.

I'll be teaching you to change that, to bring your **Conscious Mind** into the loop so it, in a sense, becomes the steersman.

So the first part of the definition is helping people to be more human rather than acting like machines that operate almost totally **Unconsciously**, out of conscious control.

Transposition is defined as the process of interchanging. In our case, we are taking a memory of success in one aspect of life or in the same aspect at a different time in life and transposing it to create success in a different aspect and/or time.

Now that you have been introduced to the name of the process, let's move on to discovering how to use it to manifest your highest dreams.

Ready?

How do you rate this so far?

How would you rate your interest in this new method so far?

To keep your conscious and **Unconscious** on the same page, I'm going to ask you to check out your intuitive feelings on that familiar "1 to 10" scale from time to time.

This will help you step out of the ranks of the millions with poor internal communication. When you sharply improve your ability to tell your **Unconscious Mind** what you really want, it's going to respond eagerly. No more guessing. No more hit or miss. You'll give it an assignment and it will go to work for you instantly.

Just imagine all the money you'll be making shortly!

As you learn this process, your **Unconscious** will be experimenting. Every time it tries something, the job of your **Conscious Mind** will be let it know how well that fits what you

want. If the fit isn't good, then it will try something else. Eventually, through trial and error, you will get the two working together to get you what you want.

This will be a lot like the pilot on your last flight. No matter where you were flying to, that pilot drifted off course a few times—sometimes intentionally, such as to avoid bad weather—but he later always went back on course so he got you where you wanted to go.

Your conscious and **Unconscious** will work in similar ways. I'll explain it all to you as we travel through this book.

And what, you ask, are you going to be measuring on the “1 to 10” scale?

- **Desirability** — a “1” means “totally undesirable, the pits” and a “10” means “totally desirable, wouldn't change it for all the tea in China – it's perfect for me.”
- **Difficulty** — a “1” means “nearly automatic” and “10” means “nearly impossible based on logic and experience.”

Right now, how do you rate your **desire** to know the three steps to more money fast that I am about to teach you?

Are you at a “10” — meaning “totally desirable!” — or lower?

If you're not at a 10 right now, then maybe you have a belief or two that “This isn't possible for me” or “This can't work for me.”

Whatever comes up for you is fine. No matter what you think right now, by the time you finish this book, you're going to know exactly how to use the powers of your own mind to get lots of money for anything—fast!

Interested?

Anything Is Possible

Here's a quick, inspiring story to give you a hint of what is possible with the methods you'll be learning in this book...

Sam was an experienced programmer who had lost his job when his firm was downsized after it had been acquired. While he was out of work, he spent his time improving his skills but was getting pretty desperate as his savings began to dwindle. Yet, despite submitting lots of resumes, no job came his way.

*Using the **Cybernetic Transposition Achievement Three-Step**, Sam set an **BA Objective** of getting a stimulating job at a 10 percent increase in salary. After practicing for a few weeks, Sam was talking with his instructor in a programming*

course he was taking. The conversation continued after class, leading to a request by the instructor for Sam's resume.

Two weeks later, Sam was hired by his instructor's firm. They were so eager for someone with his skills that they gave Sam an offer that included a salary 12 percent higher than his previous job.

At this point, you might start considering what you want to have, do, or be.

You'll refine your target as you go through this material, but why not begin dreaming right now?

What *do* you want, anyway?

Here's another story to jump-start your desires

Mary decided to form her own training firm. Using the Cybernetic Transposition techniques — in only 8 days — she got a \$20,000 contract.

How *much* do you want, anyway?

And *what* do you want it for?

Here's yet another quick story for you...

John worked as a bus company manager. Despite management's desire to avoid raises, he decided he wanted a 15% raise. So he did the basic Cybernetic Transposition technique and, without planning, walked into his manager's office. He walked out with exactly the raise he wanted to get.

Well, what *do you* want?

Three Steps to More Cash

You're about to learn how a tried and tested three step process can transform your world and bring you all the riches you've ever imagined.

I've proven this method will work by testing it on 50,000 people. Now you're going to prove it will work for *you*.

First, let me introduce you to the basic three steps:

1. **Create a Target** that defines what you want, one that is clearly understood by all aspects of your *Unconscious Mind*.

*Think of the bull's eye of an archery target with its concentric circles enclosing a central red circle. Your **Unconscious Mind** needs something as clear as that circle, a target that indicates exactly what you want.*

2. **Prioritize your Target** —Flag it so that you will remain *Unconsciously* focused on it while you get on with your normal activities.

*Imagine a large crowd of people, all dressed alike in gray. Now picture one of them holding up your highly graphic bull's eye target with the bright red center. Chances are, the target is what will catch your eye. That's what happens in your **Unconscious Mind** when you have appropriately prioritized your target.*

3. **Resolve any self-defeating Unconscious habit patterns** that can prevent you from achieving your target.

*Your **Unconscious** habits govern what you normally do in a situation. The most efficient way to go through life is to do a lot of things on automatic — except when those automatic habit patterns get in the way. In other words, most people have **Unconscious** mechanisms that sabotage their desire to hit the target. When you clear those, you are free to hit the mark.*

Think about driving a car...

Most of what you do requires little conscious attention. You attend to the traffic, what's on the radio, the time, etc. You don't pay much attention to the numerous minor steering corrections, evaluating your distance from the cars on your right or left, slowing to adjust to the car in front of you, etc.

Now, remember what it was like when you first learned to drive. Every single thing required a conscious decision. Remember how tiring that was? Didn't your palms sweat? Didn't you hold your breath a lot?

*The difference is that now, through repetition, you have created **Unconscious** habit patterns that operate automatically, making things much easier. Those **Unconscious** habit patterns persist, seemingly forever. That's why we say, "You*

never forget how to ride a bike.” You’re never going to forget how to drive a car, are you?

But driving a car is a simple example. And you’ve already accomplished it, most likely.

But what about the things you want—like more money—that you don’t yet have? What keeps stopping you from achieving that goal?

Some of your persistent, **Unconscious** habit patterns don’t work well for you any more. **They can automatically block you from getting what you want. They are probably even operating right now, keeping you from getting more money (or any other target).**

For example, an infant learns to cry when it is hungry. Crying is very effective for an infant. Cry, and someone pretty quickly comes to meet your needs. But this automatic response loses its effectiveness as we grow older. Think of someone you’ve seen in your business life. They’re frustrated because they’re not getting what they want. Their voice gets louder, they get red in the face, maybe they even wave their arms around or pound on a table...

Just like an infant when it is frustrated.

*Why? The **Unconscious** habit pattern they learned as an infant is still working—but now it’s working against them.*

For you to be successful at things that seem impossible, those inappropriate Unconscious patterns have to be changed into new habits that enhance your ability to get what you want.

*I call that “resolving **Unconscious** habit patterns”— Clearing the **Unconscious** of whatever prevents you from achieving your target. It’s the third step in this magical 3-step process. It’s fun. And it’s very, very powerful.*

There you have it.

Those are the basic steps to what I call “The Basic Achievement Three Step.”

It’s one of the two powerful techniques in Cybernetic Transposition.

And you thought this was going to be hard!

Quick Summary — *The Three Step*

Just to be sure we're on the same page, let's review what you just learned on the Cybernetic Transposition *Three-Step* Process.

1. *Create a Target* defining what you want that is clearly understood by all major aspects of your ***Unconscious Mind***.
2. *Prioritize your target* so that you remain focused on it while you get on with your normal activities.
3. *Resolve any **Unconscious** habit patterns* that would normally prevent you from achieving your target.

What Skills Will You Need For The Basic Achievement Three-Step?

You're probably wondering what you're going to have to pack to make all your dreams come true.

Well, not much.

Actually, they are very familiar skills that you already learned in school:

1. reading
2. writing
3. editing

They also include two very important ones that you've learned simply by living:

4. separating things into logical groupings
5. being aware of whether things feel right for you or not.

That's it!

One Last Thing –

You don't have to believe this is going to work.

You probably have your doubts. You probably want to raise a ton of money fast but are highly suspicious that this method will work for you.

Well, I've taught my seminar to over 50,000 people. Even the ones who didn't believe this would work still got results.

The truth is this:

1. If you have a modest goal or target, you can use the Basic three steps we've been talking about to achieve it.
2. If you have what feels like an "impossible" desire, you can use the Super Achievement process to achieve it.

Either way, your results are just waiting for you!

You ought to be at a "10" on the desire to know everything about Cybernetic Transposition right now!

Chapter Six

How to Become Super Lucky: The Cybernetic Transposition *Super* Achievement Process

Is anything truly “impossible”?

Not with what you are about to learn in the rest of this book.

With the *Cybernetic Transposition Super Achievement Three-Step* you are about to learn, even desires that might be called “seemingly impossible” will now be within your reach.

Think of it: Even the desires you wanted but were afraid to even try to get are now possible for you!

That's what the *Cybernetic Transposition Super Achievement Three-Step* is about, becoming successful in a way that looks almost miraculous.

After you start using this amazing process, people will start calling you “lucky.”

You won't be lucky, you'll just be smart.

Let's get cracking!

You're About to Unleash Real Power

You're going to feel like Superman (or Superwoman) after you learn the *Super* Process.

You'll be able to fly right to your desires!

These techniques are much more powerful than the *Cybernetic Transposition Basic Achievement Three-Step* and somewhat more complicated.

While the *Basic Achievement* techniques pretty much let you work in your normal way, the *Super Achievement* approach may require some new learning for you.

(You've already encountered one aspect of that when you performed the *Basic Achievement Base Reframing Process*.)

The payoff on this learning is fantastic:

My research has shown that people who use this advanced method have an initial rate of success in achieving seemingly impossible *SA Objectives* of up to 100 percent!

Yes, I said *100% percent*.

(In my coaching program where I lead the participants through learning what you are about to encounter, 100% of those who do at least most of the assigned work achieve their 10-difficulty, seemingly impossible *SA Objective*, first try.)

Now let's get to the meat of the process itself.

In brief, the *Super Achievement* involves the same *Three-Step Framework* of creating a target, prioritizing it, and resolving what would otherwise block you.

But it differs in at least four important ways.

- 1) It involves a good deal of creating specific *Imaginary Experiences*.
- 2) It incorporates a very powerful process for translating your conscious, written *SA Objective* into a harmoniously held, extremely precise *Unconscious SA Target*, the *Target Process*.
- 3) It develops an ability to directly trigger the parts of the brain that are capable of holding a sustained *Unconscious* focus on this Target, a very powerful additional way to prioritize your Target, your *Inner Anchor Point*.
- 4) It develops an ability to permanently change self-defeating *Unconscious* habit patterns ("*Blockers*") into supportive ones. This involves a powerful modification of the *Basic Achievement Base Reframing Process* and a completely new and very powerful Process, the *Subpersonality Negotiation*.

Each of these differences is explained in the following sections.

Put on your Superman/Superwoman suit and let's start flying.

The Truth About Visualization

The first major difference between the *Basic Achievement* and *the Cybernetic Transposition Super Achievement Three-Step* is the “Level of Explicit *Imaginary Experiences*.”

Please note that I’m talking about creating *Imaginary Experiences*. I am NOT limiting me or you to only visualization.

To understand this, you have to understand the truth about visualization.

The *Cybernetic Transposition Super Achievement Three-Step* frequently involves *creating and modifying Imaginary Experiences* – a process that some people call *visualization*.

But *visualization* can be a misleading term since it implies only *visual* experiences. To be complete, an *Imaginary Experience* should include:

- seeing
- touching
- feeling
- moving
- hearing
- smelling
- tasting
- emotions
- thoughts
- intuiting

You’re probably good at creating *Imaginary Experiences*, whether we call the process *daydreaming*, *hindsight*, *visualizing* or *imagining*.

When I asked you to put on your Superman or Superwoman suit, you probably had a visual in your mind of what that looked like.

But maybe you also felt the suit on your skin, felt great thinking of yourself with super powers, and maybe saw yourself flying, too. That’s more of an *Imaginary Experience*, and not just a *visual* experience.

Whatever we call it, the process is pretty much the same.

Are you with me here?

To give you a feel for exactly what I'm talking about, I'm going to ask you to do an exercise in *creating Imaginary Experiences*. First, I'm going to walk you through the exercise as I do it.

The numbered paragraphs are the instructions. The italic paragraphs are words explaining the thoughts and pictures going on in my mind.

1. **Imagine a very tall tree with very strong branches. Become aware of how it looks, the color of its bark, the shape and color of its leaves, how it sounds with the wind blowing through its branches, what it feels like when you touch it, its smell, and how it would taste if you chewed on one of its leaves or needles.**

I'm imagining a very tall redwood tree with an enormously thick trunk and very strong branches. Its bark is a rough, dark reddish brown and its leaves are pine-like, dark green needles. As I imagine the wind blowing through it, I hear a "soft susurrus and sighs of the branches" (to quote Longfellow). Its needles are spiny, sharp, prickly and relatively stiff. Its bark is rough and consists of raised strips. My tree has a wonderful resinous smell like an enormous Christmas tree and its needles taste the same way, a little like Greek Retsina wine.

2. **Imagine the face of someone who easily comes to mind. In your imagination, ask them if they are willing to try something with you. If they say yes, imagine shaking hands with them or giving them a hug. If they say no, thank them, imagine a different person and ask them. If they say yes, do the rest of the exercise with them. If they say no, find someone else.**

I'm thinking of my eldest daughter, Lisa, who is now 40. I'm remembering her stories of trekking through Nepal, climbing slippery paths up the mountains in the rain. I'm pretty sure that she will feel comfortable with this exercise and when I ask her, she says "sure"! So I give her a hug.

3. **Imagine your person sitting on the lowest branch of the tree that's strong enough to safely hold them. Check whether they're safe and comfortable and, if not, change things in your imagination so they are.**

I'm imagining Lisa sitting on a long and very thick branch, looking extremely happy. She's waving to me with a smile on her face.

- 4. Now imagine your person standing, very safely and comfortably, on the very top of the tree. In your imagination, do what's necessary to ensure that they are safe and comfortable.**

In my imagination, I'm asking Lisa whether she'd like a platform on the top of the tree and she looks at me like I'm crazy. "You must be kidding," she says, puts on her safety harness and climbs the tree to the very top where she looks around and says, "Well, on second thought, maybe a platform with a nice rocking chair would be nice."

In my imagination, the platform with a rocking chair immediately appears and, for my comfort, it has a sturdy white picket fence. Just to make sure it's safe enough, I imagine myself grabbing and trying to shake it. It doesn't move an inch.

Now, Lisa climbs over the fence, looking knowingly at me, takes off her safety harness and sits comfortably in the rocking chair.

- 5. Imagine that your person is now standing on top of the tree on one foot and that they have their other leg stretched out in back of them. They have both their hands stretched out in front of them. In your imagination, do what's necessary to be sure that they are safe and comfortable.**

Lisa's got a serious expression on her face. She says, "I want to make sure I get this right." But once she's stretched out and gained her balance, she looks like she's enjoying the experience. She says, "The view is magnificent. You can see the Pacific Ocean. And the pine smell is terrific."

- 6. Imagine that your person is also spinning a hoop on their back leg, the way performers do in the circus. Note the color of the hoop and the sound it makes. In your imagination, do what's necessary to be sure that your person is safe and comfortable.**

In my imagination, Lisa has grabbed ahold of the fence to brace herself and she is moving her right leg so that the red and yellow hoop is spinning in a wobbly fashion. It's making a soft oscillating sound something like a lawn

sprinkler. She's saying, "Daddy, this is really ridiculous" as she smiles at me.

- 7. Now imagine that your person also has a flag in one hand and they are waving it. Note the colors and messages written on the flag. In your imagination, do what's necessary to be sure that your person is safe and comfortable.**

In my imagination, while still holding onto the fence for support with her left hand, Lisa is holding a Thai flag in her right and waving it. The flag is red, white and blue with a red horizontal band at the top, a white one under that, then a blue band that is twice as wide and narrower white and red ones beneath it. She reminds me that she used to teach at the university in Chiang Mai, Thailand and that she speaks Thai.

She says, "Look!" as she increases the speed of the red and yellow hoop rotating around her leg. "Good job," I say in my imagination.

- 8. Imagine also that a little bird has now landed on your person's head and is singing a song that you recognize. In your imagination, do what's necessary to be sure that they are safe and comfortable.**

Now, in my imagination, a finch gently lands on Lisa's head. Its red head and golden breast contrast with its shiny black wings and upper body. The finch is singing a totally unlikely rendition of the Beatles' "I'm Henry the Eighth I am" and I'm laughing out loud. I notice that, in my imagination, I'm somehow level with and quite close to Lisa — a good viewing platform.

- 9. Imagine also that your person is singing a song and that right now two more birds arrive on the scene carrying a banner with a message just for you. The banner carries a very noticeable and pleasant scent so take note of it. Be sure that you read the message on the banner and, in your imagination, make sure that your person is safe and comfortable.**

Now things are getting really interesting. Lisa is singing along with the finch and, in my imagination, I'm joining in. We're all having a great time of it and Lisa and I are smiling. (I'm not sure about the finch.) Two snowy owls (the Disney type) arrive carrying an Olde English appearing banner that

says, “LOVE TRIUMPHS.” It carries the smell of freshly cut, ripe red strawberries which I love. Lisa says, “Me too!”

- 10. Imagine your person coming down from the top of the tree in a very safe fashion, one that they especially enjoy. Be sure that they are safe and comfortable.**

In my imagination, Lisa says, “I’ve got a really great one” and waves her hand.

Suddenly, a long, curving white stonelike staircase appears. It has strong but slim white handrails and is firmly mounted to the tree. It is supported by other trees as it curves its way around and about during its descent to the ground almost right next to the foot of my tree.

Lisa gracefully descends the stairway, regally waving to the imagined crowd watching. When she reaches the ground, she turns and looks upward at all of the imaginary creations and smiles. “Good work,” she says.

- 11. Imagine that your person has arrived on the ground safely and comfortably and that they are standing where they were when you first imagined them. Make sure that they feel safe, comfortable, and otherwise okay.**

Thank them for participating in this exercise. Surround them with an imaginary ball of white light and let it take them back whence they came.

I’m asking Lisa whether she’s okay and she says, “I feel great. That was exhilarating.” She gives me a hug and I ask her where she was before she came to join me. She says, “I was working at the magazine and I really have to get back.” So I thank her and imagine her surrounded with a ball of glowing white light that rises gently off the ground, comfortably carrying her back to the world of New Haven.

In my imagination, I remain in the forest for a while, alternately smelling the resin smell and the smell of strawberries while I listen to the finch who has remained on the top of the tree and is now working on “Sergeant Pepper.”

Keys to Creating *Imaginary Experiences*

I've just demonstrated the keys to creating sophisticated *Imaginary Experiences*. Here they are as a list for you to review:

- **start with the familiar, perhaps in an unfamiliar context**
- **add something else familiar, perhaps in an unfamiliar context**
- **then add another familiar something, perhaps in an unfamiliar context**
- **modify anything that you have created as you require**
- **keep going until you've created the imaginary version that you want.**

I started with a familiar face and a tree that I had only seen from a distance. This evolved into a detailed experience of the tree (sight, sound, touch, taste, smell) and a series of events that I have only experienced in pieces, in completely different contexts.

For example, I have never seen my daughter Lisa climb a tree or spin a hoop on her leg. However, I've seen lumberjacks climb trees the way I imagined her doing and I've seen clowns in circuses spin hoops on their legs. My *Unconscious* was easily able to put these pieces of the familiar into a new context with only a slight suggestion from me (i.e., reading the instructions for the exercise).

In similar fashion, you can construct essentially any *Imaginary Experience* that you want.

It's easy, and I'll help you with the process in just a moment.

In fact, in Chapter Nine I will show you a relatively simple and extremely powerful way of translating your written SA Objective into a very precise *Imaginary Experience* of having just successfully achieved it.

To recap, a visualization usually involves just the visual sense, but an *Imaginary Experience* involves **all** of your senses.

In short, a visualization involves only seeing.

The *Imaginary Experience* involves seeing, hearing, feeling, touching, tasting and smelling.

The *Imaginary Experience* is almost real.

It's the difference between just seeing yourself in a super powers costume, or actually experiencing yourself *as* the super power.

It's Your Turn

Now it's time for you to create your *Imaginary Experience*.

This will be fun, and great mental training.

Just follow the same set of instructions:

1. Imagine a very tall tree with very strong branches. Become aware of how it looks, the color of its bark, the shape and color of its leaves, how it sounds with the wind blowing through its branches, what it feels like when you touch it, its smell, and how it would taste if you chewed on one its leaves or needles.
2. Imagine the face of someone who easily comes to mind. In your imagination, ask them if they are willing to try something with you. If they say yes, imagine shaking hands with them or giving them a hug. If they say no, thank them, imagine someone else. and do the rest of the exercise with this new person.
3. Imagine your person sitting on the lowest branch of the tree that's strong enough to safely hold them. Check whether they're safe and comfortable and, if not, change things in your imagination so they are.
4. Now imagine your person standing, very safely and comfortably, on one foot on the very top of the tree. In your imagination, do what's necessary to ensure that they are safe and comfortable.
5. Imagine that your person is now standing on the top of the tree on one foot and that they have their other leg stretched out in back of them. They have both their hands stretched out in front of them. In your imagination, do what's necessary to be sure that they are safe and comfortable.
6. Imagine that your person is also spinning a hoop on their back leg, the way performers do in the circus. Note the color of the hoop and the sound it makes.

In your imagination, do what's necessary to be sure that they are safe and comfortable.

7. Now imagine that your person also has a flag in one hand and that they are waving it. Note the colors and messages written on the flag. In your imagination, do what's necessary to be sure that your person is safe and comfortable.
8. Imagine also that a little bird has now landed on your person's head and is singing a song that you recognize. In your imagination, do what's necessary to be sure that your person is safe and comfortable.
9. Imagine also that your person is singing a song and that right now two more birds arrive on the scene carrying a banner with a message just for you. The banner carries a very noticeable and pleasant scent so take note of it. Be sure that you read the message on the banner and, in your imagination, make sure that your person is safe and comfortable.
10. Imagine your person coming down from the top of the tree in a very safe fashion, one that they especially enjoy. Be sure that they are safe and comfortable.
11. Imagine that your person has arrived on the ground safely and comfortably and that they are standing where they were when you first imagined them. Make sure that they feel safe, comfortable, and otherwise okay.

Thank them for participating in this exercise. Surround them with an imaginary ball of white light and let it take them back whence they came.

Excellent!

You're tracking right along and doing great.

An Effective Translation Incorporates Both “the Words and the Music”

Remember that the first step of the *Cybernetic Transposition Three-Step* involves creating a very precise *Unconscious Target* that is harmoniously agreed on by your *Conscious Mind* and all of the relevant parts of your *Unconscious*.

We indirectly accomplish that in the *Basic Achievement Three-Step* but in the *Super Achiever Three-Step*, we accomplish that very directly, in a way that creates an extremely precise and tightly focused *SA Unconscious Target*.

That is the second major difference between the *Basic Achievement* and *Super Achievement Processes*.

It has been said and repeatedly demonstrated that an effective translation must incorporate both “the words” and “the music.”

In other words, it must incorporate all of what is important.

The *SA Target Process* empowers you to perform this critical task in a rather easy and extremely effective fashion so that the *SA Target* you create provides an excellent aiming point for your *Unconscious* to strive to reach. It is far more precise and comprehensive than the *BA Unconscious Target*.

The Secret of Focus

So far, we’ve talked about the first and second major difference between the *Basic* and *Super Achievement* processes, the explicit use of *Imaginary Experiences* and effectively translating your conscious SA Objective into a very precise *Unconscious SA Target*.

Now let’s explore the third difference, a powerful additional way of prioritizing your Target. The second major difference between the Basic Achievement and the Cybernetic Transposition Super Achievement Three-Step is the process of holding a sustained *Unconscious* focus.

Let me explain.

There are specific parts of your brain (i.e., the frontal lobes) that have the ability to keep you *Unconsciously focused* on something at the same time that you are consciously concerned with completely different things.

For example, have you ever wondered how you can safely drive a car while thinking about what’s happening at work, dinner, your plans for the weekend, etc.?

That's what I mean by consciously focusing on one thing (thinking about all of those things) and *Unconsciously focusing* on something else (driving the car).

But that's a simple example.

Let's go deeper.

How Your Unconscious “Slows Time”

Do you know all of what is happening in and around you right now?

Probably not. None of us do—not consciously, anyway.

Your *Unconscious Mind* is typically *focused* on a tremendous number of things, ranging from keeping your heart beating to maintaining your body weight to searching through billions of alternatives until you come up with the solution to a problem that's troubling you until you have an “aha!”

However, in a life-threatening situation or one that your *Unconscious* takes to be life-threatening, essentially all of the power of your *Unconscious* is *focused* on one or a very small number of things and, consciously, time seems to slow down.

The reason I'm telling you this is that you normally only know how to use this special *focusing* capability when your *Unconscious Mind* perceives your very survival is at stake.

In the next chapter, however, we're going to show you how to use this marvelous already existing ability to help achieve what previously seemed like “impossible” *SA Objectives*.

Watch This Bullet Coming At You

Have you ever gotten an amazing amount of work done while on a deadline?

Have you ever knocked over a cup and watched it slowly fall and shatter?

Have you ever been in an auto accident and time seemed to move like molasses?

You may have already experienced this *focusing* ability at work, when you were rushing toward an impending deadline and later wondered how you achieved so much in so little time, or when you dropped something extremely valuable and watched it slowly float to the floor and fly apart, or even when you were involved in an automobile accident and saw the collision slowly occurring.

Maybe you can recall a movie you've seen in which somebody fired a gun at somebody else. Remember how everything went into slow motion?

The example I like to think about that illustrates this phenomenon is from *The Matrix*.

Keanu Reeves, the hero, was on top of a tall office building when attacked by the evil Agents. As an Agent fired his gun, time slowed sharply. You could see the bullets slowly moving toward Reeves, spiraling from the rifling in the gun barrel, as our hero moved out of the way.

However, what we're talking about here isn't simply a cinematic special effect.

What that movie depicts is actually a slightly enhanced version of what you might see if the gun had been fired at you!

The same part of the brain that so *focuses* you in a crisis situation is the part that will allow you to remain *Unconsciously focused* on your **SA Objective**, once you have established the **Framework**.

Think of this!

In the next chapter, you will learn to consciously trigger that part of your brain by developing an imaginary tool, the **Inner Anchor Point**, into which you will imagine placing **Imaginary Experiences** that you want to highly prioritize.

For now, just realize that the second difference in the Super process is maintaining an *Unconscious* focus on your **SA Objective** independent of your conscious focus.

Now let's move on to the fourth difference between the Basic and Super Processes.

Get Clear—For Good!

Just so we're on the same page, so to speak, let's review:

The first difference is explicit visualization

The second difference is creating an extremely precise and comprehensive *Unconscious* Target.

The third difference is maintaining a sustained focus.

And what's the fourth?

The fourth is learning two processes of permanently changing self-defeating *Unconscious* habit patterns into self-supportive ones.

This is where you get clear inside yourself.

This is where you transform the self-sabotage into self-support.

To do this you'll need what I call the *Root Normal Base Reframing Process*.

You'll love this section because it deals with getting clear within yourself so you can have, do, or be whatever you can imagine.

In the *Root Normal Base Reframing Process*, you will use your ability of sensing what is going on with your body to track down self-defeating *Unconscious* habit patterns through remembered time.

The difference from the *BA Base Reframing Process* is that you will wipe out numbers of related *Blockers* at one time.

Think of a tree. In this context, the leaves represent minor *Blockers* while the branches represent modestly intense *Blockers*. The trunk represents very intense *Blockers* while the roots represent extremely intense normal (not Cell-Level Memory) *Blockers*.

When you destroy the roots of a tree, the trunk, branches and leaves all die. In similar fashion, where you perform a *Root Normal Base Reframing*, the tree of *Blockers* built on the Root *Blockers* will be cleared.

As usual, once you have completed the *Root Normal Base Reframing*, your *Unconscious* will handle the types of situations that previously triggered the self-defeating habit patterns in the new way that you have defined with your highly desirable Targets.

The second major SA Process for clearing **Blockers** is the **Subpersonality Negotiation**. In this Process, you will regress the **Subpersonality** expressing the **Blocker** at hand to its most basic state – which is extremely cooperative and supportive. You will then build a team of other **Subpersonalities** around the regressed **Subpersonality** whose job it is to express more or less the positive opposite of the **Blocker** in a broad range of situations.

I'll be explaining all this to you in Chapter Ten. For now, just understand that the fourth main difference between the **Basic** Process and the **Super** Process is getting really clear. You'll learn how your body is trying to send you messages—messages that come in the form of *body feelings*.

To understand how you use your body to give you feedback, I'm going to take another cut at explaining “body feelings” to you.

Why *Body Feelings*?

Body feelings are the most common form of communication from your **Unconscious** to your **Conscious Mind** when your **Unconscious** can't otherwise get through.

In other words, most messages that our **Unconscious Mind** tries to send to our **Conscious Mind** are blocked.

You are, in some ways, on the phone right now.

Your **Unconscious** is trying to call you but your line is busy.

Since it can't get your attention, it sends you a non-verbal signal—through your body.

When your **Unconscious** can't get the message through directly to your **Conscious Mind**, it resorts to indirect signals – in this case, modifying various things in your body that it controls, such as:

- the flow of blood (that we consciously note as feelings of hot or cold depending on whether it dilates the blood vessels or constricts them)
- muscle tension (that we consciously note as stress, pain or a feeling of relaxation depending on whether it tenses or relaxes your muscles)
- headaches (when it severely constricts blood flow to parts of the brain)

- the flow of bile and enzymes into your stomach (that we consciously note as stomach pain and the pressure of bloating when too much enzyme flows and congestion when too little flows).

In the ***Super Achievement Root Normal Base Reframing***, you will use your ability to become aware of your *body feelings* to track down the root source of the self-defeating habit pattern.

Do you see how healing this can be, as well?

Once you start paying attention to those messages, and clearing them, many of your health issues will dissolve.

Why?

Because you finally heard what they were trying to tell you!

Again, I'll explain all this to you later. For now, I'm just introducing the differences and concepts in the ***Super*** Process.

Now let's look at another concept that may be brand new to you.

Here's How to Achieve Any Success

Are you a detailed planner?

Do you set goals and map roads to them?

Ordinarily, you are taught that when you want to achieve a challenging ***SA Objective***, you develop a detailed plan of how to do it and then implement your plan.

Right?

You've heard the advice: Make a plan and make it so.

That's NOT the case when you're doing the ***Cybernetic Transposition Super Achievement Three-Step***.

Here the rule is:

Don't try to figure out how to achieve your SA Objective.

That's not to say that, once having set your ***Super Achievement Objective***, you shouldn't think of how to achieve it if that's your normal way of thinking.

In fact, once you've created an ***Unconscious*** focus by setting your ***Super Achievement SA Objective***, your ***Unconscious*** may flood your ***Conscious Mind*** with "how-to" thoughts.

That's fine. Handle them normally. In fact, it might be worthwhile keeping some Post-Its and a pen with you to note those suggestions. That's what I do.

But!

But what I am saying is that you DO NOT try to figure out **how** you are going to achieve your ***SA Objective*** as part of the ***Cybernetic Transposition Super Achievement Three-Step*** process.

If your ***Unconscious*** wants you to do something that contributes to achieving your ***SA Objective***, you'll either do it ***Unconsciously*** or you'll be given conscious reasons that motivate you to do what's needed. Of course, as you may later realize, those reasons may have little or nothing to do with what's really going on.

In other words, let go.

Yes, of course, act on the ideas that occur to you and seem right to you, but don't worry, plan, or schedule your time for your goal's arrival.

So just relax into the ***Cybernetic Transposition Super Achievement Three-Step*** process and allow yourself to be *lucky* - meaning ***Unconsciously*** successful.

This is another difference between the ***Super*** process and anyone else's approach to achieving your dreams.

Can you imagine how easy this will be for you?

Success almost becomes automatic.

It certainly becomes more natural.

Is This Magic?

When you let go and allow your **Unconscious Mind** to bring your results to you, you might feel like magic is happening.

It's not really magic. It's invention. Your **Unconscious** invents a way to carry you to successful achievement of your Objective and it does so with minimum conscious awareness.

That's what I mean about seeming to be lucky – you let your **Unconscious** do the work.

When the **Unconscious** does it, the **Conscious Mind** isn't aware of what's happening to produce the intended results. They happen naturally. That's when “luck” seems to happen.

Here's a true story to illustrate what I mean:

Carl was a big fan of competition badminton (like in Forrest Gump) and the founder and head of his local badminton club. He wanted to generate at least \$300,000 in sponsorship for an international competition.

*Being a high achiever, Carl was quite familiar with talking people into approving major expenditures so he was confident that he had the **Unconscious** skills to do what he wanted.*

*He, therefore, set a **Cybernetic Transposition Super Achievement Objective** that within 4 weeks he would have done whatever was necessary and appropriate so the sponsorship of the international competition would have been fully subscribed. He did the complete Three-Step process and practiced faithfully according to the schedule presented in Chapter Eleven.*

Then, being a very busy executive, he attended to business at hand, managing a multi-billion dollar revenue stream.

Carl kept a log of the amount subscribed and, by week 3, he was over \$100,000. By Thursday of week 4, subscriptions had reached \$300,000 and by Friday, they totaled \$365,000.

Was it magic? No. Carl did speak to various potential sponsors during the four weeks, meeting some for lunch or dinner. But he never set a conscious plan to achieve these

things. Everything seemed to happen by chance. He'd be introduced to a potential sponsor by a friend who knew Carl was looking. Or someone that he'd never considered a potential sponsor mentioned that his firm was looking for a way to get its name in front of sports fans.

*In other words, while Carl's **Conscious Mind** was focusing on his normal day to day business, his **Unconscious Mind** was making things happen.*

What to Do If Road Blocks Appear

Is all of this sounding too good to be true?

That very thought might be a “**Blocker**” in your progress.

Again, I'll teach you how to powerfully resolve **Blockers** later, but let's take a look at this idea of road blocks for a moment.

As you make progress through the **Cybernetic Transposition Super Achievement Three-Step**, you may run into some roadblocks. This is normal and to be expected.

The following things may happen:

- you may feel “stuck,” tired, unmotivated, or confused
- you may think “halfway there is good enough” (it's not – you want to finish what you set out to accomplish)
- you may feel inclined to skip part of the work, like Practicing, telling yourself “I don't have enough time for this.”

When that happens, you'll be pleased to know, there's a technique you've already learned that can get you through these roadblocks easily, quickly and with 100% reliability.

That technique is the **Cybernetic Transposition Basic Achievement Three-Step**, which you learned in the previous chapters. Just review those steps to get through any bumps in the road.

Using this technique to help yourself through a rough stretch of road is something like picking yourself up by “your bootstraps,” so that's why I call it “*bootstrapping*.”

You see, even though you may have achieved some gratifying things with the ***Cybernetic Transposition Basic Achievement Three-Step Process***, that wasn't the primary reason for including those techniques in this book.

The reason I wanted you to have them at your disposal is to give you a *bootstrap* way of mastering the ***Cybernetic Transposition Super Achievement Three-Step***, if you need it.

The ***Basic Achievement*** technique is just one part of your *bootstrapping* resources.

Here's the full bootstrapping program:

1. Read each of the ***Super Achievement*** Chapters, one at a time. Do what is suggested, chapter by chapter. Do not wait until you've read everything to get to work.

If, at any point, you have difficulty implementing what I suggest, do the ***Cybernetic Transposition Achievement Three-Step*** dealing with easily and effectively completing what's causing you trouble.

2. If you feel even slightly stuck or experience other minor ***Blockers***, do a ***Basic Achievement Clearing Process*** or ***Basic Achievement Base Reframing Process*** on the feelings of conflict.
3. Maintain a ***Success/Failure List*** for tracking your ***Super Achievement*** progress (see below).

I'll explain that last step in this next section.

Success and Failure Lists

A great way to track your ongoing journey is with a Success/Failure list.

As you learn the ***Cybernetic Transposition Super Achievement Three-Step***, each day take a clean piece of paper, divide it into two columns, write "successes" at the top of the left hand column and "failures" at the top of the right hand one. Then date the page.

Under "successes," briefly note each of the day's successes in learning the ***Cybernetic Transposition Super Achievement Three-Step***, one per line. They can be little or big.

For example, if today I read and understood this chapter and decided on a more challenging version of my previous **SA Objective**, I might write under successes:

<u>Successes</u>	<u>Failures</u>
<ol style="list-style-type: none">1. Completed and understood Chapter Six.2. Created a very desirable and substantially more challenging new version of my SA Objective.	<p>7/18/02</p>

Similarly, under “failures,” list each of what you perceive to be the day's failures. I might write under failures, “I initially felt like I’d have trouble doing the **Imaginary Experience** exercise” or “the first time I read the **Root Normal Base Reframing** description, it seemed confusing” (if that were the case.)

<u>Successes</u>	<u>Failures</u>
<ol style="list-style-type: none">1. Remembered to water plant.2. Gave a presentation that earned a very profitable contract.	<ol style="list-style-type: none">1. I initially felt like I’d have trouble doing the Imaginary Experience exercise.2. The first time I read the Root Normal Base Reframing description, it seemed confusing. <p>7/18/02</p>

Then read through your success list. After reading each “success,” remember the experience it refers to and say to yourself, “That’s a success. I’d like more like of those!”

Next read through your “failure” list. After each “failure,” remember the experience and say, “That’s a failure. I don’t want any more of those!”

You will soon see that the daily list of *successes* increases and the list of *failures* decreases simply because you consciously told your ***Unconscious Mind*** what you mean by “*successes*” and “*failures*” and instructed it to focus on generating the former and reducing the latter.

Remember, what you focus on expands.

What you focus on is an instruction to your ***Unconscious***.

If you want more successes, focus on successes.

Easy, isn’t it?

The Bonus Packages

As you have probably discovered by now, I am giving you a series of Bonuses.

Six of these consist of packages of forms, descriptions and audio segments of me leading you through the ***Cybernetic Transposition Super Achievement Three-Step*** processes, just as I did in the trainings that typically cost participants \$4,500 apiece.

Once you have read and understood a ***Super Achievement*** Chapter, you will be ready to use the associated package to lead you through the process that the chapter describes.

Here’s how to use them:

First you will print and fill out the form as instructed in the Chapter (always by hand).

Then, the online audio segment will verbally lead you through the process.

This way you will have both visual (form) and verbal (audio) guidance in doing the process.

A Caution

The *Cybernetic Transposition Super Achievement Three-Step* is very powerful, *too* powerful to teach without a good deal of training.

So please note this warning:

This book doesn't teach you how to teach others to do the Cybernetic Transposition Super Achievement Three-Step or any of the component processes.
Please do not attempt to teach this to others.

Here's why:

First, the *Cybernetic Transposition Super Achievement Three-Step* is very sophisticated, having been refined over a twenty-five year period. The script for presenting it is about 250 single-spaced pages in this size type. The trainers have to go through a year long process of building *Unconscious* models of the processes and resolving *Unconscious* habit patterns that might get in the way before they are ready to lead others.

If you're interested in what's involved in that, take a look at:
<http://www.howtobeagreatcoach.com/cttct>

NONE of that is taught in this book!

Second, someone who isn't properly trained can, potentially, hurt others if they try to train them in the *Super Achievement* techniques. That's because we *Unconsciously* treat another human being very differently from the way we treat a book.

When you read a book, your *Unconscious* protective mechanisms will block you from hurting yourself unless you are so foolhardy as to ignore some very strong intuitive messages. Even then, you'll probably *Unconsciously* misinterpret things so you don't hurt yourself. And, finally, the “insurance” instruction will cancel any remaining self-defeating things that you try to do.

But if someone else tries to lead you through the techniques, two unfortunate side effects may occur:

- They may misinterpret the instructions in a way that suits them but not you.

- They may *Unconsciously* implant some of their own **Blockers** in your *Unconscious Mind* by virtue of the way they present the material to you or how they act or talk when you are in a receptive state. These **Blockers** may well be totally wrong for you and create severe unintended problems.

The same may be the case if you try to lead someone else through the processes.

So please don't take a chance. Don't try to teach the Super Achievement material to anyone else or let anyone other than someone I approve teach it to you.

Again, this material is for *you* to use NOT to teach!

Use it and blossom.