

The
Courage
to Win[®]

BREAKING FREE
PROTOCOL FOR
MASSIVE
ABUNDANCE & SUCCESS

LISA LANE BROWN

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In this Special Report, you are going to discover the hidden secret to success that will unlock the inner forces of your mind to create massive abundance and success, easily and naturally.

This concept is responsible for one of the single most powerful breakthroughs in achievement in the 20th century, as well as hundreds of thousands (if not millions) of success stories worldwide.

Yes, I realize this is a huge promise in a world full of hype. That's why I invite you to bring a healthy skepticism to this Report and test it against your life experience.

I'm going to take you inside my world for awhile and show you what I've discovered about breaking free from limitations by working with over 7,200 people in the past nineteen years to help them achieve their goals.

When you see the world the way I do, you will realize that this hidden secret to success is effective because it works on the *causal plane*. We are unveiling the REAL secret to success, not the superficial details most gurus are peddling.

You will also be able to activate this hidden success secret using my simple paint-by-number **Breaking Free Protocol** for massive success and abundance. I've included simple practical exercises throughout this Report. All you need to do is complete them and you will be well on your way to success.

The Biggest Bum I Ever Met

I got interested in mental toughness as an athlete in the Canadian sport of ringette, similar to hockey.

When I skated on the ice, a powerful and graceful side of me came out. Unfortunately, a dark side of me came out too.

My dark side manifested in extreme confidence swings. One week I was invincible. The next, my confidence came crashing down. I never knew why, and it hurt me all the time.

My insecurity reached its zenith at the 1991 Nationals, where we lost with one second left on the clock.

It's hard to express my despair over this game in words.

Losing hurt, but my deepest anguish came from the fact that I had choked in the biggest game of the year.

Worse, a friend of mine scored all 5 of our goals...but I wasn't happy for her. Outwardly, I pretended to be happy for her. "*Well done, Shauna. Way to go.*"

Inwardly, I was eating my heart out. I wanted to be a leader, but I had no idea how. My coaches and friends said things like, "*You just need to believe in yourself,*" and "*Don't worry about it. You'll do better next time.*"

But no matter what they said, these failures still ate me up inside. Secretly, I knew that my failures had something to do with my mental game, and not just my circumstances. I left like the biggest bum I ever met in sport. I seriously considered quitting for good.

Exhausted and depressed on the plane home, I broke, letting in the fear and shame I had been shutting out for years.

That's when I got serious about mental toughness training. I was obsessed with finding the answer to the question, "*What do superstars know about success that I DON'T?*"

I wanted REAL answers...

Not something a guy with a PhD wrote in a book.

My story has a happy ending. In all, I played for Team Canada for over a decade, scoring the winning goals in the dying minutes of three World Championships. Since then I've gone on to share the mental toughness strategies I used with thousands of people worldwide, helping them achieve their goals and dreams.

I tell my story not to impress you. I'm pretty sure you're not a ringette player.

But I am sure that you have a Dream. And that somewhere inside you, you know your Dream is possible.

However, you might be getting in your own way. Your mind, your beliefs, your fears - they are likely bogging you down and crippling your potential. The worst part is that you're not sure exactly how this happens.

This Special Report will clear up this mystery for you once and for all. You will know exactly how your mind is interfering with your potential. You will also know how to take the first step to breaking free of your limitations so you can live your dreams.

How Success Is Achieved

We know that success starts with mastery. But what is mastery and how do we get it?

Mastery comes from doing the right things the right way. You start by determining the most important priorities. When it comes to your goal, what is going to move the needle?

Then you execute them the right way. When I say the 'right way', I mean that you execute using superior technique.

Consider Edwin Moses, the most accomplished hurdler in the history of track and field. He won the 400 M hurdles for ten years. For a decade, he didn't lose a race. Primarily it was because he was the only guy in the world who could take thirteen steps between hurdles when everyone else was taking fourteen. He just had superior technique.¹

Whether you are parenting your five-year-old, playing the violin, performing heart surgery, selling advertising, or trying to get a date, there is no substitute for superior technique.

To recap: mastery is doing the right things the right way. This brings me to my question for you:

Why Don't More People Achieve Mastery?

This is a very important question, because the path to mastery is widely available to all. If you want to know what the right actions are and how to execute them the right way, this information is everywhere.

You can get a mentor...you can hire a coach...you can take a course. Heck, you can go to YouTube or your public library and get it the information for free.

Based on research and applied work with over 7,200 people in the past 19 years, we have found there are three reasons why people do not succeed.

1. Lack of Congruent Action

The first one is obvious. If we don't take action towards our goals in the first place, we can't possibly achieve mastery.

Recently we surveyed approximately 300 people and asked them why they don't get started. They all said basically the same thing: "It's hard. It's outside my comfort zone and I find it easier to do nothing."

The bottom line is that sometimes, we lack discipline. We never really get started.

2. Lack of Consistent Action

Yet a lot of people *do* get started. They decide to learn a language, or go on a diet, or start a business – and they really **DO** get going.

The problem is that they don't keep up the momentum. They don't take action *consistently*. When they run into setbacks, they get discouraged...and don't persist long enough to attain true mastery.

3. Confidence

Skills and knowledge are only part of mastery. To truly attain mastery, you must have confidence. You must have an inner state that causes success to come running into your arms.

Let me explain...

Imagine you take two salespeople and teach them mastery of the exact same sales techniques. You give them a similar list of accounts to call on, and you have them dress for success. Both take consistent action.

They both call the same number of clients a day. Both of them ask their customers the same questions, give the same presentation, and use the exact same phrases.

Yet their sales results will not be the same. One of them will walk away with the sale, while the other will be shown the door. The confident person will win; the person who lacks confidence will not.

These are the three C's to mastery and success: congruent, consistent, confident action. No matter what your dream, if you take action using the three C's, you will achieve it.

ACTION Step Your Goal

In the space below, please write down the goal you would like to achieve easily and naturally using the **Breaking Free Protocol**.

ACTION Step The Three C's

Write down in the space below a list of congruent, consistent, confident action steps that will allow you to manifest your goal. Try to list between three and ten steps.

The Problem

How or why is it so difficult for the average person to take congruent, consistent, confident action towards a goal?

If you're like most people, it's because when it comes to an area of life (money, career, love, sport, fitness), you are *blocked*. No matter how hard you work or how skilled you become, you just don't progress the way you should. It's like you are driving a car with the emergency brake on. You're pressing on the gas with all your might, yet making very little progress.

The rest of your life may be humming along, but when it comes to this one area, it's like you are mired in invisible quicksand. And the harder you pursue the mistress of success, the more she slips from your grasp. You look around and see other people succeeding, yet they don't have a fraction of your talent, skills, or character. What gives?

I'm a fan of movies. There's an old movie called *Cocktail* that stars Tom Cruise as a bartender who dreams of being rich. For years, he spends all his free time reading books on becoming a millionaire. Yet for some mysterious reason, he can never seem to get ahead.

As you watch the movie, it becomes obvious that this bartender's problem isn't a poor work ethic, low intelligence, or an unappealing personality. It's something deeper. He's blocked to achieving wealth, and has no clue how to remove the block.

Blocks to success are rampant in our society. Take money, for example. According to author Robert T. Kiyosaki, by age 65, per 100 people:

- 1 was wealthy
- 4 were well off
- 5 were still working because they had to
- 54 were living on family or government support
- 36 were dead²

Not very encouraging, is it? However, we are equally blocked in career and love. According to www.salary.com, more than 65% of people confessed to “looking for more satisfying work,” even during a recession. And, 37% of couples will divorce by year 30 according to statistical divorce rates in Canada.

One of the key challenges to achieving success is recognizing that *you* are not the problem. Your *blocks to success* are the problem. As you locate and remove them using the **Breaking Free Protocol**, success will fall into your lap easily, like a ripe apple falling off a tree.

It’s a common misunderstanding that people choose to fail. I’ve found that nothing could be further from the truth. People no more choose to fail than alcoholics choose to become alcoholics.

While it is true that an alcoholic did choose to take his first few drinks, he did not choose to have his life destroyed by alcohol. He fell into a prison – a prison that is very difficult to escape. The same is true when it comes to blocks to success.

Think about this for a moment. Was it a conscious decision to gain weight? Did you make a choice to get into debt? Did you decide to have your business or career stall out? Did you choose to have a passionless marriage? Did you decide to lose big championships in your sport?

Please don’t misunderstand me. I don’t imply that we are not accountable for the actions we take. We are. I am merely pointing out that when it comes to the so-called blocks and failures in our lives, we do not *consciously* choose them. Like every other person, you fell into a prison – a prison of the mind. To break free of this prison, we first need to understand what these blocks are and how they cripple our ability to succeed.

Brainwashing, Beliefs, and Blocks to Success

To achieve massive abundance and success easily and naturally, we must remove our inner blocks to success. But what are these blocks and how do they sabotage our success?

To truly understand this, we need to examine the power of the mind and more specifically, the beliefs about *ourselves* that we hold deep in our unconscious.

We like to think of ourselves as intelligent human beings making conscious decisions that dictate our lives and emotions. The truth is that most of our feelings, attitudes, and decisions are determined by our beliefs, which come from our personal history and the suggestions of people around us.

These beliefs mostly work at an unconscious level, controlling our motivation, decisions and actions without us realizing it.

Of all the beliefs you hold, the most influential are the ones about yourself - who you are, what you are capable of, and what you deserve. Over time, these suggestions form a very detailed mental picture of yourself in your mind called your self-image. This self-image includes every possible trait you can imagine.³

If you've ever said things to yourself like, "I'm shy," or "I'm athletic," or "I'm a leader," then you know what I mean. Your self-image determines whether you see yourself as wealthy or poor, smart or dumb, lovable or unlovable, and worthy or unworthy.

While we are mostly unaware of the beliefs that form our self-image, they are there, dictating our emotions and decisions virtually every moment of our lives.

Brainwashing - A Personal Example

Years ago I spontaneously developed a fear of flying. I visited a hypnotherapist to get treated for it. When I got to his office, I spent the first ten minutes telling him all the reasons why planes are unsafe. "You can see why I'm terrified to fly," I said.

"Nervous, okay. But terrified? No," he said. Then he said, "If you love yourself, you'll stop creating this fear in your mind."

This statement stopped me in my tracks. I realized that what he was saying is this: For years, I had been compiling evidence for the belief, “Planes are unsafe,” in my mind.

By all rational standards, planes are very safe. However, I had created an intense fear of flying in myself - all the while *being completely unaware I was doing it*.

Most people believe that planes are safe. As a result, they pay attention to all the evidence that flying is safe. They can get on a plane quite comfortably, despite not having wings themselves.

But, if you try to tell a person who is afraid to fly that planes are safe, what will he say? He will simply tell you that you are wrong because planes crash sometimes. And, no amount of rational evidence you give him will make a dent in his thinking because he has no idea that he’s brainwashed himself to have this fear. His fear is now The Truth. It’s his reality now.

The Two Main Blocks to Success

Most people are dimly aware that what they believe about themselves affects their motivation, decisions and behaviour. However, they are not so aware of how such beliefs are *blocking* them from being successful.

There are two main types of beliefs we are brainwashed in that block our success: beliefs that say we are *not worthy* of success, and beliefs that say we are *not capable* of success.

At this point I feel compelled to warn you that most people find it very difficult to believe that deep down they feel *incapable* and *unworthy* of success in the area they feel stuck in.

They would prefer to think they are simply lacking a piece of knowledge and that once they get it, they will be well on their way to success (they do not stop to consider that they would have gotten this knowledge years ago if they did not have a block). Or they will perceive themselves to be the victim of bad luck.

Consider a woman who repeatedly attracts men who use and discard her. If you tell her that the root cause of this pattern is her unconscious belief that she is not lovable, more often than not she will think you need your head examined.

This is because we do not consciously CHOOSE self-defeating beliefs like “I can’t” and “I don’t deserve it.” We are brainwashed into them by our experiences and the people in our lives.

The idea that we see ourselves as *incapable* or *unworthy* of success also seems incredulous because you probably have a good measure of success already. Our blocks are partial, not full. Perhaps you earn a lot of money, but you don’t save a dime. You’re not blocked in money; you’re blocked in saving.

Maybe you exercise every day, but overeat. You’re not blocked in health; you’re blocked with eating. Perhaps you’re a talented engineer, but you freeze up in meetings. You’re not blocked in career; you’re blocked in public speaking. You get the idea.

To truly break free, let us look more closely at the self-image beliefs that form our blocks.

Blocks to Wealth

It is a rare person who believes he or she is *worthy* of great wealth.

Recently I worked with a man who shared with me a plan that would earn him \$100,000 a month - if he actually put it into effect. This individual has never earned more than over \$10,000 a month in his life. When he finished telling me his plan, he said to me, “You must think I’m a crazy!”

“Obviously, you are projecting that attitude onto me,” I replied. Why are you doing that?”

“I guess that somewhere deep inside, I don’t really feel worthy of making that much money,” he confessed. This man was an intelligent, savvy person with a great plan, yet all he had done was procrastinate. This did not surprise me at

all, for I know all too well none of these things matter if we do not feel worthy of money.

Equally rare is the person who believes he or she is *capable* of producing great wealth.

A different man wrote to me in despair. He was over 70 years old with no savings and no retirement plan. I asked him how he saw himself in the area of money, because I knew this would reveal his financial self-image. He wrote:

"I have never really thought about having a self image regarding money, just self image in general. I guess I see myself as "poor." I have used that term before. Of course I am far from poor compared to many, but my image of myself is of a struggling person that always has money issues."

This fellow had an extraordinary work ethic. He would get up at four in the morning to visit the gym because his sales job forced him to commute over three hours per day. And his job did not even provide a minimum salary – he only got paid if he met an extremely high quota of sales!

What better evidence could you have that this fellow sees himself as *not capable* of achieving financial abundance? This, for me, is the saddest thing about being brainwashed with negative ideas about ourselves. Like a rat on a treadmill, our self-image beliefs keep us imprisoned on a path we *think* we are choosing. We hardly notice there are people around us who never got onto the treadmill in the first place.

Consider, for a moment, a person who does not have inner blocks to wealth, like Jessica Alba. Ms. Alba is an actress with a net worth of \$350M. When asked about the growth potential of her organization, The Honest Company, Ms. Alba said, "One billion dollars feels like a small number."

And let us remember what *Secrets of the Millionaire Mind* author T. Harv Eker said about Donald Trump: *"Do you realize that Donald Trump could never be just a millionaire? If Donald Trump had a net worth of only 1 million dollars, how do you think he'd feel about his financial success? Most people would agree he'd probably feel broke, like a financial failure!"*⁴

Blocks to Love

One woman I remember well had internalized the idea, “I’m not lovable.” She knew intellectually that her husband loved her, but because of her image of herself as unlovable, she could not FEEL his love.

He worked tirelessly to show her that he loved her, but it made only a minor impression on her. One day he chatted with an attractive woman at her son’s basketball game, and it traumatized her for months. She was certain she was going to lose him to this woman. He could not convince her otherwise, even though she knew for a fact he was not having an affair. Needless to say, her jealousy was creating stress for both of them. If she knew he was going to see this woman at basketball, the tension in the house was palpable all day, because her anxiety would skyrocket.

This is the tragic thing about self-image brainwashing. It can take wonderful love between two terrific people and sabotage it.

Recently I got a call from a woman considering divorce. It turns out that her husband had been dominant over her for years. He insisted on getting his way on most everything - from how they spent their money, to where they lived, to how they ran their business.

When we dug deeper, it came to light that because of her domineering father, this woman’s love self-image was, “My needs aren’t important.” This led her to people-please and set her own needs aside for sixteen years. Her brainwashing had blocked her from creating a truly passionate marriage. After many years of giving in, all she wanted to do was get away from him...a classic over-reaction where we swing in the opposite direction.

On the subject of dominant husbands, one such fellow sought me out for relationship coaching. This man was charming, handsome, and successful. However, he was also very controlling and liked to dictate who his wife saw and where she went. His love self-image was that he was “not wanted.” This poor man’s mother had committed suicide, leaving a terrible hole in his heart.

His wife had shown him devotion for over two decades, but his brainwashing had prevented him from truly letting in her love. The more he

controlled and clung to her, the more she slipped through his fingers, further convincing him that he was indeed “not wanted.”

Blocks to Career Success

A woman came to me to boost her career confidence. Her self-image brainwashing was the idea, “I’m not good enough.” This idea has paralyzed her since she applied for and was rejected for a job three years ago.

When I asked her why she was rejected, she said, “*My boss told me I wasn’t enthusiastic enough about the job. And, he was right! I actually said in the interview I wasn’t sure I wanted it. But, even though he told me that, I think the real reason I didn’t get it was because I`m not capable, not good enough for the job.*”

Reading this, you might think this was a woman who had few skills or experience. Not so. She was a bright senior executive who even tutored her children in her spare time! Yet the idea, “I’m not good enough” has dominated her thinking so much that she has not applied for a job in three years.

Or, consider the brilliant young PhD student who called my office to inquire about working with me over email. I asked him to identify any negative beliefs he had about his academic career. Here is what he said:

It struck me that I have negative beliefs about my performance at university, that I have been sabotaging myself in my studies and categorically deciding to not take actions to reach my potential. I noticed that I had the belief that I can't possibly make a significant discovery in my field and really make an impact, because I did not think I was clever enough, or talented enough, or creative enough to find solutions and think outside the box.

This belief has led me to always defer to my supervisors whenever I have a problem, and to trust their judgment over my own. I have never taken the opportunity to come up with my own solutions and paths to explore in my work, which would be the only way to independently make a significant discovery in my field!

The self-image brainwashing, “I can’t make a significant discovery in my field” made this young man shrink back when he should have been getting ready to soar.

Another client of mine, Louise, gave up on her singing and songwriting dream five years ago. When I asked her why, she said, “I realized I wasn’t going to make it, so I put my guitar away,” she said. I probed. “Why did you decide you wouldn't make it?”

She replied, “I sang for the President of Universal music. He told me he didn’t believe me. He said I tried to write a hit record for him and I sounded fake.” When Louise heard his comment, she decided she was *not capable* of success in music, and folded away her ambitions.

What bothers me most about stories like this is how quickly the power of suggestion can cause us to shift our view of ourselves. In an instant, we can flip from “capable” to “incapable” or “worthy” to “unworthy” -- and never question it again.

Blocks to Sport Success

A tennis player I worked with last year started playing tennis again in his 50s. He was a contender to be named to the National Team of his country in the 60+ age category. His particular self-image brainwashing was that he was “not very talented in tennis.”

Growing up, this man’s mother had repeatedly told him he wasn’t a ‘natural’ in tennis. Because of this brainwashing, he had decided that the only way he could win was by forcing his opponents to make mistakes. This approach worked fine at the lower levels of tennis. But when the players got really good, it caused him to lose. Only when he corrected his brainwashing was he able to play aggressive, winning tennis.

Not long ago I worked with a gentleman who had brainwashed himself that his golf drive was “unreliable.” Six years ago he broke his collar bone and for

a time, his golf drives suffered. “The thing is,” he told me, “I *can* drive the ball now! My swing has recovered; it’s decent. But when there are people watching and it’s a big tournament, I lose faith, and my swing leaves me.” Intellectually, he knew his swing was fine. But because his brainwashing told him that his swing was bad and unreliable, it was.

At this point we’ve pulled back the curtain and revealed the nature of our brainwashing. Now we need to know how and why our beliefs work to block us from success.

From Belief to Block

How, exactly, does the idea that we are *not capable* or *not deserving* of success keep it away from us?

I’m not a psychiatrist, but it seems obvious to me that if deep down you suspect you are *not capable* or *not deserving* of something, then the moment you start pursuing it, you’ll have **doubts**:

“Can I do it?”

“Does he really love me?”

“What if I lose all my money?”

Once doubt sets in, we react the same way all human beings react to fear - with a “fight or flight” reaction. It is precisely these two reactions that repel success away from us.

Let me explain...

Earlier I explained the three C’s of success. I said that when we take **congruent, consistent, confident action** towards our goal, we will eventually achieve it. The problem is that once we get into fight or flight mode, we abandon the three C’s altogether.

Flight Mode: FOLDING

Most people react to self-doubt by FOLDING.

FOLDING is under-trying. Rather than going for it, you back off from the goal and go through the motions instead.

Take money, for example. How many times have you told yourself you're going to get a big promotion, start a business, land a high paying gig, or get that real estate or stock deal going – only to put it off to next week, next month, or next year? If you're like most people, this has happened to you a LOT.

Kevin O'Leary, the tough-talking star of the *Dragon's Den* and *Shark Tank*, started out with a one product software company in a humble home office. At first, manufacturers weren't interested in working with a one product company. Then it dawned on O'Leary that he could just copy Microsoft and ask manufacturers to bundle his software with their hardware.

What happened next?

Says O'Leary: "*I picked up the phone. Let me repeat that. I. Picked. Up. The. Phone. So many entrepreneurs with great ideas get stalled at this juncture...Too many great ideas die at the feet of those afraid to pick up the phone because they don't want to face potential rejection. And trust me, if you do take the risk of reaching out to venture capitalists and prominent executives, you will be rejected. Plenty of times.*"⁵

What O'Leary is saying is that if the entrepreneur sees himself as *incapable* or *undeserving* of success in business, he will FOLD faster than a cheap accordion. But if he believes in himself, he will keep going.

I have some humble pie to eat on this one. When first selling my Courage to Win® programs online, I quickly realized that no matter how good the programs were, if we didn't get people to our website, no one was going to buy them. I decided to cold call my competitors and ask them to promote me. I remember the first morning I was scheduled to make these calls. I sat at my desk, looked at the phone, and promptly burst into tears. Cold calling was bringing me face to face with my self-doubt, and my first response was to FOLD. (I did make the calls, but I confess my eyes were quite puffy for the next week).

Love is no different. When we feel self-doubt in our love relationship, we can speak up or FOLD. In *Ballsy*, author Karen Salmansohn says: "There are no wishy-washy rock stars. No wishy-washy astronauts. No wishy-washy Nobel prize winners. No wishy-washy CEOs."⁶

I'd like to add to the list. There are no passionate love relationships between wishy-washy people. Passion requires honesty. Being fake has no place in a passionate relationship.

I work with clients all the time who say things like, "Lisa, before our divorce he hadn't been affectionate with me for twenty-two years." And for twenty-two years, neither one of them said anything. She pretended it wasn't happening and he avoided confrontation. But notice that the main problem isn't the FOLDING. It's the self-image of the person who FOLDS. The only reason to FOLD is *doubt* - the doubt that you deserve to be loved for exactly who you are. For this we can only blame our self-image brainwashing.

Even superstar athletes FOLD sometimes. In 1992, tennis star Pete Sampras lost the U.S. Open to Stefan Edberg and started to question whether he had the perseverance to win:

"Throughout the fall, I kept harkening back to the loss at the Open to Edberg. It was eating away at my guts...I kept thinking, "If he didn't play well, and I didn't play that well, why did he win?"

And the answer dawned on me, slowly, over a matter of weeks. For the first time, I understood and could articulate the truth: I lost because I had packed it in. And it was part of a pattern."⁷

FOLDING is tantamount to going through the motions. To an outside observer, you might appear to be fully engaged. Only you know that you are hiding or hedging your bets. Secretly, your mindset is about trying to avoid losing, not trying to win.

Consider Barbara, who is trying to get her ex-boyfriend back. When I explained FOLDING to Barbara, she recognized herself instantly:

It struck me that my default mode is to fold and avoid interactions with him, even though the only way to get him back is to interact with him.

I don't PRESS, I just remain passive and do nothing a lot of the time, and don't take chances and opportunities nearly as often as I should. It's the fear of being rejected, and the fear of hurt and cementing my belief that he doesn't care about me or want me at all, that makes me fold.

I have never considered myself a giver-upper, but I clearly am with Scott, and I don't give myself a proper chance! It's crazy. I've wasted a lot of time being scared instead of making progress.

And remember my PhD student who said he was not clever enough?
Here's how he FOLDS:

My belief that I'm not smart enough has led me to always defer to my supervisors whenever I have a problem, and to trust their judgment over my own.

I never take the opportunity to come up with my own solutions and paths to explore in my work, which would be the only way to independently make a significant discover in my field.

FOLDING is a classic human response to fear and failure. It's basically a giving up response. We think that since we've tried and failed in the past, there is no point in trying again.

Our fear has gotten to the point where we'd rather not try than stick our neck out. Even PRESSING is beyond us now...we would rather fly under the radar than exert the effort of PRESSING.

FOLDING sabotages you because to win, you need to take smart risks. Any worthwhile goal will involve multiple setbacks. It is naïve to hope that you can coast across the finish line and succeed.

Charles is an Olympic athlete who sought me out because he wanted to make a career change from accountant to an entrepreneur. Charles wants to

help kids excel in athletics the way he did. He's talented, personable, and has a great business plan.

The problem? Charles FOLDS whenever he comes across rejection. When the governing body for his sport rejected his proposal for a youth training program, Charles immediately stopped working on his business.

"This happens to me all the time," Charles confessed to me. I get an idea, I put it together, and then I lose my motivation."

The instinct to self-preserve is strong in all of us. If we believe we "can't" or "don't deserve" something, rather than stay the course, we FOLD.

ACTION Step FOLDING

Think about the goal you set at the beginning of this Report. Please describe in writing how you FOLD in this area of your life. Be very specific, such as, "I haven't asked for a raise in three years." Make sure you describe exactly how FOLDING blocks you from success, such as, "Not only have I made less money, my lack of confidence has caused my supervisors to devalue me."

Fight Mode: PRESSING

The other way we react to self-doubt is by PRESSING.

PRESSING is over-trying. Rather than trust your instincts and intuition, you interfere with your natural genius and try to *force* the outcome you want.

Have you ever suffocated someone you had a crush on? If so, here's what you probably did:

- You called too often (and didn't realize it).
- You waited around for him or her instead of making your own plans.
- You spent time with the person when it was inconvenient for you.
- You were having a bad time with the person, but instead of politely ending your time together, you stayed in the situation.
- You assured the person your cell phone is on, just in case he/she wanted to call you.
- You asked for affection and gave it even when the person isn't being affectionate. "Do you want a back rub?"
- You stopped focusing on your life and become focused on the other person's life instead.
- You asked for re-assurance about your personality, looks, etc.
- You gave over-the-top affection. "You're the most magnificent woman I've ever seen, and I can't believe how lucky I am."

When it comes to money, the way most people PRESS is by killing the golden goose. The Aesop Fable tells of a golden goose who lays golden eggs. The point of this fable is that to gain wealth, we need to create a financial asset (a golden goose) and then protect it. The goose can be money-making skills, a sum of money that earns interest, a business that spins off cash, real estate that pays you passive income, or stocks that produce dividends.

When we PRESS, we lack the patience needed to nurture our golden goose. Anxious to get our hands on some money, we either never create a goose in the first place - or we cut it open.

Rather than go to school and build up our earning power, we take the first job that comes along. We trade our time for money rather than use this time to develop an asset like real estate. We spend the principal sum of money, losing the interest forever. We get involved in one get rich quick effort after another.

In sport, PRESSING happens when we forget to let the game or performance come to us. Self-doubt has crept in, so we interfere with our technique rather than let our body lead. Here are some of the signs of an athlete PRESSING:

If he's a tennis player, he'll try to guide and steer the ball, which messes up his strokes and erodes his game.

If he's a basketball player, he'll try to 'do it all himself' and drive to the basket every time instead of reading the defense.

If she's a swimmer, she'll focus on her opponent instead of executing her own race plan.

Before I started doing mental toughness training I was notorious for PRESSING, especially when it came to scoring goals. I wanted to score goals because they allayed my self-doubt, at least temporarily.

So I'd shoot all the time; I'd only use my best shot; and I'd force shots from bad angles. I didn't pass much, either. If I did, it was usually when I was tired instead of when my teammates were open.

PRESSING made me super-predictable. Defenders and goalies could figure me out and shut me down pretty quickly. The only reason I still scored was because my raw skills were good. I also missed trends in the opposition's defense – trends that would have told me how to beat them.

One game I recall vividly. I was in the middle of a scoring slump, so I was repeating positive affirmations on the bench to try and get my confidence back...but it wasn't working.

I finally turned to a good friend of mine, who played on my team. I said, "How do you get your confidence back when you're in a scoring slump?"

She paused and said, "I study the defense and goalie to see what they are doing to stop me. Then I use a better shooting strategy to beat them."

Ouch.

So simple!

Why hadn't I thought of that?

I hadn't thought of that because I was PRESSING.

The problem with PRESSING is that the more you try to control success, the more it slips from your grasp. We want success so much, but because of our self-doubt, we over-try and destroy our ability to win.

ACTION Step

PRESSING

Consider the goal you selected at the beginning of this Report. Please describe in writing how you PRESS in this area. Be very specific, such as, “When I’m trying to win over my team about my point of view, I’m so over-bearing that they resist my solution.”

As a leader, do you try to control your team rather than give them the best environment to flourish? Or do you micro-manage, over-criticize, or over-correct?

If you’re in sales, do you pressure or overwhelm the client? Make the sales pitch before the relationship is set up? Ask for the sale too early? Start talking about benefits and features before finding out what the prospect needs first?

As a business owner, do you create products and try to convince your customers to buy - rather than finding a problem and then creating a product that solves it?

In love, do you call the person you’re dating too often? Do you express affection too frequently? Have you neglected your independent interests? Do you seek approval all the time?

If you go to the pub to meet women, do you ask to buy her a drink right away rather than chatting her up, such as, “Can I get the woman’s point of view on this?” Or do you ask for her number before even establishing rapport?

In money, do you pursue get rich quick ideas? Are you out make money rather than adding value? Are you looking for short cuts – refusing to pay your dues and really learn your field?

Record your observations here:

Make sure you describe exactly how PRESSING blocks you from success.

When it comes to success, FOLDING and PRESSING simply do not work. They are just knee-jerk reactions to self-doubt. I am not afraid to say that the saddest part of my job is when I see people who are drop dead brilliant, talented, attractive, and athletic, yet repeatedly fall short of their goals because of the twin habits of FOLDING and PRESSING.

The WRONG Way to Conquer Self-Doubt

When most people try to conquer self-doubt, they tend to use one of two methods:

1. The Stiff Upper Lip Approach.

Virtually every person socialized in Western culture secretly believes that the best way to deal with self-doubt is the “see no evil, hear no evil, speak no evil” approach.

This means that you push your self-doubt out of your mind. Most of the time, you’re not even aware it’s there. Rather than deal with your self-doubt directly, you PRESS or FOLD over and over. Rather than turn inward and deal with the self-doubt directly, you use action to compensate.

Since we’ve already covered PRESSING and FOLDING in depth, enough said.

2. The Fake It 'Till You Make It Approach.

Some people *are* aware of their self-doubt and low confidence, and have consulted self-improvement books for help. These books tell you that if you want confidence, you should try the 'fake it 'till you make it' approach.

You're supposed to visualize past successes, think about your strengths using positive thinking, and repeat to yourself things like:

"I am strong and worthy."

"I'm calm, confident, and cheerful."

"I can do it."

Exhausting, and it doesn't work most of the time. The reason?

You can't trick yourself. Let me repeat: You CANNOT trick yourself and try to manipulate yourself into feeling confident this way.

This is because if you're not feeling confident, it means you are feeling self-doubt. As a result, you must conquer your self-doubt first, before using these techniques to pump yourself up. Trying to paste over self-doubt using visualization, positive thinking, and affirmations simply will not work.

Don't get me wrong. These are really great techniques. When you are not struggling with self-doubt, they can bring you amazing results – which is why so many high achievers swear by them. But they will only work if you've conquered your self-doubt first.

This brings us to the REAL way to conquer self-doubt so you can achieve mastery and success easily. The REAL way to conquer self-doubt is to break free of your brainwashing and then **Flip the Switch** back to your confident self-image.

Breaking Free

It's time to stop the brainwashing and break free of your blocks to success. These are your self-defeating ideas about who you are, what you are capable of, and what you deserve.

Once you break free, FOLDING and PRESSING will be a thing of the past. Instead you will take congruent, consistent, confident action, and you will gain mastery and success without struggle. You will think life is easier, but it will be you who has changed.

We are going to do this using the **Courage to Win Breaking Free Protocol**. Here's exactly how I discovered the Protocol.

A Personal Example

A few years ago I experienced my first ever scoring slump, where I went six games in a row without scoring a goal in my sport.

It's tough to admit, but my slump quite devastated me. My teammates just laughed. "You can't be seriously upset. Slumps are normal. You're just spoiled. Get over it."

Not helpful, right?

At the same time, the mental toughness training I was doing was not helping me much. This was a bit embarrassing since this is my day job!

Our next game was the final of our city championships. Before I knew it, we were in triple overtime, and my team passed me the ring. I looked up. A breakaway! If I scored, we would win our city championship against our arch-rivals.

Piece of cake, right? I raced to the net and took what I thought was a deadly, winning shot.

Nothing! Nada. Zilch. Zero.

The goalie made a save and stuffed me like a turkey at Thanksgiving. I was horrified and dumbfounded. What on earth was going on? Not only was my slump now extended to seven games, I just had the PERFECT chance to score and win the game for my team...and blew it.

Fortunately, we won the game. But I could not erase the image of this failure in my mind. At first I pretended to myself that everything was fine. But somewhere inside me, I knew that this failure was NOT a fluke. Then I tried to

blame my skills. “I guess I need to practice my shot more.” But it wasn’t about my skills, either. I wasn’t twenty years old anymore, but I was good enough to score.

I dug down deep into my heart. Finally, I pinpointed what had happened.

My self-image as a goal-scorer had been seriously weakened without me even being aware of it. I recalled that the year before, I was picked up to play at the Nationals with another team. But, for some reason, the coach did not play me in critical situations, especially when the team needed a goal. Somewhere in my mind, I decided I was not a scoring machine any more. I no longer saw myself as a reliable, truly capable goal-scorer...all due to the power of suggestion from this one coach.

The moment I had this epiphany, the weight of the world lifted from my shoulders. After some good sobs, I let go of this brainwashing and restored my old view of myself as someone who terrifies goalies. In our very next game, I scored three goals (something I had not done once all year), and the slump was officially dead.

Even more importantly, I felt like a winner on the inside. And although my goal-scoring was back, I wasn’t desperate about it anymore. I could see that scoring goals was the icing. The cake was seeing myself as a powerful, worthwhile, goal-scoring genius again – something I had lost sight of.

A Tale of Two People

No matter how ‘stuck’ you perceive yourself to be in an area such as money, career, love, or sport/fitness, the truth is that you *do* have successes. The problem is that your progress is inconsistent. You take one step forward and then two steps back.

Here’s why.

In every area of life, we don’t just have one image of ourselves. We have two – a confident one and a self-doubting one. Let me demonstrate this by having you go through the following Action Step.

To start, please zero in on ONE area – career, love, money, or sport/fitness. Then complete the Action Step below in it.

ACTION Step

Your Career Self-Image Part I

I'd like you to remember the last time you were 'in the zone' at your job or business.

You felt calm, confident, and in control. You believed in yourself and trusted your instincts completely. As a result, you made decisions that were excellent and will stand the test of time. In addition, you were highly motivated; you took action without hesitation. No matter how much persistence it required, you thought through the problem and did the research necessary to find the answer. If you had to learn an area that was unfamiliar or talk to a person you didn't know, you forged ahead and did it. If you performed in a meeting or presentation, you presented your ideas in a way that was persuasive and entertaining. If you had to communicate with someone, you did it directly (no email), without fear of negative feedback or resistance.

You may not have created this state consciously. But, it was there, guiding your every move. At times, you even surprised yourself with your genius.

Please describe in writing what it feels like when you see and experience yourself as a genius in your field. What do you think like? Feel like? Act like? How is this communicated to your clients and colleagues? How does the confidence you get from this self-image translate in to action steps (or non-action) that bring you success?

ACTION Step

Your Career Self-Image Part II

I'm certain you've had the opposite experience too. Despite your hard work and preparation, you felt down on yourself, ruminating about past mistakes and failures. Unable to pull the trigger on big decisions, you frittered your day away on trivial tasks. Rather than trusting yourself, you got paralyzed thinking about the different ways you could approach the situation (or felt you didn't know what the options were). Rather than trust your gut, you relied on the opinions of others. If you had to learn a new task or approach a new person, you kept putting it off. On the inside, you tried to stay positive, but your thoughts felt fake and sterile, and your confidence never really kicked in. As a result, you communicated indirectly with people or not at all. You might have even started to worry about how other people perceived you.

Please describe in writing what it feels like when you see and experience yourself as mediocre at work. What do you think like? Feel like? Act like? How is this communicated to your clients and colleagues? How does the self-doubt from this self-image cause you to take action (or non-action) that cripples your success?

ACTION Step

Your Love Self-Image Part I

I'd like you to remember the last time you felt desirable, lovable, and sexy. You believed your partner loved you and you felt totally secure in that love. When you needed something, you asked for it and got your needs met. When you felt resentful or suffocated, you were honest with your partner in a kind way. If your partner needed support, you were understanding and empathic. You

were confident (even cocky) in your attractiveness, so much so that you were charming, funny, and flirty without even trying. This triggered massive attraction in your partner towards you, and you both felt completely safe and loved - on top of the world.

Please describe in writing what it feels like when you see and experience yourself as lovable and deserving of love. What do you think like? Feel like? Act like? How is this communicated to your partner? How does the confidence form this self-image translate into action steps (or non-action) to bring you affection and love?

ACTION Step Your Love Self-Image Part II

Now recall the times in your life when you desperately wanted some love, understanding, or affection from your partner, but didn't feel you could get it. Instead, you felt alone and insecure. Perhaps you even felt unable to influence the person you love most. You didn't feel confident enough to flirt, let alone ask for what you wanted. As a result, you either shut down or accused your partner of neglecting you. Deep down, you felt unloved or inadequate, and you resented feeling this way. Because you were in such a bad place, the communication between you faltered. Before long, you started to doubt whether you were going to make it as a couple.

Please describe in writing what it feels like when you see and experience yourself as undesirable and unlovable. What do you think like? Feel like? Act like? How is this communicated to your partner? How does the doubt from this self-image translate into action steps (or non-action) that pushes love away?

ACTION Step

Your Money Self-Image Part I

Think back to a time in your life when you experienced yourself as a money-making genius. Because you were 'thinking big', you saw an incredible and ethical opportunity to build wealth for yourself. Something inside you clicked, and you knew that this job or project would be lucrative because it would solve a major problem for people. You believed in your worth and asked for compensation easily and naturally. Because you are disciplined with money, you did your due diligence. At the same time, you kept the role/project moving forward with momentum. Yes, there was a risk, but you instinctively knew that it would be a bigger risk to not move forward. You also took care to make sure that the clients were thrilled. If there were snags, you dug into the details and resolved them, no matter how tricky they seemed. When people were being difficult, you communicated with empathy and assertiveness. And when the money came in, you were flushed with pride, because it was a win-win for everyone.

Please describe in writing what it feels like when you see and experience yourself as a money-making genius. What do you think like? Feel like? Act like? How is this communicated to other people? How does the confidence from this self-image translate into action steps (or non-action) that brings you money?

ACTION Step

Your Money Self-Image Part II

I'd like you to remember a time when you were money-challenged. This was a time when you 'played small' financially. You knew intellectually what you were worth, but could not bring yourself to ask the marketplace to pay you properly – and settled for far less than what you deserve. Rather than solve problems in your role or business that would affect your earning power, you let them drag on. Despite your better judgment, you kept working with the wrong people and rejected the right ones. Even when you saw opportunities to build wealth, it was common for you to let them pass you by, only to regret it later. And when your money problems got worse, you climbed over dollars just to get to pennies.

Please describe in writing what it feels like when you see and experience yourself as money challenged. What do you think like? Feel like? Act like? How is this communicated to other people? How does the doubt from this self-image translate into action steps (or non-action) that loses you money?

ACTION Step

Your Sport Self-Image Part I

Please describe in writing what it feels like when you see and experience yourself as a genius in your sport. What do you think like? Feel like? Act like? How is this communicated to your coach, parents, and teammates? How does the confidence from this self-image it translated into action steps that cause you to win?

ACTION Step

Your Sport Self-Image Part II

Please describe in writing what it feels like when you see and experience yourself as mediocre at your sport. What do you think like? Feel like? Act like? How is this communicated to your coach, parents, and teammates? How is it translated into action steps (or non-action) that cripples your performance?

The Hidden Secret to Success

In all these situations, you were the same person – with the same talent, the same skills, the same experience, the same character, and the same personality. Yet your performance and results were radically different.

What was the difference between these two experiences? The difference was your **inner state of mental toughness**.

When your mental toughness is strong, you **believe** and **trust in** your skills. You also know you are **worthy of success**. Your genius self-image is in charge.

It's not that you refuse to see your weaknesses or mistakes; you are more than willing to acknowledge them and improve. It's simply that on an energetic level, you trust that you will figure it out.

Your reality is that you are a genius, and you communicate it to everyone. “You’re in my reality now.” You also see your inherent worth as a person and believe you deserve all good things.

As I explained earlier, when your strong self-image is in charge, you make decisions that cause success to come running into your arms. When this happens, nothing and no one can deny you the success you deserve.

Flipping the Switch

To achieve massive abundance and success, you will want to become skilled at **Flipping the Switch** from your weak self-image to a strong one. This is exactly the point of the **Breaking Free Protocol**.

Here are three Action Steps you can use to deliberately cultivate your mental toughness and **Flip the Switch** back to a strong, powerful self-image.

ACTION Step The Scene of the Crime

Write down three events or people that have caused you to doubt yourself in either money, career, love, or sport/fitness. For example:

- 1. My wife had an emotional affair last year.**
- 2. My coach says I’m too slow and put me on the fourth line.**
- 3. My business is losing money.**
- 4. I let my supervisor burn me out.**
- 5. I gained 25 pounds.**

Next, describe when you accepted the idea that you were right to doubt yourself. Make sure you write down the exact thoughts you had about yourself. Examples:

“When I didn’t get promoted, I figured I’m just not destined to be an executive. I wasn’t aware of it at the time, but when I look back, I really lost a lot of belief in myself when I was not made a VP.”

“My mother has never empathized with my feelings. Whenever I try to express myself to her, she says I’m too sensitive and needy. I never felt a true emotional connection with her. I realize now I always felt like there was something wrong with me.”

“I got assigned an extremely demanding client. For three months, all she did was complain and pile more and more work on me. I burned myself out ridiculously. I since jumped to a new division. I should be relieved, but all I do is keep questioning myself. Why did I fail?”

ACTION Step

De-Bunk Your Brainwashing

Now that you’ve pinpointed the situation or person that caused you to **Flip the Switch** into a doubting self-image, you will need to step back, zoom out, and consciously de-bunk your own brainwashing.

Get it clear in your mind: You are blocked to success because you are confused, especially about yourself. As you sort out your confusion and understand who you really are, your self-doubt will vanish and you will be able to **Flip the Switch** quite easily. The mind excels at letting go of false beliefs when we give it permission to.

The easiest way to sort out your confusion is to pinpoint *why* and *how* you were brainwashed in the first place.

A woman reached out to me because her common law husband left her. He had convinced her that she had ruined his life by having a child. She saw herself as an undesirable, bad person who had done something quite unfair to

him. When I asked her who else in her life had made her feel this way, she said, “My Mom!”

It turns out that this woman had a very narcissistic mother. A narcissistic parent is one who lacks empathy and cannot connect to the emotional world of his or her child. A narcissistic parent wants to love, but is simply not capable of it. When this happens, the child automatically assumes there is something wrong with her and feels undeserving of love. This is a very negative love self-image.

In this woman’s case, her self-image had created so much doubt in her that whenever he wasn’t acting happy, she would PRESS. She would ask him if she was good enough for him, constantly ask for reassurance about her looks, and act depressed, needy and unhappy in his presence. To add fuel to the fire, he was also a narcissistic person, just like her mom. He felt the world should revolve around him and rarely empathized with her, making her feel more unloved.

We de-bunked her brainwashing by having her learn about narcissism. She soon realized that her pain was not being caused by her defects. No, the real source of her pain was that she had a narcissistic mother. She realized she felt unworthy of love because her mom could not connect to her emotional world, not because of her own failings. This opened her eyes enough to see how much she had suffocated her husband by PRESSING.

I admit that realizing you have a parent who isn’t capable of real love is a bitter pill to swallow. To do it, you must grieve this loss, which is no small thing (I will explain how to handle the emotional element of your brainwashing in the next step). But as difficult as this step is, it is infinitely better than believing you do not deserve love and getting rejected because you are PRESSING.

Consider a different case. A man contacted me because his golf school had gone out of business. When I asked him about his business self-image, he said, “I guess I see myself as a failure in business. I think I’m bad with money.”

This man did not come from means; it was common for his Dad to talk about ‘rich people’ with a great deal of awe. My golf teacher’s main brainwashing came from his Dad, who believed that wealthy people had figured out a mysterious secret he would never be privy to. This was actually his Dad’s

way of saying that he did not feel capable of making money. Through the power of suggestion, my client had absorbed the very same belief as his Dad.

My golf teacher's self-doubt about money caused him to FOLD. His FOLDING took the form of not doing his homework when it came to marketing and sales. In a start up business, your top priority is to figure out how to acquire new customers in a way that generates cash. But due to FOLDING, my golf teacher had simply neglected to educate himself on how to do this.

We de-bunked his brainwashing by asking him to refute his Dad's theory that wealthy people know a secret that no one else could ever figure out. (This was easy, since it was a silly theory). He then took a crash course in finding the optimum selling strategy for a golf school. He soon realized that sales were low because his marketing message wasn't compelling.

It can be humbling to face the FOLDING and PRESSING mistakes we've made out of self-doubt. But, it is far worse to avoid them. The longer we avoid our mistakes, the more our self-doubt escalates, and the cycle of failure repeats.

Here are three questions you can use to de-bunk your brainwashing:

1. Consider your most recent 'failure' with the goal you are working on. What is the message you feel this person or situation is giving you about yourself? For example, if you just performed terribly in a meeting, what is the main conclusion you drew about yourself? If your boss criticized you, what is the message you felt she was giving you about yourself?

2. What experiences from your past also made you feel the same way?

3. Is there a person from your past who holds the same belief or made you feel the same way? Who, and how did he or she do this?
-
-

ACTION Step Heal Your Pain

Brainwashing takes place in the heart, not the head. When we come to believe something negative about ourselves, it HURTS. There is nothing more painful than self-doubt. It is the worst crime against the self.

On top of the pain of self-doubt, we have shame about our mistakes and our so-called failures.

It is precisely this emotional pain that keeps our brainwashing solidly in place, because our pain makes it hard for us to *believe* again.

We may want to believe that we can do it...that we are loved...that we are truly worthy of success. But our fear of disappointment holds us back.

We think, “What if I get fooled again? What if I fail again?” It is hard to bear the thought that we *believed* only to have the dream blow up on us yet one more time. It actually appears safer to give up hope. “Fool me once, shame on you. Fool me twice, shame on me.”

To **Flip the Switch**, you must be willing to take a risk and believe that you are capable and worthy of your goal.

How? We learn to love ourselves at a whole new level – one that transcends the fear of disappointment, loss, and failure. For this, we must accept ourselves unconditionally.

The most profound way to accept yourself unconditionally is to experience your negative feelings without resistance.

Most of us are quite pitiful at this. We put ourselves down any time we aren't 100% confident and happy. We tell ourselves to 'get over it,' not let others 'get to us,' and that fear is a sign of weakness.

Tremendous relief comes from experiencing your negative emotions, because you do not have to pretend, cover up, or suppress your fears about your problems any more.

You enjoy an inner relaxation and self-esteem that is heavenly. And, there is even more good news. When you experience your emotions without resistance, you invoke a magical healing power. This power makes you resilient to disappointment so you can **Flip the Switch** without fear.

A Personal Example

Late in my elite career, my team had the misfortune of having to play a powerhouse team, and we lost for four years straight.

In the fifth year, we entered the finals optimistically: "It's going to be our year!" we proclaimed. But, our hopes were dashed when we lost again.

There was, however, an important wrinkle to this competition: if we won our next game (against a different team) we could still earn a berth into the National Championships.

We had exactly 45 minutes to re-group for this all-important game. It was at this moment that my body took over and instinctively prepared me for this next challenge. Upon entering our dressing room, all the wretched disappointment inside me over losing for four years came bursting forth. I sobbed bitterly, and couldn't stop. Images of old losses flashed before my eyes, and I sobbed some more. At one point, I was crying so hard I went to the bathroom and put my head under the dryer (I didn't want to traumatize the first year players, who had no idea that an adult could cry so whole-heartedly).

Minutes before our next game, our goaltender calmly handed me my helmet. "You have three minutes," she announced.

I put my helmet on. Suddenly, I was completely focused, hopeful, and filled with energy. We won, and to this day, my team insists it was one of the best games of my career.

The Key to Flipping the Switch

To **Flip the Switch** and believe, we must be able to heal feelings of loss, disappointment, or sadness when things don't work out – without falling back into self-doubt.

I am continually surprised how ignorant we are as a culture on emotional healing. You can spend twenty-five years in school and not get even one hour's education on how to heal yourself emotionally after a loss or failure.

The main thing we are taught in Western culture about feelings is that they are shameful. Basically, our culture believes fear is a weakness. The Nike t-shirt "No Fear" pretty much sums up our attitude towards fear.

So we take a stiff upper lip attitude towards our feeling and ignore them. In the name of mental toughness, we pretend our fear isn't there. We tell ourselves to 'get over' our fears, not let other people 'get to us', and that we're calm, confident and cheerful even when we're shaking in our boots.

We even take pride in our ability to ignore fear, believing that mental toughness means never being scared.

If you try to confide your worries to a friend, he'll say things like, "Don't worry, be happy." If you read self-help books, they'll tell you that your fear is "False Evidence That Appears Real" or that all you need do is invoke the law of attraction or be positive and your fear will go away.

The technical name for ignoring fear is suppression. You push your fear completely out of your mind to the point where you're not even aware of it.

The problem with suppression is that it **traps our feelings and beliefs inside us**. We become numb and unable to break free of our limitations.

Feel and Release

How do we heal ourselves emotionally? It's actually quite simple. Picture a five year old child who has dropped her ice cream cone on the ground. Her immediate reaction is to wail – to experience her disappointment without resistance. Before long, she is ready to let them go.

A caveat: To experience your feelings and let them go, it's not necessary to weep. Everyone is different. Some people experience their feelings by talking about them...still others by journaling. What's important is that you experience your feelings, nurture yourself through them, and then *let them go*.

ACTION STEP **Feel and Release**

Here's an exercise to help. In the space below, please write down your worst fear or thought about yourself with respect to your goal. Examples:

"What if end up a bag lady, living in a van with my dog?"

"My wife doesn't want me. I must be really undesirable."

"What if I'm washed up and over the hill?"

"What if I'm just not good enough?"

"I fear I'm a B-lister, not a A-lister."

Note: It's important to remember that these ideas and beliefs are not REAL, and that writing them down does not make them so. Record your worst thought below:

Next, record how this feeling makes you feel. Example: afraid, stressed out, disappointed, alone, rejected, insignificant, inadequate, unloved, not good enough, unwanted, angry, etc. Write it below:

Your next job is to *experience* this feeling so you may heal it and let it go. The following exercise will allow you to do so with ease. Please write down five different endings for the following sentence every day for 7 days:

If I were 5% more self-accepting of my feeling of [fear, shame, rejection, failure, inadequacy, anger] today:

ACTION STEP

Who You Really Are

At this point, your number one job is to fight back against your brainwashing. Now that you're ready to *believe*, I want you to visualize the times in your life you felt **capable and deserving of your goal**. Re-live all the moments that make you believe. Remember, with feeling, what a genius you were. Remember, with feeling, how worthy you felt of success. Replay these scenes in your mind until you have **Flipped the Switch** and your strong self-image is in charge. Write down some examples of what you visualized below:

This is who you really are.

It is now your job to remember **who you really are** before every important challenge you encounter – and to stay connected to this self-image using this same visualization exercise.

Friction

Now, I know what you might be thinking. “But Lisa, how do I know this negative belief about myself is false? What if I’m really not attractive after all? You don’t know me; you don’t know that my arms are flabby.”

No, I don’t know you, but in working with over 7,200 people in the past few years, not one of them has ever asked me whether he is “right” to believe something negative about himself. Why is it that when the belief is negative, we don’t require proof to believe it? Yet when the belief is positive, we require an army of proof? It’s lunacy.

I am not asking you to ignore your weaknesses or mistakes. All I am asking you to do is let go of the brainwashing that you are not as intelligent, talented, lovable, athletic, or as good a person as you know deep inside you really are.

Your objections are your fears talking. They are “push back” from the person inside you who is afraid to believe. The technical name for this push back is called FRICTION. Now that you know about it, you can be prepared for it. Simply note that are you are afraid, and keep using the Protocol until the fear subsides.

The Chicken or the Egg

Or, you might be thinking, “Lisa, let’s face it. What if all my fears are true? What if I’m just not wanted? Or bad with money? Or not clever enough? You are just encouraging people to exaggerate their abilities and live in la-la land.”

No. Please don’t misinterpret my message. I’m not saying that you should ignore past realities or live in a fantasy world. Denial never works.

I’m pointing out that in every area of life, we have TWO people inside us: an effective one and an ineffective one. Even the clumsiest golfer will hit a ball up on the green from time to time. Therefore, our job is to EXPAND our awareness of the effective person inside us so we can grow in the right direction.

As Dr. Deepak Chopra says, “What you pay attention to grows.” The more we touch base with our positive self-image, the more we live out of it.

The Next Step...

If you enjoyed this Report, then you'll love the next step in your mental toughness training.

This Report is part of promotional series I've created for a new coaching program I'm offering called **Live Your Dreams**. If you're serious about creating massive success and abundance in your life this year, I've set aside some time to talk to you to help you come up with the perfect plan, regardless of how far along you are.

In this complimentary coaching session with me, we will find and eliminate the hidden barriers to success in your life so you can easily create incredible success and abundance today.

I'm offering you this complimentary opportunity to work with me 1 on 1 over the phone because I want to you experience first-hand the power of Live Your Dreams coaching.

At the end of time together – which will be worth literally thousands of dollars to you – you will have the opportunity to decide whether you would like to learn more about my [Live Your Dreams Coaching Program](#), which has a tuition fee of \$3,000. However, rest assured that this coaching call with me is NOT a “sales pitch in disguise.” It is guaranteed to vastly improve your results, your well-being, and your life. And here's my pledge to you: If feel you received no value in our coaching session, I will “gift” you access to ALL the lessons, tutorials, and videos we have created for my new Live Your Dreams Coaching program. (Have I finally lost my mind?).

I'm doing this because I know your time is valuable, and unlike other 'gurus' I actually care.

The number of these complimentary 1 on 1 Live Your Dreams coaching calls is very limited and will quickly get booked up due to high demand, so if

you'd like to jump to the head of the line, get on the early bird list by emailing use at info@lisabrown.ca with "Lisa, I want a coaching session" in the subject line. I look forward to speaking with you.

Your friend,



Lisa Lane Brown

Footnotes

1. Carole Talnot-Honeck and Terry Orlick, *The Essence of Excellence: Mental Skills of Top Classical Musicians*. Journal of Excellence Issue No. 1, 1992.
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5. Kevin O'Leary. *Cold, Hard Truth*. Doubleday Canada, 2011.
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