

Part One

SUCCESS

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THE "SECRET"
TO LIFE

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Your thoughts, whatever you think, generate your feelings or your emotional state, which in turn determines the quality of the actions you take – or whether you take any action at all. A lot of the time that fear raises its head, or an uncomfortable feeling emerges, and no action is taken. You don't make that call, or you don't speak to the person you need to speak to. The actions you take – or don't take – in turn determine your results.

Thoughts	⇒	Feelings – how you feel about something
Feelings	⇒	Quality of the action you take or don't take
Action	⇒	Outcomes and results you get
Outcomes	⇒	More thoughts, so around it goes again in the cycle

When you have good thoughts about doing something, you get good feelings, confident feelings, empowering feelings – whatever is appropriate to the thoughts. Then you take more effective action, so you're going to get better results. When you get better results, you're going to have even more good thoughts related to how well you did. It goes on and on like a self-fulfilling prophecy, and then you're in what's often called "the zone". This is the place where everything seems to go right – and I'm sure you've experienced times like this.

But the trouble with this formula is that if you think bad thoughts, you get bad feelings and emotional state, bad quality of action (or no action), bad outcome and results. So if we could all instantly just switch and say, "From now on, I'm just thinking good thoughts," we'd be fixed. Unfortunately, because this subconscious part of the brain that's running on autopilot is involved, people struggle to do this directly or on an ongoing basis.

The alternative is to apply tools and techniques to our way of thinking about the fears that hold us back in certain situations. This is what we're going to be covering as we go through this book.

Once you understand how the brain works, and how it manages experiences, then you can really start to change the way it works for you, and experience things in a whole new way. A new way that starts to create more of what you'd like in your life and less of what you don't want.

So let's get started.

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