

Dream Ingredient #1: Thought Direction

I have already spoken at length about the necessity of positive mental programming and the initial steps one must take to put this powerful tool into practice. Great persuaders gain control over their destiny by controlling and directing their thoughts. Considering that our actions are emotion-driven, and our emotions are thought-driven, we've got to get our thoughts on track. They determine everything! You can always remind yourself of this powerful reality by keeping in mind the acronym TEA:

Thoughts → Emotions → Actions

It all starts with your thoughts. Your thoughts lead to emotions and your emotions lead to your daily actions.

Take an honest look at your life right now. Where do you find yourself? That place is the sum total of your thoughts over the course of a lifetime. Where have your thoughts taken you thus far? Where will they take you tomorrow, next week, or next year? It is only natural that negative thoughts will creep into your mind from time to time. As soon as they sneak in, escort them right back out. Don't entertain them. They are destructive. Some people use a rubber band to snap their wrist every time a negative thought comes into their mind. The pain associated with this technique fixes their negative thinking very rapidly. If you don't want to try the rubber band, you can send me a \$2,000 check every time you have a negative thought. I am sure that would start to work for you real fast, because that is what it is probably costing you! Your thoughts are what programs your subconscious mind.

A man is what he thinks about all day long.

—RALPH WALDO EMERSON

Your thoughts are what program your subconscious mind. Your subconscious mind is the center of all your emotions. When your subconscious accepts an idea, it begins to execute it. And then your subconscious uses your ideas, knowledge, energy, and wisdom to find the solution. Now, it might occur in an instant, or it might take days,

weeks, or even longer. Nevertheless, your mind will continue working on a solution. You need to understand that as you program your mind, you must ask yourself, "Do I program negative suggestions in my mind?" If you are telling yourself that you can't do it, you are right. When that inner voice tells you that you can't do something, it is important that you replace the thought or turn down the volume or intensity of the negative voice. Then you can change it to "I can do it," "I'm going to win," and "there's plenty for everybody." Altering your inner voice's perception is going to make a difference, and that's the important thing. That's because your subconscious mind will always accept what you program it to think. The bottom line is that you are what you think about, and you have the power to choose what you think. No one can do it for you. Great persuaders work on this mental training every day, while average persuaders think they have heard it all before and are doing OK.

If we are going to squash our negative thinking, we must replace those thoughts with new, positive ones. As you practice mental programming, new and inspiring ideas will intuitively and instinctively arise on their own. But give yourself specific goals and targets to keep your thoughts centered on—this type of focus will nurture and augment your newfound inner strength. Sure your logical mind will fight you on these new thoughts, but eventually your new programming will win. I love what Napoleon Hill, author of the classic *Think and Grow Rich*, had to say about this:

Every man is what he is because of the dominating thought which he permits to occupy his mind. Thoughts which a man deliberately places in his own mind, and encourages with sympathy and with which he mixes any one or more of the emotions, constitute the motivating forces which direct and control his every movement, act, and deed.¹

Ask yourself these questions: What is my dominant thought? What specific thoughts should I deliberately place in my mind? What thoughts are sabotaging my success? How can I encourage actions to arise from these thoughts? How can my rational, conscious thoughts come together with my emotions to complement and strengthen one another?

