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DAVID BAYER

“A Leading Expert On Mindset.” — **Inc.**



# MIND HACK



THE NEW SCIENCE OF  
PERSONAL DEVELOPMENT 2.0

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DAVID BAYER

# TABLE OF CONTENTS

- 04 IS MIND HACK FOR YOU? →
- 09 INTRODUCTION →
- 15 THE PERFECT SEARCH ENGINE →
- 18 **THE FIRST HABIT: THE POWER OF DECISION** →
- 25 THE SUCCESS MODEL: THE POWER OF ENERGY →
- 31 **THE SECOND HABIT: THE POWER OF GRATITUDE** →
- 35 **THE THIRD HABIT: THE POWER OF CLARITY** →
- 39 **THE FOURTH HABIT: THE POWER OF QUESTIONS** →
- 43 DECONSTRUCTING FEAR: HACKING FEAR OF FAILURE →
- 48 ABOUT DAVID BAYER →

# IS MIND HACK FOR YOU?

Do you live your mission?

Are you waking up every day focused on finding an even better way to bring the information, knowledge, gifts and talents that are inside of you out into the world?

Do you have a product or service that you KNOW will transform the lives of people and provide them with happier, healthier, more prosperous businesses, communities and lives?

Are you still waiting to fully step into this vision you have for your purpose-driven life, still hiding in the comfort, safety and security of your current career?

Or have you taken the leap into the uniquely exciting, challenging, stressful and overwhelming pressures of truly living your mission and an authentic life?

Despite your commitment to your work and your vision, do you experience some days, weeks or even months where you're working 10, 12, 14 hour days and asking yourself, "Where are the results? Why aren't things moving faster?", and "Am I really focused on doing the right things?"

Or maybe you've hit a plateau, where you've built a solid foundation of a business beneath you but it's taken 120% of your time, energy and resources while you've sacrificed some of the most important things, and people, in your life. Perhaps you're staring at this massive vision you have for the NEXT level and wondering "How am I going to get there when it's taken everything in me to just get here?"

Do you ever have those nights when you're lying in bed wondering, "When are things going to really start happening for me? When am I going to get MY big break? When am I going to be able to just make the impact that I know I can make and have the lifestyle and the freedom and flexibility that I know is possible for my life. . . . IS it possible?"

Does it ever feel like things just aren't happening as fast as they should be, especially when you notice other people who may not even be as talented as you having EVEN more success and public acknowledgment and fun and you wonder "What are THEY doing right that I'm not?"

Did you ever imagine that living a mission and purpose-driven life would be this complex and challenging? When I embarked on my mission I certainly didn't.

I think we all have this idea that when we step out into the entrepreneurial experience it's somehow going to be less stress and pressure than what we felt working for someone else. That as soon as we built up the courage to free ourselves from the illusion of the safety and security of having a predefined j.o.b. that the world would comply with our courage. That there would be some sort of linear correlation between the time and effort that we invest in our business and the results that we produce.

Nothing could be further from reality.

We all share a vision for serving our customers, community and tribe in a way that provides massive value while creating a six or seven figure business that gives us the time, freedom and flexibility to spend time with the people we love most and to create a life we love. And is it possible?

ABSOLUTELY.

So why are so many mission-driven entrepreneurs living a life of stress, overwhelm, worry and frustration while struggling to get their businesses to the level of impact and income that would allow them to truly feel successful AND happy? Why do most of us feel like we are never as far along as we should be, that we are never doing enough and that it's never good enough? Why do we spend so much time comparing ourselves to other people and to a standard that isn't even appropriate for

where we are in the growth of our mission-driven business?

Having spent the last decade navigating the waters of my own mission-driven life and having now coached hundreds of successful mission-driven entrepreneurs to their next level of success, I can confidently share with you that the turning point for EVERY entrepreneur who makes the shift from surviving to truly thriving is the moment that he or she realizes that in order to accomplish more, they need to BECOME more. At some point each of these entrepreneurs, after years of passionate struggle, comes to the realization that it's not the marketing, or the strategy, or the customers, or the competitors, or the technology, or even their own talent or knowledge that is creating the headwind against their fully manifested business and vision. At the moment just before the next level of business success, often times just prior to achieving their greatest level of potential and possibility, every single one of these entrepreneurs realizes that the resistance was coming from within.

**In order to achieve the vision, they needed to become the person the vision required for its achievement.**

Mind Hack is not for the entrepreneur looking for the next strategy, tactic or mechanic. It is for the entrepreneur or achiever that wants to develop an ability to consistently generate the right strategies from within themselves. It is not for the entrepreneur who wants to grind out a successful business only to be left with the petty spoils of an unfulfilled life. It is for the entrepreneur who wants to have success AND fulfillment . . . to HAVE IT ALL. Mind Hack is not for the entrepreneur looking for a quick win. It is for the entrepreneur who wants to develop an unbeatable system and undefeatable mindset for achieving success over and over again. Mind Hack is not for those people who addictively indulge in acquiring intellectual knowledge and fail to apply it practically to their lives. It is for the disciplined and faithful few who refuse to be ordinary and who are willing to become the highest version of what they are capable of achieving in this life.

- **If you're an early stage entrepreneur** who has stepped into the thrilling yet equally stressful, pressure-filled and ridiculously overwhelming arena of business ownership **and you're wondering how in the world you're going to GET IT ALL DONE** and actually bring this vision you have for yourself and your business into the world, Mind Hack is for you.

- **If you've gotten stuck trying to grow your 6-figure business to 7-figures** and want to break through to the next level while massively improving the quality of your life, then Mind Hack is for you.
- **If you are a successful professional who has become painfully aware that you are no longer passionate about your J.O.B.** and have been manufacturing excuse after excuse as to why you can't do what your soul has been desperately crying out for you to do, then Mind Hack is for you.
- If you're an entrepreneur or business owner and you realize that **in order for you to grow your business to the next level you need to spend more time working on you**, and less time worried and stressed about the business, then Mind Hack is for you.
- **If you've been feeling like you're not as far along as you should be** and you're wondering what it is you're doing wrong or what you need to do differently in order to create the business and lifestyle you really want, Mind Hack is for you.

# DEDICATION

This book is for you – the visionary, dreamer, teacher, mentor, innovator, inventor, healer, mission-driven, passion-driven, purpose-driven entrepreneur who fights the invisible fight, the daily battles, the dark nights, who carries the burden and the blessing of your extraordinary gifts and talents, the bearer of the solution to others' challenges through the work that you do, and through who you are – may you be victorious, advantaged, unencumbered, empowered, rejuvenated, unstoppable and made invincible by the shaping, sculpting and renewing of your mind.

In honor of my teachers and mentors, coaches, family and friends.  
Thank you to Tony Robbins for his incredible coaching and mentoring.  
To the monks at Oneness for the spiritual guidance and influence.  
To my beautiful and incredible partner in life and business who has inspired me to continue to bring this work into the world. And to my clients and students who are creating a massive impact in the world by becoming more of who they are destined to be . . . thank you.

# INTRODUCTION

Churchill, Gandhi, Edison, Ford, Einstein, Buddha, Thoreau, Aristotle, Jesus, Carnegie, Rockefeller, . . . the greatest leaders, thinkers, authors, teachers, scientists and businessmen in history, though they shared few similar viewpoints, all agreed on just one thing. The mind is everything, what you think you become. The consistency with which the world's greatest achievers speak about the power of thought, thinking and the mind is unparalleled with any other topic of discussion in the history of the world.

And yet this unanimously proclaimed power of the mind which shapes the fabric of our every experience and dictates the very destiny of our lives is dismissed as some broken and exhausted cliché or modern hippy spiritual “woo woo.” Thoughts are things that create our reality? Come on. Really?

“  
The Empires of  
the Future are the  
Empires of the Mind  
— Churchill  
”

Churchill, Gandhi, Edison, Ford, Einstein, Buddha, Thoreau,  
Aristotle, Jesus, Carnegie, Rockefeller, Really.

Mind Hack is the simplification and distillation of nearly a decade of intense research into neuroscience, behavioral psychology, personal development, metaphysics, quantum physics and spirituality. It is a product of deep analysis and evaluation of the biographies, personal writings and histories of the most successful, powerful

and influential people in the world. It is an effect of ten years of personal experimentation and thousands of hours of coaching, supporting, and mentoring hundreds of successful entrepreneurs who have utilized the Mind Hack principles to create more success, more fulfillment and more freedom in every area of their lives.

**In Mind Hack, you'll discover the 4 Mental Habits of the most successful people in history.**

What's more, you'll understand why these habits or methods of thinking have the capacity to rapidly and dramatically transform every area of your business and life, not just conceptually but at a profoundly practical and absolutely scientific level. The reason why you feel frustrated, overwhelmed, anxious or stressed out about your business, or the reason why your business has hit a plateau, is not for any reason other than the fact that you are not consistently and diligently practicing these Four Habits. Before I introduce the Four Habits I want to ensure we are aligned in our common perception of reality, since it is central to your ability to leverage these principles.

Life is energy. Your physical world and your interaction with it, what we call reality, consists of tiny vibrating particles that are comprised of mostly nothing. The device you're reading this book on consists of thousands of trillions of nearly invisible spinning particles which themselves are made of 99.9% nothing. Yet just as a web browser translates HTML code into a usable web page for your browsing, your senses transform this rapidly moving almost nothing vibrational activity into your reality.

You live in a sea of vibration that your five senses interpret into the reality you experience. Your eyes translate this buffet of energetic activity into images. Your ears convert it into sound. Your skin transforms it into tactile feeling. And so on and so forth. As equally strange as it is true. Why is this important and how is this relevant to the most successful people in the world? Because they perceive life for what it is, not for what it appears to be.



**Reality is an Illusion, albeit a persistent one. – Einstein**

When you want to modify a web page, you have to understand and work with the underlying code. And if you want to understand how to create an extraordinary mission-driven business and life akin to the most successful people in the world, you have to understand how to get into the code of your inner world and rewrite it.

When you look beyond the illusion of reality and begin to understand the system at work you discover an extraordinary truth hidden among the philosophical, spiritual and academic teachings of the most extraordinary people in history: **your brain is the browser for your life, and your thoughts create the code.**

If you are here it's because you have awakened to the fact that you're no longer willing to allow your inner conflicts to prevent you from achieving your highest potential and from bringing the vision you have for your work and your life into the world. You are no longer willing to accept from yourself anything less than the highest and greatest form of who you are. You have come to the realization that in order for things to change, you must change, and perhaps unconsciously you've been asking for some guidance, some support and for some answers. To that end it is my privilege to share with you the principles, tools and strategies that I've learned over the last decade that have helped hundreds of mission-driven entrepreneurs just like you break through to their next level of success, happiness and fulfillment.

Perhaps like me you've had periods of time where you've felt frustrated and overwhelmed. How are you, an army of one or a small battalion of a few, going to get it all done? You've questioned whether or not this big vision you have is really possible. Perhaps it's too big. Where do I start? What do I do next? You wonder if you're making the right choices or the wrong decisions. Perhaps there's not enough money, or enough time or resources. Perhaps you believe that others might reject your ideas or your proposals. Maybe you think that if you want to get the job done right, you're the only one who can do it. Maybe, just maybe, you're comparing yourself to other people and, in doing so, dissipating the most precious resource you have, which is your mental energy. You may even be feeling stuck or, if you're not humble enough yet to admit it, you've 'hit a plateau'.



**The MIND is EVERYTHING. What you THINK you BECOME. – Buddha**

**Here's the bad news – these beliefs and thoughts are literally forming the structure of your brain and becoming the lens through which you view life.** They are preventing you from accessing the creativity, inspiration, ideas and resources you need to further your vision and mission. They are creating the blind spots that are keeping you stuck AND causing the journey

of bringing your vision into the world to become a painful one. Yet here's the great news . . . this mind is the same in all of us and I'm going to teach you how to hack yours in order to get it working consistently towards your desired outcomes, rather than against you.

There's an internal conflict that takes place the moment we set big goals for ourselves. Consciously you've decided you're going to create this incredible business. But unconsciously you've decided money is hard to make, or that you don't have the talents necessary, or that other people do it better than you, or that people don't like you, and so on and so forth. **Until you become aware of these unconscious decisions and extract these weeds from the garden of your mind, you will continue to feel the resistance as you trudge forward towards your goals.** Like an invisible tractor beam your mind will keep you trapped in doubt, anxiety and overwhelm, sapping your creative energy and twisting your life's purpose into another thing that you're not doing good enough, and not doing fast enough. You can learn the skills, the marketing and the strategies. But ultimately your ability to execute them properly all depends on your mindset. You can teach an idiot how to market their business, but at the end of the day, he's going to market like an idiot. Likewise, you can teach someone every master strategy in the book, but if they are doubtful, fearful, overwhelmed, anxious and frustrated or creating blocks at an unconscious level – the strategies are not going to do them much good.

I know this because I was in a similar place to where you either are or will be in your journey. Like some rite of passage, EVERY entrepreneur I've worked with has at some point hit a plateau which can only be overcome by going within and doing what I call the 'INNER WORK.' There was a point in my life where I knew I was capable of greatness. I had this extraordinary vision for my life and I had all the strategies, but there was a part of me that doubted. There was a part of me that doubted whether or not I was capable of doing it. There was a part of me that was constantly comparing myself to other people and their dreams, and their gifts, and their talents instead of paying attention to my own. There was a part of me that was afraid of making the wrong decisions. **What I figured out over the last decade was what that part was, and how to prevent it from continuing to own me.** I learned how to apply the 4 Habits to my life and now teach these powerful mind hacking techniques to my clients to help them consistently create massive breakthroughs in their businesses and their lives. And that's what I'm going to help you do, too.

Having spent the last 20 years as an entrepreneur & CEO and now having coached and worked with hundreds of entrepreneurs just like you, there's one glaring commonality among those entrepreneurs that succeed in bringing their visions into the world and those that fail. **That one thing is MINDSET.** I know we've all heard about how important MINDSET is but what I've discovered having been obsessed about mindset and immersing myself for the last decade in everything from behavioral psychology, to neuroscience, to quantum physics, to metaphysics, to personal development, to studying all the major spiritual teachings is this: 80% of success is mindset. It's not tactics, not natural gifts, not intelligence, not creative genius, not financial leverage, not who they know, not anything other than having the ability to establish within themselves a very specific and particular MINDSET.



**The man who thinks he CAN, and the man he thinks he CAN'T, are both right. – Henry Ford**

Mindset isn't a small part of success. **It is the singular determinant of success or failure.** Your strategy, your online marketing tactics, your brand, finding your ideal customer, building a big list – all of those things are helpful (and if you stick with me I will help you with those too) but the results that those activities produce are dependent upon the beliefs you have about yourself, your business and your life. This isn't woo-woo modern hippy shit.

Your thoughts are manufacturing your experience of reality. More specifically, your subconscious mind which is represented by more than 1 quadrillion neurosynaptic connections is determining which opportunities you see, what ideas you have access to, the thoughts you have, what coincidences you attract into your life and how others are going to respond to you. It is the underlying code that is producing the results of your life. Your ability to rapidly and joyfully bring your vision into the world all comes down to just one thing – understanding **how to get the incredible technology that resides between your ears working for you 24/7 so you can thrive**, rather than allowing it to keep you stuck in the status quo in its effort to simply keep you alive (which is by nature what it is designed to do.) If you want to change your life, you have to change your brain.



**The ultimate value of life depends upon AWARENESS and the power of contemplation, rather than upon mere survival. — Aristotle**

How does this powerful interconnection between the mind and our reality really work? What ‘hacks’ are available in order to harness the power of the mind to command and control your reality so that you can easily, rapidly and joyfully bring your vision into the world? Those are the questions that have playfully haunted me for the last decade and which I begin to address in this book. Let me be frank – this body of work is extensive and I’ve only included a handful of powerful distinctions in this book. If you’re really interested in immersing yourself in the one thing that can absolutely transform your work, your life, your passion and your purpose, please make sure you are subscribed to my email list, subscribe to my YouTube channel and consider going deeper into this work through one of the many programs or live events that I offer. This book isn’t the transformation – it’s the tip of the iceberg of the teachings. What comes later are more teachings and the real transformation as we go hand in hand on this journey together to bring our solutions into the world through our work while creating abundance for ourselves and those around us. This is only the beginning.

# The Perfect Search Engine

**The system of life is a highly intelligent, intentional search engine that operates according to a set of fundamental laws or rules.** The experiences you have in your life on a moment by moment basis should be considered your search results. Just like videos on YouTube, your experiences are 3-dimensional video results based on a search query that you've made. In many instances in your life this universal search engine is returning results that you don't want. However despite your poor results, you continue to input the same ineffective search query into the search engine, producing the same unwanted results over and over and over again. While we would never operate a traditional search engine in this way – you would simply change your search request – in the universal search engine of life you continue to make the same unproductive search time after time simply because you don't understand how this search engine works, and how you've been making your requests.



**A man is but a product of his thoughts.**

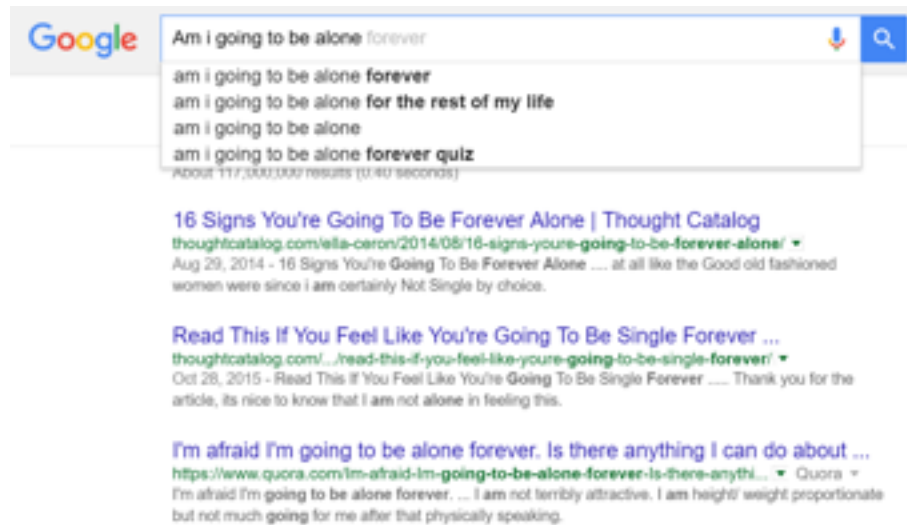
**What he thinks, he becomes. — Mahatma Gandhi**

**You know how to use search engines better than you do your own brain.** Despite the fact that within our heads we house the most extraordinary technology ever designed by man or nature, no one – not your parents, not your teachers, not your mentors or peers – taught you about how to effectively use your brain in order to manufacture the results that you want in your life. You're not aware of how you've been making your search requests and so you keep doing it over and over and over again despite the fact that you continue to get results that you don't like.

**So here's the first key – your BELIEFS are the search request.**

'Money is hard to make?' Ok says life, here you go. 'Other people do it better than me?' Yep I can give you a search result for that. 'If I want it done right I have to do it myself?' Sure thing here you go.

Whatever it is you believe manufactures the experiences of your life. The belief dictates what your brain pays attention to. It shapes what information your brain allows in or filters out. It shapes the ideas that come to you. It shapes the coincidence in your matrix-like life. **The belief is the search query, your experience is the result.** Not fully convinced? Stick with me.



So, where did these beliefs come from? These beliefs come from the past. Maybe you overheard an argument between Mom and Dad about money and you came to the conclusion at five years old that money was hard to come by. At the very moment that you applied that meaning to the experience you were observing, you created wiring in your brain that began to shape the lens through which you viewed the world. The next time you had an experience that involved money, your brain automatically and unconsciously brought your past into that new experience where you HAD to conclude that money was hard to make. Your brain would automatically and effectively find evidence in that new situation to support your original hypothesis, and ignore and filter out any evidence to the contrary.

Perhaps at a young age your parents divorced, so you concluded or believed that relationships never work out. Maybe you were supposed to meet your little friends near the drinking fountain and when they didn't show up you concluded that you shouldn't trust people. Perhaps a family member projected their opinion into your little unprotected brain when they said that good things never work out. Regardless of how it happened, thousands of embedded search commands were

programmed into your mind at a time that even today you can't remember, and yet they are responsible for determining the quality and the outcomes of your life.

These beliefs dictate the quality of your life and your business and anywhere you've hit a plateau, feel frustrated, stressed, overwhelmed, anxious or stuck – the embedded belief is preventing you from moving forward. The number one challenge that entrepreneurs experience in taking their businesses to a higher level is this: while they consciously want to achieve a great outcome, unconsciously they have a series of beliefs that it's not possible. It is an entrepreneur's ability to identify and eliminate these inner conflicts that determines his or her ability to propel themselves to the next level of their business and lives. In order to accomplish this reprogramming, you must learn the 4 Habits for hacking your mind, rewiring your brain, and transforming your life.

## The First Habit:

# THE POWER OF DECISION

“  
Nothing is impossible to those who decide upon possibility. The universe responds by becoming the thing you determined shall be. The framework of your preconceived notions is your only limitation. These are subject to change at a moment's notice when you have arrived at a new DECISION.

– William Walker Atkinson

”

# The Power of Decisions

Working with beliefs is a challenge for most people. What's a belief? How do I change it? In the Mind Hack Program, I've gone to extraordinary lengths to explain the science behind the psychology in order to empower you to materialize real, long-lasting and powerful change. You can't work with something if you don't know what it is and you can't transform your beliefs if you don't know precisely what beliefs are.

Beliefs are a series of connections in the brain that represent the memory of an experience AND the meaning you gave it. When an individual has a fear of dogs, it's because at some point they had an experience with a dog and the meaning they gave that experience was that dogs are dangerous. From that moment onward, unless a new meaning becomes attributed to the experience, the brain will experience every subsequent interaction with a dog as dangerous. In every new instance, the brain will identify data that it can interpret as 'dogs are dangerous' and will communicate that information to you in the form of your experience or what you also call your REALITY. You will experience that the dog is dangerous and the brain will prevent you from identifying any evidence that may exist that dogs are safe, friendly, cuddly or man's best friend. As long as the original meaning remains intact with the original or past experience, your reality will repeat itself as the brain continues to do what it is designed to do, use your past experiences to interpret the present moment. Whether you realize it or not, you are never truly experiencing the present moment, but simply the brain's interpretation of it through the lens of the past.

What does the fear of dogs have to do with growing your mission-driven business to the next level while creating an extraordinary life with freedom, time, income and influence? Because unconsciously you've programmed your brain with beliefs that are preventing you from seeing the opportunities for growth that are right in front of you, and instead you've trained it to focus on problems that don't even really exist.

So, what do we need to do in order to uninstall these beliefs which were neurophysiologically

programmed into our brains and are preventing us from creating the extraordinary vision we have for our mission-driven businesses and lives? We have to hack our minds, and change our brains. And in order to do that, one must understand a very important two-millimeter distinction that takes the concept of belief and materializes it into something that is actionable.

### **Beliefs are actually DECISIONS.**

The original decision at the age of 5 that money is bad, or that you're not good enough, or that only people born rich will ever have any success was an unconscious decision. The moment you become conscious of this decision which has been creating the results in your life that are in perfect alignment with it – your search results – you can make a different search query. You make a new decision.

In fact once you become conscious of what you had believed or what you unconsciously decided before, you have an ability to respond (a responsibility) by simply making a new decision. You're continuing to decide that money is hard to make. You're continuing to decide that it's going to be too difficult to transition from the job you've been working for the last 15 years to what you'd really love to do. You're continuing to decide that there's no possible way to grow your business to the next level because you've practically killed yourself getting it to where it is now. Until you make a new decision you will continue to experience a reality that is in absolute congruence with the old one.

All of your power is in the decision. To be clear, I'm not speaking necessarily about the decision 'to do' something. I'm talking about the decisions you've made unconsciously ABOUT how life is, how you are, how money is, what relationships are like, what it means to be a business owner, to work for someone, to be an only child, the decision that you're not a morning person. Your decisions ABOUT determine your decisions to DO.

### **Your decisions dictate your destiny.**

Once you become conscious of the fact that you've been making unconscious decisions in your life that have been dictating the results that you don't want, that have been keeping you stuck, that have been preventing you from creating the next level of your life and business, what do you do?

## You make a new decision.

The single most destructive assumption that human beings make regarding the ability to make decisions freely is the false belief that before making a decision one must know the how. Most people assume they need to find evidence, or a reason, or that something needs to happen before they make a new decision, before they can change their mind. Nothing could be further from the truth. Nothing needs to happen in order for you to decide that you're capable of and will create a 7-figure business. Nothing needs to be 'figured out' before declaring that you will find the perfect partner or investor. No plan needs to be clear prior to your decision that despite the fact that you don't know how, and you don't know when, you WILL transition from the job you've been working into your mission, passion and purpose. You simply DECIDE it will be. You just decide that you will enjoy dogs and that they will be friendly despite the evidence you've collected from the past to the contrary. Because the moment you fully commit to a decision, you activate the power of decision.



**Be not conformed to this world, but be transformed by the renewing of your mind. – Romans 12:2**

**The first thing that happens is that you begin to access and attract an entirely new set of ideas and thoughts.** Science has shown that your brain does not know the difference between what you allow yourself to imagine and your reality. To the brain, it's one and the same. An impressive study conducted at Harvard Medical School in 2009 showed brain scans of pianists as they played the piano. Later the musicians were asked to simply imagine playing the piano, and the identical parts of the brain became active. The brain doesn't know the difference between what's actually happening in your life or what you imagine. Imagining activates the same neural pathways as the real experience.

**The moment you make a new decision you give your brain "permission" to begin experiencing the new decision which initiates the growth of new neurosynaptic connections.** Your decision then begins a visualization process that enrolls the brain to begin focusing your attention towards the object of your desired outcome. Once your brain begins to build new connections associated with the decision, three powerful reality hacking effects take place.

**First, these new connections begin to attract the thoughts and ideas that are in perfect alignment with the experience that you've just manufactured.** The HOW or the action plan comes in the form of creative inspiration but only AFTER the decision is made, not before. The neurophysiological change that results from the brain's inability to distinguish between imagination and reality is the key to unlocking the thoughts and ideas necessary for determining "the how."

**Second, when you make a new decision, you recalibrate a part of your brain called the Reticular Activating System (RAS).** The RAS acts as the filter for the millions of bits of sensory information that occur around you every moment. The RAS allows in only the information that is congruent with the conscious and unconscious decisions that you've made, and it filters the rest of the information out. This is the part of the brain that WILL find the attack signs of a dog, even friendly ones, if you've determined that dogs are dangerous. This is the same part of your brain that begins to notice all of the other cars on the road identical to the make, model and color of the vehicle you just purchased. It's not that everyone has recently chosen to purchase your same automobile, it's simply that your car has now become more important to you and the RAS has been modified to include noticing that particular car.

The moment you make a new decision — that you'll be more financially prosperous or abundant, that you're going to be living your passion, that you're going to be attracting that soulmate — you will immediately begin to find evidence that already existed and has always existed in your reality that you've been filtering out. **You literally alter the way you perceive the reality around you.**

In any area where you've hit a plateau or been stuck; where you have an unconscious limiting belief or decision you've made that's not congruent with what you really want to create; where you've been unconsciously making a search query that's producing results that you don't want . . . the RAS has been filtering out all of the opportunities, and only allowing in the problems and limitations. By making a new empowering decision that's in alignment with your desired outcome (even without knowing the how), the RAS will recalibrate and begin to notice information that was always in your experience that it was previously filtering out.

**The third effect of the brain change that results from consciously making new decisions, is that you activate the power of coincidence.** If you choose you can write off the correlation between thoughts and coincidence as some sort of hippy B.S., but it's not. Every successful entrepreneur

I work with appreciates the correlation between our beliefs (or as I'm calling decisions) and the experiences that we manufacture of our own reality. This is the idea behind 'The Law of Attraction' which was first discussed in 1890 in William Walker Atkinson's brilliant book by the same name and later elaborated upon and made popular by Napoleon Hill in the world's sixth most sold business book (70 million copies) Think & Grow Rich. The moment you change your brain by making a new decision, the electrical structure of your brain changes. The change in structure emits a different vibration or frequency which interacts with the vibrational nature of reality and you attract the people, the circumstances and the resources that are perfectly in alignment with what you want to accomplish. That's the power of decision. **All of your power is in the decision.** It's just most people are not aware of the decisions that they've made.



**Coincidence is God's way of remaining anonymous.**

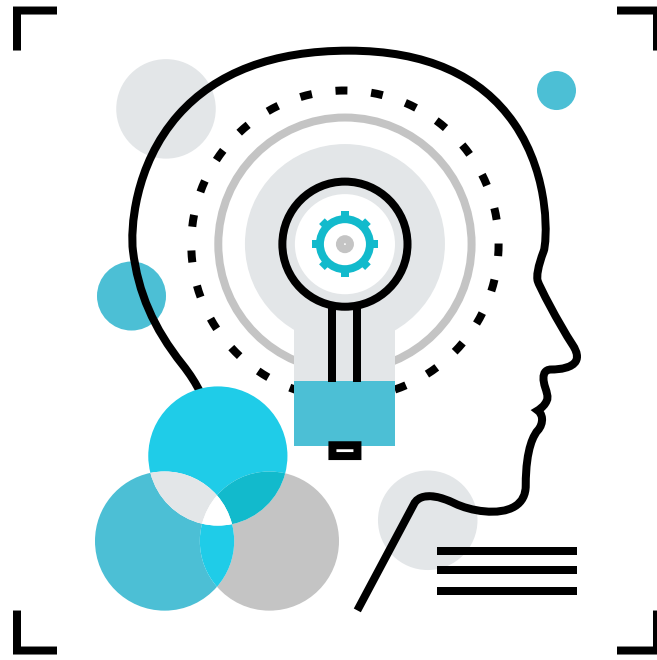
– Albert Einstein

So why do so many people consciously want one thing and instead experience another? The reality is that most people are not aware of their inner world. They aren't conscious of the core beliefs that are the makeup of their unconscious minds. To put it simply, most people are simply not aware of what they are thinking. They aren't aware of the decisions that they've made that aren't congruent with the life that they want to create.

So how do you become conscious of something you're not aware of? What tools are available to begin to evaluate what limiting beliefs or unconscious decisions you've made that are preventing you from creating the business, impact, income and life that you want? The answer is simple. Look at the results of your life. Evaluate the results that you are producing and rest assured they are precisely in alignment with the unconscious search request you've been making. What's more, if you look at any area of your life or any experience you're having and you notice your reaction to that experience – your reaction is the belief that created it. **Your reaction to an experience that you don't like isn't the effect, it's the cause.** The belief that you can't trust people, or that you're not good enough, or that you have to sacrifice your life in order to have success – those beliefs were there prior to the experience that you are having of them. The belief is the cause and your experience is the effect. When you become conscious of the unconscious decisions that you've

made that aren't congruent with what you want to consciously create in your life, then you can simply make a new decision. Change your decision, change your brain, and you change your life.

**“ Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance, which no man could have dreamt would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. – W.H. Murray**



The Success Model:

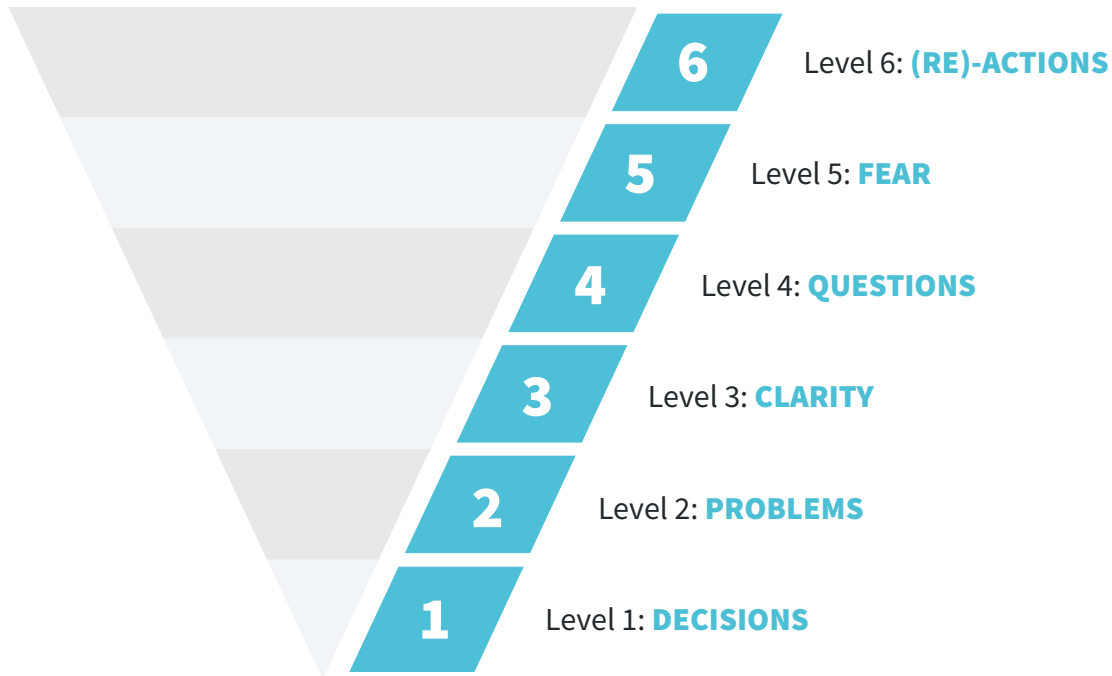
# THE POWER OF ENERGY

# The Success Model

Of the 4 mental habits of the most successful entrepreneurs in the world, **The Power of Decisions** is the first and primary principle because it lays the foundation for maximizing one thing: Energy. **Your ability to bring energy to any situation in your life determines whether or not the current conditions change or remain the same.** Where you've hit a plateau or where you feel stuck, you aren't bringing enough energy to transform the environment. A high energetic state leads to improved ideas, thoughts, creativity, inspiration, motivated action and makes you and all of your efforts more attractive to the people and the resources around you. Feeling stressed, worried, overwhelmed, angry, frustrated, resentful and exhausted isn't attractive, neither physically nor metaphorically. Up until now your energy has been trapped in a series of unconscious decisions that weren't in alignment with what you really want which has been preventing the maximum flow of energy within you. Once you align your unconscious thought patterns with your conscious outcomes, you bring a new level of energy and resourcefulness to your mission, your business and your life.

**It is helpful to understand that the Four Habits are derived from the Mind Hack Success System which consists of a series of levels of thought process, or mental habits, that lend to optimal performance and outcomes.** If you want to be productive and create a breakthrough in any area of your life, you have to begin noticing all of the unconscious decisions and thought patterns that you previously weren't aware of. When you begin to recognize the choices you can make about how you think and learn and how to direct your thought in ways that other people don't even perceive, you create a fundamental advantage in everything that you do. This advantage not only empowers you to create breakthroughs where you've been hitting walls, but it allows you to create in ways that are bigger, better and faster than everyone else around you. Becoming aware of your inner world and learning how to manage it, which is what the Four Habits and the Success System teach, will allow you the ultimate advantage in everything you do.

# The Ordinary Model of Thinking



**The Ordinary Model of Thinking** is the model followed by the natural functioning of the brain. The brain is designed to help you survive. It is not designed for you to thrive, to focus on opportunities, to clearly direct you to creating a 7-figure business and having 12 weeks of vacation a year or for being present for the people you love. By nature the brain is designed to identify problems that it perceives as a possible threat and the blueprint from which it operates are the decisions, conclusions, beliefs and meanings that you gave to your life experiences prior to the age of 5 years old.

In any area of your life where you've hit a plateau, or you feel stuck, or you're consistently experiencing low energy emotions like fear, overwhelm, frustration, worry, anger or resentment, you are unconsciously operating according to The Ordinary Method of Thinking, the default function of the brain. Like a toddler that has been told no, the unconscious decisions that you've made against yourself at Level 1 are creating inner emotional tantrums that drain your mental and physical resources and place you in a low energy state.

In the low energy state produced by the unconscious decision and the inner conflict, the brain transitions to Level 2 where it begins to focus exclusively on problems. Because the brain is by design an effective problem finder with the sole automatic function to keep you alive, it requires very little energy to focus on problems. As the brain unconsciously directs your attention towards problems, the low energy states from Level 1 are perpetuated and lacking the energy and corresponding thoughts and ideas to effectively find solutions and identify opportunities. For this reason you remain stuck in a mindset that is conducive to nothing more than at best drifting and unproductive action and worst yet complaining, hopelessness, a complete lack of presence and a world full of problems.

In Level 3 of the Ordinary Model and as a result of the continual and inefficient expenditure of energy, you lack the one thing necessary to chart a course to success — Clarity. Clarity requires energy and as a result of unconscious limiting decisions and a habitual focus on problems, there isn't enough energy in the system in order to have the clarity necessary to produce your desired outcomes. In the absence of clarity, you become, simply, confused. I'm not suggesting you operate according to this model in ALL areas of your life. However, in any area of your life where you're experiencing low energy emotions or not producing the results that you want, this is the reason why.

Once the brain identifies that its human being container is operating according to a dangerously ineffective trio of limiting decisions, problems, and confusion – it moves into major problem-solving mode by asking questions. “Why is this happening? Why doesn't it ever work out for me? What am I doing wrong? What is it working for them but not working for me?” Left to its own devices it will begin to try to solve the problem by asking a series of highly ineffective and unproductive questions that in and of themselves produce even more low-level emotions which ultimately throws the individual into Level 5: Fear.

As a response to the decisions, problems, confusion and unproductive questions, the brain responds at Level 5 by inducing Fear. Fear manifests inwardly in the form of overwhelm, worry, panic, doubt, rejection and fear of failure. Level 5 which represents the height of low-level energy and unresourcefulness is the point from which most people are taking action in the areas of their businesses or lives where they are not producing the results that they want. Outwardly Level 5

produces either a tremendous amount of ‘doing’ that fails to produce desired results and is often a “reaction plan” rather than an action plan or Level 5 thought patterns consist of lots of ‘trying to solve the problem from the mind’ with very little physical or real-world action or activity.

The most successful people in the world, however, operate according to a different model, what we call the Mind Hack Success Model. The Success Model is a series of mental habits that manufacture energy at every level and culminates in powerful, productive and precise action that more often than not produces the desired results.

## The Mind Hack Success Model



High achievers, peak performers and successful entrepreneurs operate according to a consciously constructed model that uses the technology of the brain to achieve their desired outcomes as opposed to allowing the brain to continue in its survival based method of operation. These individuals operate their minds according to a Success Model that empowers them to place their

consistent thought and attention towards their desired outcomes. At Level 1 of the model, these people have consciously constructed a strong foundation of empowering decisions that are congruent with who they want to be and what they want to accomplish in the world. By creating an alignment between their inner and outer worlds, they unlock a tremendous amount of internal energy that propels them upwards in the Success Model. At Level 2, because they have learned how to maximize their internal energy reserves, they are capable of directing the mind's attention away from problems and towards opportunities and those things that are working in their lives. They have developed an attitude of gratitude and despite their external circumstances, they have enrolled the brain in finding the gift, blessing and opportunity in every experience. They see what others cannot see because they have created enough energetic momentum to direct the brain rather than be directed by it.

With this incredible energetic storehouse, these individuals achieve tremendous Clarity at Level 3. They've identified clearly what their outcomes are, who their customers are, how they are different from their competition, where there are opportunities to take untapped market share – they know where they are going and they begin to understand how they are going to get there. At Level 4, they have taken advantage of the brain's extraordinary capacity to source answers. By consciously directing the brain by asking key strategic and empowering questions, they are able to source the thoughts, ideas, images, creativity and inspiration necessary for taking effective action. With all of the right answers, they move forward into Level 5 with an unparalleled confidence. Sure of where they are going and how they are going to get there, they arrive at Level 6 with a short list of powerful and tactical activities to engage in that will produce impressive results. Often times these people produce so much in such a short period that they seem to defy time. They are not defying time, they are simply leveraging the power of energy to bring massive resources into this area of their life in order to create massive breakthroughs and outcomes. Mastering the 4 Mental Habits of the Success Model: Decisions, Gratitude, Clarity & Questions and learning how to deconstruct Fear in order to move towards your intended outcome Confidently is the method by which successful entrepreneurs take their businesses and their lives to the next level.

## The Second Habit:

# THE POWER OF GRATITUDE

“  
Often people ask how I manage to be happy despite having no arms and no legs. The quick answer is that I have a CHOICE. I can be angry about not having limbs, or I can be thankful that I have a purpose. I chose gratitude.

– Nick Vujicic

”

# The Power of Gratitude

The Second Habit and the second level of the Mind Hack Success Model is the Power of Gratitude. The most successful people in the world have trained their brains to focus not on problems, which is the natural tendency of the brain, but on what they can appreciate regardless of the circumstance or situation. **In our everyday experiences, the problem is never the problem. The problem is the meaning that we give the experience we are having.** Successful individuals have developed a habit of attributing empowering meaning, or meaning that feels good and therefore generates energy, to the otherwise perceived problems in their lives. They literally find the gratitude and in doing so reshape their moment by moment experiences and position themselves in a state of high energy and therefore high mental activity.

In each moment of our lives we have the ability to assign a meaning to the experiences we are having. The meaning in and of itself is absolutely arbitrary yet critically important in determining your future success or failure. Every player in the game of basketball experiences a shooting slump – a period of time where they develop a streak of missing shots. Great shooters give a different meaning to a missing streak than average shooters. The best shooters give every miss the meaning that the next made basket is even closer, for they believe that the streak must end at some point and that every missed shot is one shot closer to a make. Average shooters focus on the missed shot and attribute a meaning that there is still something wrong with them as a result of not having yet ended the streak. In the former example the empowering meaning, that the streak is near an end, provides the player with the energy, focus, determination and presence to more likely make the next shot. In the latter, the player is in a poor energetic state and more likely to perpetuate the slump. Neither meaning is more or less correct than the other, yet the meaning that is given determines the likelihood of success or failure in the next instance.

In business and in our lives we experience the same types of slumps. Life is constantly bringing us experiences that, if we allow the brain to operate by its default mechanism, become problems. However, in every problem, there is a blessing, a gift, a lesson or teaching, or some other

opportunity. The ability to find that gift is the ability to find gratitude. In finding gratitude we tap into an unlimited energetic credit line with the universe that fuels us with the vitality, energy, resourcefulness, creativity and ideas necessary to create a breakthrough in any area of our lives.

Take for example Alex and Carol, a pair of executives that I worked with. These two highly capable and effective executives came to me because they were having challenges working together. Alex seemed always to be focused on what could and what was going wrong, while Carol naturally found the opportunity in every challenge the two experienced. As a result, Carol felt that Alex was no longer effective in his role in their partnership and equally important wasn't particularly enjoyable to work with. In my conversations with Alex, he was consistently focused on the fact that the company had lost its last 6 pitches to other clients and he found himself spending a significant amount of time worrying about whether or not the company was going to continue to be successful and thinking about what had gone wrong in the pitches. Carol, on the other hand, was focused on taking the feedback from the client prospects and building new features into their services' offering.

Because Alex was so focused on the problems, he became stressed and overwhelmed, began showing up at work later and leaving earlier, and had lost his creative and intellectual spark. While Alex believed he was spending a lot of time trying to 'figure out' the problem, the reality was that he had become so focused on the problem that he became paralyzed. Because Carol was focused on the new features and the possibility of improving their offering, she was consistently in action working towards identifying the right resources both internally and externally to expand their services and revamping existing marketing material in order to reflect the new features. Both Alex and Carol believed that their company needed to make a shift in order to adapt to the changing market, but Carol's focus on what was working and her positive forward thinking outlook gave her the energy to tap into a whole new level of creativity and inspiration while taking massive action. Alex's focus on problems propelled him into fear and separated him from his internal creative resources and literally drained him of his physical energy.

By working with Alex to help him enroll his brain to notice all of the great opportunities, resources, people, and financial prosperity that still existed for the company, and by giving him some neuro-reconditioning rituals to begin to train his brain to focus on the opportunities rather than the problems, Alex was able to re-engage with the organization with a new level of high energy and

productivity. Alex was allowing fear to attract his attention (which it will naturally do in a low state of energy) while Carol was naturally focused on what was working, and what could be great in the future. Neither Alex nor Carol were right or wrong, but their perspective and where they placed their mental attention determined the quality of their outcomes and results.

What's more, gratitude is a mental method by which we signal to the brain that this thing over here that we've experienced, we want more of. We can actually study the brain and see that when people are grateful the specific parts of the brain that represent the memory of that experience light up. The myelin sheaths of the neurosynaptic connections around that memory become thicker. The electrical impulse between those connections in your brain actually become stronger. The result is an enrolling of the brain to find more of that which you are already grateful for. You have more ideas in alignment with the experiences that you're grateful for. You begin to perceive things in your reality that were always there that are similar to that which you are grateful for, and you begin to attract even more experiences, people, and resources in your life to be grateful for. **The seeds you sow with gratitude reap the rewards in your reality.**



**Expect problems. And eat them for breakfast. – Alfred Montapert**

Our responsibility is to master our minds and enroll the brain by training it to focus on all of the abundance, opportunity and support that is and has always been there for us, but that it has been ignoring. By doing so, successful entrepreneurs and achievers are able to take the energetic foundation created by empowering decisions to a whole new level by practicing an attitude of gratitude and maintaining that high energy state in order to move upward within the Mind Hack Success Model to take full advantage of the next Mental Habit: Clarity.

# The Third Habit:

# THE POWER OF CLARITY

“

The only thing worse than  
being blind is having sight  
but no vision.

– Helen Keller

”

# The Power of Clarity

Your brain is a powerful technology that, when given proper instructions, will enroll your entire neurophysiology in finding whatever it is that you are looking for or wanting to accomplish. In many areas of our lives, however, we are unconsciously giving instructions for the brain to find what we don't want. At the first stage of the Mind Hack Success Model, we correct this instruction set by becoming conscious of the decisions that we've made that aren't congruent with what we consciously want to create. By aligning our conscious and unconscious intentions we access an entirely new level of energy. Once this alignment is attained, we maintain this energy by developing an attitude of gratitude and appreciation. We achieve this by constantly redirecting the brain's natural focus on problems to finding gifts, blessings and opportunities that exist in every moment and in every experience. From this sustained energetic foundation, we are able to clearly define what it is that we want to create as our intended outcome. By making the transition out of fear, worry, anxiety and overwhelm we have the ability to attain a new level of intention and clarity which empowers us to utilize the brain to begin to map out the 'how' or the action plan that will allow us to create a breakthrough in any area of our lives.

Despite its obvious benefits, many entrepreneurs have failed to establish Clarity in the areas of their lives or their businesses where they feel stuck, OR they simply haven't yet mastered the first or second levels of the Success Model in order to generate enough energy to have adequate clarity. You can't have clarity in fear, worry, overwhelm or other low-level emotional states. What's more, even when a high level of energy has been attained, the importance of Clarity is often overlooked.

A colleague of mine was recently sharing with me that he felt stuck and wasn't making much progress on a new project that he had started. When I asked him what the problem was, he mentioned that he didn't have the money necessary to get the project off the ground. I responded, "Well, how much money do you need exactly?" His response: "Well, I'm not sure, I haven't really laid that out yet." So, he knows he wants to start his business, he's made a decision, but he's not clear on how much money he needs to get it off the ground. Wanting something and lacking clarity around

the details is like wanting to set sail without a destination. Clarity is critical because, as I mentioned before, the brain does not know the difference between what you imagine and what's actually going on in your life. As a mental habit, clarity begins the process of brain change. As we gain clarity and we begin to imagine our outcome – speaking on stage in front of 500 people, raising \$250,000 in investment, landing 10 new high paying clients by the end of the year – the brain records what you imagine as if it has already happened. The new neurosynaptic connections that are created as a result of this brain change are part of the bridge to attracting the thoughts and ideas that become the execution plan. Becoming absolutely clear on the outcomes that you want gives the brain images and ideas that enable it to find the 'how.' Similar to what we experience in making Decisions, practicing Clarity attracts new thoughts and ideas that are in alignment with the desired outcome, begins to affect your perception so that you can more easily identify opportunities that already exist in your reality, and initiates the power of coincidence to help you acquire the resources, relationships and experiences you need in order to achieve your ultimate goals.

**“ First comes thought; then organization of that thought into ideas and plans; then transformation of those plans into reality The beginning, as you will observe, is in your imagination. – Napoleon Hill**

Let's look at a common example. You've been wanting to leave your job, which is a good job that you've been working for the last 15 years, to go and pursue your passion, your mission, and your purpose. Maybe you want to start your own consulting company or perhaps you're really passionate about creating a socially conscious company. But, you've got this story about how your job is safe and secure and, at some point in time, you make a new decision. You say, "I don't know how. I don't know when. But I know I'm going to transition from this job that I've been working for my mission, and my passion, and my purpose." Great first step.

From there, choose to live in a state of gratitude in order to maximize your energy and to focus your attention on all the things that are working in your life. You have gratitude for the job you have, the people you work with, the opportunity your employer has given you over the last few years and the skills you've developed EVEN though you know that you ultimately want to create this new business.

The next thing to do is to start getting Clarity. What would this business look like? Would you be working from home or would you be working from an office? Would you be working by yourself or would you be working with a team? What type of industry would you be working in? What would your finances look like one year, two years, three years into creating this new business? Would you be serving people and, if so, in what way would you be serving and contributing to the world? Would you be writing? Would you be speaking? Get as much clarity as you can about this opportunity because as you do this you enroll the brain. **You build new neurosynaptic connections as if what you want has already happened as if it were an actual memory.** Those new connections, what we might call the “new frequency”, are what will begin to attract the new ideas (the how) and will start to create the circumstances in your life to guide you there. This is how you manufacture what you want in your life by leveraging this Principle of Power: Clarity. With a strong energetic foundation based on empowering decisions and living in a state of gratitude, and by establishing clarity around your desired outcomes, you can tap into the Fourth and final Mental Habit of the world’s most successful entrepreneurs: The Habit of Questions.

# The Fourth Habit:

# THE POWER OF QUESTIONS

“  
Ask and ye shall receive. Seek  
and ye shall find. Knock and it  
shall be opened unto you.

– Matthew 7:7

”

# The Power of Questions

Not only is life an intelligent feedback system akin to a search engine but your brain itself is also a search engine. Left to its own devices, the mind is constantly firing off unconscious questions that are producing results in the form of an inner voice, or the voice in your head. Why doesn't it ever work out for me? Why do they have it and I don't? Am I making the wrong decision? What if it doesn't work out? These are common questions derived from the survival-based nature of the mind. The brain, like a loyal golden retriever, will fetch an answer to these questions from your personal history. Why doesn't it ever work out for you? The brain will bring to mind all of the reasons that it never works out for you according to its recorded history of your life. "Because you never do it right. Because somehow you manage to always screw it up. Because you're not smart enough. Because others know how to do it better than you do." Ask, and ye shall receive.

The storage capacity of the brain is 250 times the size of the Library of Congress. Every experience of your entire life is mapped out in extraordinary detail within the neurosynaptic connections of your brain. As such it has the capacity to review every moment of your life and to provide you with an answer based on the quality of your questions. Most people, in any area of their lives where they are stuck, are not asking quality questions. And so, the majority of people get caught in the energy-draining, stress-inducing, pressure-filled loop of unconscious questions and shitty answers.

The world's most successful people have learned how to retake control of their minds and consciously ask empowering questions that result in constructive and productive ideas, thoughts and answers. One of my CEO clients was in the process of making a major acquisition of a smaller supplier. In the short run, the acquisition was going to create a significant strain on the company's cash flow and resources. About a month prior to the expected close date, this CEO called me to discuss the incredible pressure he was undergoing and to get my opinion on whether or not he should move forward with the acquisition. "I've been feeling so overwhelmed over this whole thing," he shared. "I haven't slept in weeks and I'm not feeling confident or clear any more about this move. All I keep thinking to myself is 'what if this is the wrong move?'"

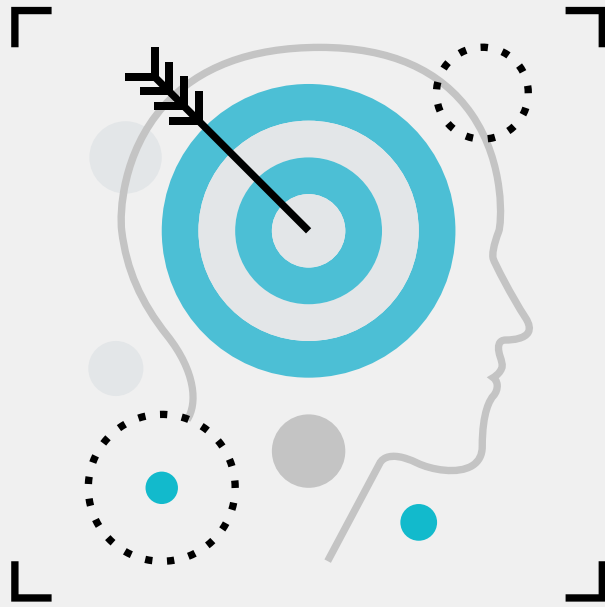
A question like that can only produce results that illustrate what happens when making the wrong move. When I asked him what thoughts came to mind, he shared an image he had of the financial statements showing massive losses, of a board meeting where the board was chastising him for the acquisition, of what it would look like to have to let people go and downsize as a result of the ‘wrong move.’ Not only did the question not serve his intended outcomes, but it was also putting him into a state of fear, overwhelm and anxiety that was affecting his judgment, energy, clarity and creativity. What’s more, unconsciously he was enrolling his entire neurophysiology to focus on how the deal could go wrong which has a self-fulfilling effect on actual outcomes.

“What’s a better question you could be asking yourself that would enroll the brain in giving you an answer you want?” I asked. He thought for a moment and responded. “What are 3 to 5 metrics we should be paying attention to in order to ensure this is a successful transaction for us?”

“That’s a good question,” I responded. He thought for a moment and came up with a list of 5 areas that he and his team needed to focus on in order to make sure the transaction was going to go smoothly. By becoming aware of the unconscious questions that he had been asking, it was clear why my client felt stuck and was moving into a low energy state – what we see from the Ordinary Model. By consciously designing questions that would lead to productive answers, he was able to develop an action plan that would lead to his feeling confident about the business decisions he was about to make. By becoming acutely aware of his internal dialogue – by changing his being – this CEO was able to craft an action plan that ultimately led to one of the most successful transactions in the company’s history.

Too often entrepreneurs and achievers move into the zone of action before doing the appropriate inner work. Most people are trying to achieve their goals in the outer world while their inner world is cluttered with disempowering decisions, a focus on problems, a lack of clarity, and asking questions that are producing unproductive answers. An overemphasis on “the doing” vs. “the being” – or how your inner world is being properly managed – is the number one cause of professional and personal failure. An effective action plan can only be achieved in a high energy state with absolute clarity and strategic, intentional questions. The ‘how’ or the action plan is an effect or a result of consciously constructing questions that are in the greatest alignment with the outcome that you are wanting to achieve. Far too often individuals respond to the pressure and anxiety created by these unconscious

negative questions – what I call a “re-action” plan – or worse yet these unconscious questions hurl the individual into such a low state of energy that the result is drifting, procrastination and inaction. Questions are the key to tapping into a larger intelligence that contains the images, thoughts, ideas and answers – the HOW – that will ultimately lead you to a breakthrough in any area of your business and life.



# Deconstructing Fear:

# **HACKING FEAR OF FAILURE**

“Far better is it to dare mighty things, to win glorious triumphs, even though checkered by failure... than to rank with those poor spirits who neither enjoy nor suffer much, because they live in a gray twilight that knows not victory nor defeat.”

— Theodore Roosevelt

# Deconstructing Fear

If you've operated according to the Mind Hack Success System and you've created a foundation of empowering and congruent decisions, have maintained a consistent state of gratitude and appreciation, achieved a high level of clarity and have developed a practice of asking powerful conscious questions, what could go wrong? The answer is fear and in particular fear of failure.

I like to call fear, “**Forgetting Everything About Reality**” because every time we experience fear, we can look back on the past and see that our actual results were completely different than what we were afraid of. Fear of failure, fear of making the wrong decision and fear of rejection can prevent you from moving forward in any area of your life. You can make a new decision. You can have clarity. You can be asking the right questions. You can have gratitude. And, as you go out and you begin to take action, the reality is that you're not going to get the results that you expect. It rarely goes the way we expect it to and when reality doesn't match our expectations, we often view it as failure. But is it?



People don't realize you are born to fail and born to get up. It is the goal of every spiritual being to try to live as big a life as possible; to love as much as possible; to give as much as possible, and fail as often as possible. — Gary Keller, Founder Keller Williams

## THE FOUR BLESSINGS OF FAILURE

Let me deconstruct and dispel failure for you because there really is no such thing. When we take action from a place of right decision, the right questions, right clarity, right gratitude, and it doesn't go the way that we expect it to, something really miraculous is happening. Unfortunately, we call it failure. But really, it's one of the four types of blessings.

## Blessing #1 Learning

**The first blessing is that your perceived failure is a Learning.** Your “failure” is simply a result of the fact that life knows precisely what you need to learn — a new skill or the development of new character — in order for you to accomplish your longer-term vision. We learn through the experiences that we have, but far too often we call this learning, failure. Yet we can look back at any point in our lives and we can see that all of those times that we thought were failures in the past turned out instead to be something that helped us to accomplish what we’re accomplishing now. A really great question to ask yourself when things don’t go the way that you expect is, **‘What am I learning here?’** What am I learning here that I’m going to be able to take with me in the future that’s going to empower me to create the life that I dream of living?

## Blessing #2 Redirection

**The second phenomenon that we often overlook as failure is Redirection.** You’re being redirected from one relationship to another relationship, from one job to another job, from one geographic place to another geographic place, and you’re being redirected in a positive way. Again, I don’t need to convince you of this. You can find evidence in your own life that this has always happened to you time, and time, and time again. Things always get better. But, in the moment when we don’t have that perspective, we think that what we’re experiencing is failure and oftentimes we miss the opportunity. It’s simply a redirection – Learning and Redirection.

## Blessing #3 Reflection

**The third blessing that “failure” brings is that of Reflection.** If we live in this universal search engine, if we live in this intelligent system that is giving us everything that we want, everything that we’ve decided which shapes the neurosynaptic connections of our brain, sometimes what we’re experiencing is a search result. In fact, these reflections, experiencing the search result that we don’t like, is a tremendous opportunity. It’s the moment that, if you start to become conscious of your reaction to this experience, you can make a different search request. You can make a different decision about life and you’ll start getting better search results. So, for example, let’s say you were in

a particular business relationship or business deal and things didn't go well for you. When the deal went south, you had a reaction, which was "Things never work out for me. I can't trust people in business."

This is important for you to understand because, until you realize that you've made this decision about people and business, you're going to continue to manufacture the same results in your life. This experience that you're having, that you're calling failure because it's not going the way that you expect it to, is the blessing of revelation. If you're present for it, you can realize that you've been making these decisions (for a long time) unconsciously. Make a new decision and, like we talked about before, hack your mind, and change your results. So, the third is a Reflection.

## Blessing #4 The Setup

**The fourth is the Setup and it's one of my favorites.** We are always being set up. We're constantly being set up by ourselves. This is where I get a little bit on my woo woo but the higher intelligent part of ourselves that does not come into the physical body is constantly guiding us. That part of us which you could call your authentic self or your higher self oftentimes knows before we do precisely what we really want now and in the future. Because it has this future-oriented vision, it's consistently setting up the plan for us to accomplish our ultimate goals, our ultimate vision, our ultimate dreams. Oftentimes, we run into the Setup and the Setup is designed, again, to redirect us, to teach us something, but it's often something quite significant and longer term and thus at the moment, we can't possibly see how this is working for us in our lives. I remember one point in time I had a significant "crisis" happen in my business and nearly lost my entire business. Looking back on it, of course, it was one of the best things that ever happened to me because it was a setup for what I needed five years down the road. So, oftentimes, we look at the Setup as a breakdown and, again, we miss all the opportunities.

When you can get to a point that you truly realize and understand that life is ALWAYS working for you even when in the moment you might not yet have that insight, you can take inspired action without the fear of what might go wrong because in reality, there is no such thing. Nothing can ever go wrong. There is no such thing as failure. It's one of four things: It's a Learning, Redirection, Reflection or a Setup. The big mistake that we make is that we think we've failed and, in the failure, we revert

back to operating according to the Ordinary Model. We revert back to old decisions, we focus on problems, we're not exactly sure what happens next, and we ask ourselves some downright crappy questions. There's never a right or wrong decision. The reality is that the only wrong decision is indecision. Embrace life and take action based on these new decisions that you've made, based on the clarity that you have, based on the empowering questions that you're asking, and based on living in a state of gratitude, and you WILL create a breakthrough in any area of your business or your life.

I hope this has been helpful for you. As part of this training, I've sent you 4 videos that will reinforce everything that we spoke about here and a fourth video which will expose you to the larger body of work to hack your mind, transform your business and allow you to live a truly limitless life. I honor you and your journey and the opportunity to support you in your personal and spiritual transformation.

CLAIM YOUR POWER.  
LIVE YOUR PURPOSE.  
LOVE YOUR LIFE.

– DAVID BAYER

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# DAVID BAYER



**DAVID BAYER** is an author, speaker, entrepreneur and CEO of David Bayer Transformational Programs, a global coaching and training company focused on helping entrepreneurs, organizations and individuals harness the maximum power of human performance, intelligence and potential. David has been recognized as a leading expert on mindset and business and his event The Powerful Living Experience was named by Inc. as ‘a Top 3 must attend personal development event for entrepreneurs.’

David’s book Mind Hack has had over 100,000 downloads and is a philosophical and scientific exploration of the power of thought, and provides a practical step-by-step framework for evolving into the next level of human potential and what David calls “becoming a Phenomenon.” David’s mindset and business coaching programs are delivered by his international team of certified coaches and trainers, helping entrepreneurs and individuals achieve the highest levels of personal and professional performance. You may download a free copy of David’s book Mind Hack and find more information about David at [www.DavidBayer.com](http://www.DavidBayer.com).

“ Even though I have a highly successful practice and am a leader in my industry, I knew something was holding me back. I couldn’t quite put my finger on it, and I had the attitude that I already ‘knew’ mindset. But **THIS** work is the next generation of personal evolution . . . David’s program has literally transformed my business and life. – **Dr. Jay Greenstein CEO Sport & Spine Rehab, DC, CCSP, CKTP, CGFI**

“ To be successful as an entrepreneur you have to have the right strategy and the right mindset, and very few people have the capacity to teach both. David is at the top of a very short list of people who can, and at a world class level. – **Dr. Anthony Balduzzi, Fit Father Project**

“ David’s methodology is absolutely in alignment with what we are now learning about the mind body connection, epigenetics and our capacity to rewrite our own code. Just as we are seeing a revolution in integrated medicine, I believe what David teaches is on the leading edge of the revolution about to take place in transformation. – **Dr. Ahvie Herskowitz, The Stem Cell Clinic Of San Francisco & Anantara Medicine**

A Leading Expert On Mindset. – **Inc.**