Adult language used to establish an atmosphere of honesty and emotional authenticity, while triggering deeper emotions.

**Day 1**

This program is not about changing yourself, but rather about becoming yourself. Who we become determines our happiness; it is the only lasting aspect of life.

“There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream or desire a reality. My life’s quest has been to awaken this force and help each of us to remember and use the unlimited power that resides within us all.”

- Anthony Robbins

In order to become effective practical psychologists, there are three questions we must answer:

1. **What stops us from moving forward? Taking action? Being our best?**
   - Fear --- Fear is hardwired into every human being - the secret is learning how to use fear instead of letting fear use you! Two primary fears all human beings share: (1) We are not enough (2) We won’t be loved. See fear as energy you can use. Don't fight it, dance with it. You use fear or fear uses you. You use stress or stress uses you.

2. **What controls and determines the quality of our lives?**
   - **Meaning and Emotion** --- Physiology, Focus, Language
     - **Physiology** - how you use physical body, such as breath, posture and movement
     - **Focus** - whatever you focus on, you will feel.
Language - as soon as we put words to an experience, it changes the meaning we experience.

3. Why do we do what we do? What are the ultimate drives behind all human action?

6 Human Needs --- all which compel us forward in a quest to experience a life of meaning

4 Primal Needs

Certainty: stability in basic necessities
Uncertainty: need to change their state, exercise body and emotions
Significance: feel special and important in some way, obtaining recognition from others

Connection: feel connected with someone or something

2 Spiritual Needs

Growth: everything in the universe is either growing or dying
Contribution: cannot be spiritually fulfilled unless they are contributing to others

“What lies before us, what lies behind us, is nothing compared to what lies within us.”
- Ralph Waldo Emerson

- People find ways to meet these needs in positive, negative or neutral ways, but every person finds a way to meet them in some way.
- Any activity, or emotion that fulfills at least three needs at a high level becomes an addiction. Likewise, people have positive, negative and netural addictions.
- There is always a way to fulfill a need; the skill lies in finding a sustainable way to fulfill it, and in a way that gives you more pleasure than pain.

Two Keys to Exceptional Communication

1. The quality of my life is the quality of my communication.
2. Nothing in life has any meaning except the meaning I give it.

Communication =

7% Words
38% Tone of Voice
55% Physiology

Modeling: Look for people who have the results you want, find out what they are doing, and do the same thing.
Processing Fears
1. What is your greatest fear?
2. What benefit has this fear given you in the past?
3. Why be free of this fear now?

Day 2

Neuro-Associative Conditioning

**Ultimate Success Formula**
1. Know Your Outcome! Clarity is Power.
2. Know Your Reasons Why
3. Take Massive Action
4. Know What You’re Getting
5. Change Your Approach

**Memory File**
1. Perception (Perspective)
2. Physiology (Body Language)
3. Rapport (Connection)
4. Strategy

**Belief:** feeling of certainty about what something means

3 Beliefs for Lasting Success
1. It must change now.
2. I must change it now.
3. I can change it now.

The past does not equal the future unless you live there.

3 Steps to Lasting Change
1. Get Leverage
2. Interrupt/Annihilate the Limiting Pattern
3. Create a New Empowering Pattern & Reinforce it until it’s a habit

Change is never a matter of ability. It is always a matter of motivation.

“One man has enthusiasm for 30 minutes, another for 30 days, but it is the man who has it for 30 years who makes a success of his life.”
- Edward B. Butler
**Momentum:** forward motion with energy

**Human Momentum:** forward motion with emotion

Step 1: Put yourself in a Peak State

Step 2: Find Your Passion!

- What do you love? What do you hate? What are you passionate about? What do you really want? What really drives you in life?

Step 3: Decide, Commit & Resolve!

Step 4: Take Immediate, Intelligent, Consistent & Massive Action!

Step 5: Be S.M.A.R.T. — Strategy - Measure - Assess - Reinforce - Take

5 Keys to Asking Intelligently

1. Ask **Specifically.**
3. Create Value for the Person You’re Asking.
4. Ask with Focused Congruent Belief.

**Focus** = Feeling

What to Focus On - Past vs. Present vs. Future

If you want to change how you feel immediately, change what you are focusing on.

Depressed = 100% focus on what you don't have

Meaning = Emotion = Life

Two Forces Affecting Our Decisions: Blueprint & State

Myolin in Brain - 1 Wire (Dial Up Internet) vs. 100 Wires (Broadband)

There is a big difference between what people Can Do and what they actually Do.

You will default to the state you have conditioned yourself to behave in the most.

Create a Compelling Future

State = Focus + Language + Physiology

**Focus** - What You Have vs. What You Don't, Control Controllables

**Language** - Core Values, Self Talk

**Physiology** - Body Language, Energy

We don't get what we want, we live who we are.

Create so much certainty that you can go into the unknown and be a leader.

Closing the Gap

What results are you committed to creating in your life financially?

Ultimate target? What are you committed to achieving? What kind of lifestyle are you committed to creating?
Rapport
Style is more important than substance initially.
Mirroring: Words, Tone, Tempo, Posture, Gesture, Facial Expressions, Eye Contact, Breathing, Proximity

X-Factor in Business: find a way to add intangible value that goes beyond what anybody can measure

4 Core Forces All Businesses Need
Power of Top-Line Acceleration
Power of Bottom Line Controls
Power of Adding Value
Power of Breakthrough Marketing

1. Know where you really are and create an effective business map
2. Constant strategic innovation: products, services & delivery
3. Constant Anticipation
4. Constant Optimization & Execution: People/Culture + Processes/Execution
5. Constantly Create Raving Fans & Culture

Optimization: how to get the most out of your people

Money magnifies who you are.

Extraordinary quality of life requires mastering two skills:
1. Science of Achievement: ability to produce results, to take anything you envision and make real
2. Art of Fulfillment: ability to feel happiness and joy in the process; to delight in life’s experiences

Happiness comes from progress. Progress shows up in the form of growth and contribution.

If you are not happy, you are not growing or contributing.

People's lives are a direct reflection of the expectations of their peer group.

Love your family; choose your peers.
Who you spend time with is who you become.

Proximity is Power.

People like people who are like themselves, or like someone you want to be.
Spend 1-2 hours every week of the one thing you’ve always wanted to do.

Join a peer group that plays the game of life much higher than you do.

**Success without fulfillment is the ultimate failure.**

Great Leaders:
1. See it as it is, not worse than it is.
2. See it better than it is. (We don't work well without goals that excite us)
3. Make it the way you see it.

Most people just don't know who they are.

Words have tremendous biochemical effect on the body.

If you're a leader, you run the show. As soon as you walk in the room, the place immediately gets better.

**Breakthrough**
State: mental, emotional, physical
Strategy: worthless if not implemented
Story: get rid of the story holding you back

Relationships magnify the human experience

Day 3
There is a hierarchy that creates peak performance and fulfillment. If you don't master your **body**—your capacity to maximize your health, energy and vitality—all the money, career success, or contribution in the world will be worthless. You can't experience an extraordinary quality of life without the vehicle that's going to help you create it.

Work is work.  
Career provides more rewards.  
Mission fuels you with constant energy and keeps giving more.

NLP = Neurolinguistic Programming

Simplicity + Minimalizing = Sophistication

Successful people are decisive. Quick to decide, slow to change.

Wake up your nervous system. When it's alive you find ways and make it happen.

Rarely do great ideas interrupt you. You must pursue anything you want to be extraordinary.

Success Leaves Clues. Get the BEST, not someone who is good.

Coaching = working your tail off together to get to the next level

Sometimes you're just trying too hard to do too much.

3 Pillars of Progress
  1. Get Into Action!
  2. Get the Best Tools/Map/Strategy/Coaching for Results
3. Get Laser-Focused. Make it Clear & Compelling

Learning is a creation of a relationship between the known and the unknown. Strategy is a specific way of organizing your resources in order to consistently produce a specific result.

Turn your Should’s into Must’s!

**Five Senses/Modalities**
1. Visual
2. Auditory
3. Kinestetic
4. Olfactory
5. Gustatory

If you do a good job in today’s society, you’re fired.

Certainty = No Inner Conflict

Comfort (the path of least resistance) will never make you proud. Comfort does not = growth.

**Raise Your Standards - Change Your Life!**

Peak State = More Powerful Decisions

“There is nothing a person does that is not an attempt to meet their needs.”

**2 Types of Beliefs**
1. Global - affects your view of everything in life
2. Rules - Life is.... People are.... I am....

**The Dickens Process**
1. Identify limiting beliefs that have been producing unwanted or negative consequences.
   a. What negative consequences have you already experienced as a result of this belief?
2. Cross out limiting belief and then write your new empowering belief.

Now I am the Voice. I will lead, not follow. I will believe, not doubt. I will create, not destroy. I am a Force for Good. I am a Leader. **Defy the odds! Set a new standard! Step Up!**

We expect now what used to be a miracle.
Miserable = Expect a lot
Alive = Appreciating a lot
Mastery
1. **Model** someone who’s already achieved what you want.
2. **Immersion** Learning
3. Spaced **Repetition**

Progress = Growth = Alive

Anticipation is Ultimate Power! Masters Anticipate.

Most successful people in the world have pure energy!

**Day 4**

The most important factor that one will help ensure that you continue to take action and continue your progress is one simple power: **ENERGY**

When you understand and follow the core principles that create health and energy, everything else falls into place: you look better, feel better, have more energy and you begin to optimize all of the areas of your life that are most important to you.

“The human body is the best picture of the human soul.”
- Ludwig Wittgenstein

To create sustainable success and fulfillment, it requires a psychology and mindset that is based on an ongoing commitment to three principles:

1. **Create The Base** - strong foundation
   a. 2 Parts: Extraordinary Physiology & Mindset, Effective Strategies for Creating Lifestyle
      i. Mental base where you’re in charge of creating beliefs and emotions that serve you
      ii. Physical base that includes strategies such as breath, hydration, alkalinity

     **80% of success in life is psychology. 20% is mechanics.**

2. **Challenge & Grow** - resources to deal with challenges, utilize them to grow
   a. Life is not perfection, it is growth.

3. **Celebrate & Reward** - momentum created by celebrating victories
   a. Set yourself up to win. Creates deeper hunger. Raises your standards for what is possible.

**Power of the Human Body**
You possess a gift, a power, that you can use immediately to transform the quality of your life.
Body is made up of 98% water.
Your mind is greatest computer on the planet. If your body runs ineffectively your goals remain just dreams.

“When health is absent, wisdom cannot reveal itself, art cannot manifest, strength cannot fight, wealth becomes useless and intelligence cannot be applied.”
- Herophilus

Organized Principles ---＞ Actions ---＞ Results

If we want to maximize our energy, vitality, and health, we must start by examining our current beliefs.

Preventing Disease vs. Truly Optimizing Health

“There are two ways to slide through life: to believe everything or to doubt everything; both ways save us from thinking.”
- Alfred Korzsbski

“All truth goes through three steps: first it is ridiculed. Second it is violently opposed. Finally, it is accepted as self-evident.”
- Arthur Schopenhaur

What is health?
World Health Organization: Health is a state of complete physical, mental or social well-being and not merely the absence of disease or infirmity.
Nutrition Diet & Therapy: Optimal human fulfillment and productivity - quality of life.
Encyclopedia of Natural Medicine: Health is the result of individual responsibility - choosing healthy over non-healthy

Where does your energy come from? Your Cells

Energy is not only the basis of existence, it is the fuel that makes everything in our lives real and possible.

3 Things Cells Need to Survive & Thrive:
1. **Oxygen** is source of all energy in the body.
2. **Water** is the most abundant substance in the body.
3. The ability to eliminate its own **Waste**.

6 Causes of Cellular Atrophy
1. Decreased Workload
2. Environment
3. Diminished Blood Supply
4. Inadequate Nutrition
5. Loss of Endocrine Stimulation
6. Aging
Blood is the river of life, transports oxygen and nutrients to the body's tissues and eliminates waste.

The lymph system works closely with the circulatory system as it cleans and returns tissue fluid to the blood and destroys toxins that enter the body.

Lymph = elimination of toxins, primary immune defense, waste eliminator system.

True source of disease is the accumulation of toxins in your bloodstream.

"Disease is due to a deficiency of force."
- Dr. Isaac Jennings

4 Avenues for Eliminating Toxins:
1. Skin
2. Bowels
3. Urinary Tract
4. Lungs/Respiratory Tract

3 Causes for Buildup of Toxins in Bloodstream:
1. Taking in more than you can eliminate
2. Biochemical Additives
3. Overly Acidic Diet

Disease occurs when more tearing down than building up is occurring in your system.


8 Gifts
1. Vital Breathing & Lymphasizing
2. Living Water & Live Foods
3. Essential Oils
4. Alkalinity
5. Aerobic Energy
6. Maximum Nourishment
7. Structural Alignment & Maximum Strength
8. Directed Mind & Power of the Heart

4 Poisons
1. Processed Fats
2. Animal Flesh
3. Dairy Products
4. Acid Addictions
The most important component to human health and vitality is oxygen. Oxygen produces ATP and without ATP our bodies would immediately shut down.

**Lymphasizing**

Rebounding = 5 minutes every morning on trampoline = massaging cells

Benefits:
- Cleansing cells
- Builds physical cellular strength, protects against degenerative disease
- Improved posture, vascularity, muscle tone, timing, vision, coordination, balance, rhythm, energy
- Resist the earth’s pull and gravity becomes a force for good on your entire body
- Improve tone and quality of muscles itself
- Free-flowing lymphatic drainage system
- Flooding your cells with oxygen

**Power of Living Water & Live Foods**

Brain = 76% Water  
Lungs = 90% Water  
Blood = 84% Water  
Blood Plasma = 98% Water

Dehydration - decreased coordination, fatigue impairment of judgement  
Dry mouth is the last outward sign of dehydration.

If you are thirsty, your cells are already dehydrated.

Somewhat dehydrated = yellow urine  
Carefully hydrated = colorless urine

Start drinking water as soon as you wake up in the morning.

Alcohol halts the process of reverse osmosis, which allows water to enter the cells.

**Everytime you reach for food, ask yourself “Will this cleanse me...or clog me?”**

70% of your diet should consist of water-rich foods, which allows you to cleanse itself.

**Essential Oils**

Essential fatty acids are healthy or healing fats.  
Omega 3 & Omega 6 must be consumed to survive.

12 Reasons Why Essential Fatty Acids Are Important:
1. Vital Functions in Cells, Tissues, Organs
2. Improve Acne, Psoriasis and Eczema
3. Prevent Leaky Intestines
4. Required to Transport Cholesterol
5. Elevate Mood, Lift Depression, Improve Stability
6. Stabilize the Heartbeat
7. Kidneys expel excess water
8. Decreased inflammation
9. Transporting minerals through the body

Alkalizing vs Creating Acid - Go Green!
Alkalinity removes acid residues.
pH Scale: Acids < 7, Alkalines > 7

Wheatgrass: Chlorophyll, Vitamins, Minerals, Amino Acids, Enzymes

Aerobic Energy
Fitness - physical ability to perform athletic activity
Health - state in which all of the body is working optimally

Aerobic means with oxygen, moderate exercise sustained over a period of time, builds health. Anaerobic means without oxygen, short bursts of power, builds muscle.

Power of Maximum Nourishment
1. Energize - boost how you feel, manifest bright positive mood
2. Grow & Develop - regulate and maintain our bodily functions
3. Purify & Cleanse - refreshed and rejuvenated, take care of our exterior and maintain our surface
4. Prevent & Fight Disease - healthy terrain for the body
5. Nurture Our Outer Beauty - physical appearance, add shine to hair & rich glow to complexion
6. Socialize & Enjoy - share, celebrate, love

Components of Food
Fat: concentrated source of energy
  Fat Soluble Vitamins: Insulate the body and cushions organs
Carbohydrates: primary fuel for our bodies
Protein: building blocks of cells

7 Rules for Healthy Eating
1. Drink water before and after your meals, not during.
2. Properly combine your foods.
3. Eat in a relaxed state.
4. Eat comfortable amounts of food.
5. Eat organic foods.
6. Timing is everything: Eat small amounts every 3 hours.
7. Add supplements to your diet as needed.

Proper digestion is corrupted by the use of condiments, vinegar, alcohol, tobacco, soft drinks, tea, coffee and iced drinks.

Value of Supplements: 3 Levels to Maximize Your Life
1. Create The Base
2. Challenge & Grow
3. Celebrate & Reward

7 Vital Nutrients to Supplement Your Diet:
1. Greens: cleanses and revives the body
2. Digestive Enzymes: break down food more efficiently
3. Oils: revitalizes and energizes
4. Acidophilus
5. Anti-Oxidants: aids in prevention of cancer, heart disease, other chronic illnesses
6. MultiVitamins: vital vitamins and minerals we need but can't get from food
7. Condition Specific Supplements: additional nutraceuticals for weight training

Besides creating a base to stop the poisoning, you must also cleanse the poisons that you have already ingested. It is ideal to complete a dietary cleanse at least once or twice per year to remove the pollution in your body.

Break Your Fast
Green vegetables and/or juices of alkalizing foods. Cleanse, not clog.

Lunch
If meat and sugar, this is the time.

Dinner
Don't want your body working overtime to digest.

Power of Structural Alignment
Human body was designed for motion. Few of us actually use the full range of motion.

10 Principles of Strength Through Motion

3 Forces
1. Movement: consistent movement, renewable resource, must be replenished constantly and responsibly
2. Psychology: beliefs and views of our body
3. Stimulus: constant input to maintain systems and functionality

7 Laws
1. Vertical Load: to exert positive and dynamic influence, postures must be vertically aligned
2. Balance: must achieve balance for muscle memory
3. Compensation
4. Dynamic Tension: 660 muscles in the body, front of body = anterior designed for flexion, back of body = extension
5. Form and Function: bones do what muscles tell them to
6. Breath and Oxygen: cannot function without oxygen
7. Renewal: organic, constant state of growth or rebirth

**Power of Directed Mind & Heart**

Healing Power of the Heart..Heart-Brain Communication

Brain controls heart function. Heart actually sends more messages to the brain than the brain sends to the heart. Heart communicates in 4 different ways: neurological (electrical), biophysical (pressure wave), biochemical (hormones), energetic (electromagnetic).

Balance your nervous system by breathing through your heart:

1. Shift your focus to the area around your heart.
2. Feel your breath coming in through your heart and out through your solar plexus.
3. Activate positive feelings and emotions by embodying them while breathing through your heart.

Emotional flooding: flood ourselves with positive memories. Close your eyes, embody with emotional intensity the feelings of love, joy, fun and passion. Flood yourself with images, emotions, sounds, feelings, textures. Stack one great memory on top of another.

Questions to ask while doing an Emotional Flood:

- What are some funny times in my life that made me laugh out loud?
- What are some loving times?
- When have I been proud of myself? What are some of my most proud moments?
- What have I been grateful for in my life? Why am I blessed?
- What are some spiritual moments in my life?
- What are some fun times and experiences I've had?
- What do I appreciate most in my life right now?

Create a future flood-a vision for how your life will be. Anticipate any happy, fun, proud, loving, crazy, sexy, sacred, beautiful, romantic, funny or exciting moments in your life an experience them as if they are happening right now!

Fats in natural, unprocessed form, serve 5 major functions:

1. Build cell membranes
2. Aid in production of hormones
3. Raise metabolism and create energy
4. Protect the body by buffering and neutralizing acids
5. Provide lubrication to body so cells are free to move

**Poison of Acid Addictions:** allows the growth of virus, bacteria, yeast and fungus

Solution? Like alkaline foods: dark green and yellow vegetables, beans, nuts, seeds, grains

Avoid Caffeine, Sugar, Nicotine, Alcohol, Whites, Vinegar, Drugs.

**Caffeine** stimulates adrenal glands, affects cardiovascular system, links to cancer, restlessness.
Sugar must be avoided, very acidic, is like glue in your body. 
**Nicotine** creates risk of diseases and cancer. 
**Alcohol** kills thousands of brain cells with every drink. 
**Whites** spike blood sugar. 
**Vinegar** puts a strain on functioning of arteries and heart. 
**Drugs.**

Create a Nurturing Environment!
Cosmetics: Protect Your Skin. 
Chlorine: Is Your Shower Safe? 
Cleaning Products: Are you cleaning or creating more toxicity? 
Reduce, Reuse, Recycle.

**Vital Life Action Steps**
Take 10 Power Breaths 3x/Day 
Lymphasize! 20-30 Minutes of Rebounding/Day 
Drink ½ Body Weight in Water Ounces Daily. 
Eat a diet of water-rich foods: at least 70% of your diet. 
Supplement your diet with essential fatty acids. 
Avoid acid-forming goods. 
Add fresh lemon to your water daily! 
Make it fun! 
Drink water before and after your meals, not during. 
Properly combine your foods. 
Eat in a relaxed state. 
Eat comfortable amounts of food. 
Eat organic. 
Keep Glycemic Index below 55. 
70% of diet should be live foods, 10% plant-based proteins, 10% carbohydrates, 10% quality oils 
Move! 
Stand guard at the door of your mind: Break your patterns, avoid emotions that create stress. 
Utilize the healing power of the heart: 3x/day stop and shift focus to area around your heart. 
Flood yourself with positive memories and future visions: 10 minutes/day. 
Eliminate consumption of acidic addictions! 
Use common sense. 
Alkalize!