

PART III

Optimization Guide

*"Your vision will become clear only when you look into your heart.
Who looks outside, dreams. Who looks inside, awakens."
- Carl Jung*

As humans we live in two discrete worlds; namely, the external world and the internal world. The “external world” consists of the external physical world we interact on a daily basis. Then on the other hand, there is the “internal world”; that consists of our mind processes. Everything that we can directly observe from the physical or external world happens inside our minds, and consists of mental events which form parts of the physical or external world. As humans, we are able to manipulate our mind processes in such a way to create a virtual reality within our “internal world”. It is this virtual reality we create within our internal world that can appear and feel just as real. When it comes to your emotions, based on the information processed by the *Reasoning Mind*, the virtual world of your mind can be more real. The mind is a dynamic and living entity that has an agenda of its own survival ahead of your emotional well being. The virtual reality that you create within your internal world will determine how successful you would be in realizing your goals, ambitions, and aspirations in your life.

If you are seeking to create greater fulfillment and happiness in your life, it is imperative that you make changes in your internal world to attract the desired outcome of the external world. It is very important to note that the changes in the virtual reality of your internal world will only make a lasting impact on your happiness and fulfillment. You attract the things that you focus on. When you focus

on not having enough, that thought form supports the "lack of" you routinely experience. The 'Law of Attraction' is one of the better known universal laws. The theory behind the Law of Attraction is that we create our own realities. We attract things we want and we also attract things we don't want. We attract the people in our lives, the possessions in our homes, and the money in our bank accounts through our thoughts and mind-set.

The Law of Attraction is not a new phenomenon; the philosophy behind its principles has been around for ages. The self-help movie "*The Secret*" which was released in 2006, and the subsequent book by Rhonda Byrne, created a media blitzkrieg that brought the concept of the Law of Attraction to a huge resurgence. The film had been largely influenced by Wallace D. Wattles' 1910 book *The Science of Getting Rich*. Although the principle behind the Law of Attraction is very simple, putting it into practice on a conscious level takes some effort, dedication, and commitment. Negative and limiting belief systems are deep-seated Perceptual-Cognitive Loops (PCLs) we run within the mind on a regular basis, attracting things we don't want. Changing or ridding yourself of these PCLs comprising ideas and negative habits that defeat you on a regular basis, can be done.

This process involves becoming aware of the internal world (the mind processes) first, and the projections it makes. Your happiness and life fulfillment is really determined by what goes on in the internal world of the virtual reality, and what types of Perceptual-Cognitive Loops (PCLs) you run on a regular basis. In other words, your happiness and unhappiness is created internally.

Negative emotions and limiting beliefs within the internal world can have a drastic negative impact on the external world we interact with constantly. More than we talk to other people, we talk to ourselves. Every person maintains an ongoing inner dialogue known as "self talk". This personal dialogue can be negative or positive and can profoundly affect your self esteem, self worth, and self confidence. Thinking, "I'm so stupid for failing that exam" is

negative while a thought such as, "I'll stay focused and study harder next time" is considered positive.

When we focus on "not having enough" that thought form supports the "lack of" we routinely experience. When our beliefs are limited, we attract limited wealth; we don't achieve our goals, ambitions, aspirations; and compromise our well-being. When we don't have a limit to our beliefs, the sky is the limit. In fact, it is possible for you to break through that glass ceiling on the sky with your miraculous positive thoughts, and the intrinsic drive that is within you. On the contrary, when we focus on the negative outcomes and possibilities, with that "lack of" we are creating a less-than reality. But, if we focus on being abundant and happy, we will enjoy a luxurious and glorious reality. The very words you think and speak are your personal means of transportation in your journey to fulfillment. Your thoughts, which are part of your mind, possess infinite power. The thoughts that you most often think tend to come true. In other words, it has to be repeated often, and be shrouded with emotions, for this to happen. If you energize the same thoughts, words or mental images with your mental energy day after day, they will become stronger every day, and would consequently affect your attitude, ambitions, expectations, actions and behavior. Doubts fears and worries tend to destroy what you build with the power of your mind. This means that you need to clear your mind of negative thoughts and doubts. It is very sad that some of us dwell in self-created imaginary prisons and lack a key to access serenity and abundance.

Thoughts and mental images can even be subconsciously perceived by other people, who would facilitate your success by offering you help or opportunities. This is a process called thought transference. You need to be able to transmit your thoughts in a proactive manner to other people who would aid you with your plans.

The Self Talk

Patterns of negative or positive self-talk often get established during the childhood years. These routine thought processes deeply embed in the subconscious mind as Perceptual-Cognitive Loops created by the perceptual and cognitive processes based on the individual experiences and interpretation of life events. Usually, the self-talk pattern is one that has been coloring our thinking for years, affecting us in many ways and influencing our life situations. In general, negative self talk falls into so many different categories such as focusing on problems, barriers, and obstacles in life; blaming others for life situations; turning everything into disasters and misfortune; dreading and thinking in absolutes (black or white thinking); and generalizing life situations – to name a few. The more you fire those neurons associated with the negativity in the same way, the stronger the pattern becomes. Negative self talk is always expensive – dragging us down on an adverse spiral - mentally, emotionally, and physically.

It should also be noted that negative thinking is often a symptom of psychiatric conditions such as depression or bipolar disorder (manic depression). These illnesses can make it more difficult to see things in a positive way, feel hopeful about the future or believe your life is worthwhile. Such illnesses cause cognitive distortion, which means many of the negative thoughts you generate may not be completely true, and some may not be true at all. These thoughts are generally automatic and lead to feelings of sadness, despair, or hopelessness before you're aware of them.

When you fall into a negative self talk trap, there are certain words that can have a drastic impact on your approach to deal with any situation. For example, when you are faced with an adverse life situation and if you tell yourself “I am faced with a problem” or “an obstacle” or “a barrier in life”, the general tendency is for you to get anxious, worried, or panicky. On the contrary, if you look at the same life situation as a “challenge” you respond in a different manner. When you encounter a challenge, you see alternatives,