



Business Minds
RESEARCH & DEVELOPMENT

Module 7

PRIMING FOR SUCCESS



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

PRIMING FOR SUCCESS

Programing Our Subconscious

“Ordinary people believe only in the possible. Extraordinary people visualize not what is possible or probable, but rather what is impossible. And by visualizing the impossible, they begin to see it as possible.” -Cherie Carter-Scott

“Any definite chief aim that is deliberately fixed in the mind and held there with determination to realize it, finally saturates the entire subconscious mind until it automatically influences the physical action of the body toward the attainment of the purpose.” -Napoleon Hill

“Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan ‘press on’ has solved and always will solve the problems of the human race.” -Wolfgang von Goethe

Does Visualization Really Work

- **Principle 1- By definition, visualization is the technique of using one's imagination to see in one's mind specific behaviors or events occurring in one's life**

The concept of visualization has been taught for literally thousands of years, but does it really work? Let's read what some of history's most successful people have said.

-Napoleon Hill, “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.”

-Ralph Waldo Emerson, “A man is what he thinks about all day long.”

-Dr. Norman Vincent Peale, “A man's life truly is what his thoughts make of it. This is one of the

greatest laws in the universe. Fervently do I wish I had discovered it as a very young man?"

-Byron Katie, "Our perception of reality, and not reality itself actually molds our attitudes and thus our results."

-Dr. Waitely, "The law of prosperity and success says if you think in positive terms you will achieve positive results."

-Maxwell Maltz, "All our actions, feelings, behavior and abilities are consistent with our self-image. Our self-image is our mental opinion of ourselves."

-Henry Ford, "If you think you can or you think you can't, you're right."

-Ralph Waldo Emerson, "What lies behind us and what lies in front of us, pales in significance when compared to what lies within us?"

-William Shakespeare, "Our doubts are traitors and make us lose the good we oft might win by fearing to attempt."

-J.C. Penny, "Give me a stock clerk with a goal and I'll give you a man who will make history, but give me a man without a goal and I'll give you a stock clerk."

-Napoleon Hill, "All the breaks you need in life wait within your imagination. Imagination is the workshop of your mind, capable of turning mind energy into accomplishment and wealth."

-Earl Nightingale, "We become what we think about. This is the strangest secret in the world."

Does visualization really work? What do you honestly think? Have you ever seen it happen in your own life? If it does work, do the results happen immediately? How long does it take for the results to happen?

Let's begin by looking at a brief definition and what actual research has to say about the concept of visualization. By definition, visualization is the technique of using one's imagination to see in one's mind specific behaviors or events occurring in one's life. Advocates suggest creating a detailed schema of what we desire and then visualizing it over and over again with all 5 senses (i.e., what do you see? what do you feel? what do you hear? what does it smell like?). For example, in sports a golfer may visualize the perfect stroke over and over again to mentally train muscle memory.

In one of the most well-known studies on visualization in sports, Russian scientists compared three groups of Olympic athletes in terms of their physical and mental training ratios:

Group 1 received 100% physical training;

Group 2 received 75% physical training with 25% mental training;

Group 3 received 50% mental training with 50% physical training;



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

Surprisingly group 3 had the best performance results, indicating that certain types of mental training, such as consciously invoking specific subjective states can have significant measurable effects on biological performance. According to Cummins, "The Soviets had discovered that mental images can act as a prelude to muscular impulses." It has since become more widely understood and accepted in neuroscience and sports psychology that subjective mind and visualization training can cause the body to respond more favorably to consciously desired outcomes. So apparently, visualization really does work.

Exercise: Can you fill in the blanks?

EW EBELIEV HWAT EW NCA ELCARYL ESE!

WBLEEHTEACERYEEEEIIVWAWCNLALSE!

WEBELIEVEWHATWECANCLEARLYSEE!

_____!

How does this exercise relate to visualization?

Priming Our Success

- **Principle 2-Simply by choosing what we think about, talk about, read about, and watch will literally change our behavior.**

Now that we have studied visualization, let's take this knowledge to the next level and learn about priming. There was a study conducted of two groups of college students placed in two different classrooms. One group was given literature and movies to discuss and watch that described the effects of old age, Arthritis, Alzheimer, oxygen deficiencies, etc. The second group was asked to read, discuss and watch movies related to Olympic sprinters, their muscle masses, health regimes, and thus their amazing athletic speed. Next the first group was asked to leave the classroom and walk down to the other end of the hallway to use the restroom and to get a drink of water. The second group was also asked to do the same thing, but at a different time. Unbeknownst to the students each group was timed. The results showed that the first group took statistically significant more time than the second group to make the walk. The result: simply by



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

choosing what we think about, talk about, read about, and watch will literally change our behavior. What does this mean for us and for our customers/clients? How can we apply this to making more sales and thus making more money?

Definition of Subconscious

- **Principle 3- Our perceptions create our reality, not reality itself.**

Now that we know through research that visualization and priming really do affect our behavior, let's study and learn why this is the case. Our perception of reality and not reality itself creates our attitudes and thus the results we receive in life. Think about that. Our perceptions create our reality, not reality itself. What does this mean? Consequently, our perceptions, true or not, become our paradigms. A paradigm, by definition, is a set of assumptions, concepts, values, and practices that constitutes a way of viewing reality for the community or individual, especially in an intellectual discipline. In other words, our paradigm is nothing more than how we see the world through our own personal prejudices and perceptions; they dictate how we see and thus treat the world around us. These paradigms begin to drive and control our subconscious.

According to Wikipedia, the subconscious is defined as the part of consciousness that is not currently in focal awareness. The word subconscious is an Anglicized version of the French *subconscient* as coined by the psychologist Pierre Janet, who argued that underneath the layers of critical thought functions of the conscious mind lay a powerful awareness that he called the subconscious mind. Since there is a limit to the information that can be held in conscious focal awareness, a storehouse of one's knowledge and prior experience is needed; this is the subconscious. The subconscious is commonly encountered as a replacement for the unconscious mind.

The subconscious mind is a composite of everything one sees, hears and any information the mind collects that it cannot otherwise consciously process to make meaningful sense. The conscious mind cannot always absorb disconnected information, as it would be an information overload, so the subconscious mind stores this information where it can be retrieved by the conscious mind when it needs to defend itself for survival (and for other reasons, such as solving puzzles). It is also important to note that our subconscious believes everything that it is told; it cannot distinguish between truth and error. As already discussed above in the priming section our words can penetrate our conscious mind straight to our subconscious, which then unbeknownst to us drives our behavior (the thoughts and words and movies the college students watched changed how quickly or slowly they walked to the restroom).



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

Affirmations

- **Principle 4- For an affirmation to be effective, it needs to be present tense, positive, personal and specific.**

Affirmations refer primarily to the practice of positive clarification thinking and self-empowerment—fostering a positive mental attitude supported by affirmations will drive one's actions to the desired success. More specifically, an affirmation is a carefully formatted statement that should be repeated to oneself and written down frequently. For an affirmation to be effective, it needs to be present tense, positive, personal and specific.

Exercise: Tell me what you see in your mind's eye when I tell you to not think about big, fat, pink-polka dotted purple elephants. What did you see in your mind's eye? What is the purpose of this exercise?

Given what we have learned about the subconscious do you really think affirmations work? Why do we do them? Why do start doing them and then later stop doing them?

Here are some examples of affirmations that may help us create our own personal affirmations:

I forgive those who have wronged me.
I am free and powerful.
I am loved.
I am enough.
I am validated when I do my best.
I love and validated no matter what.
I have courage to match my challenges.
I trust my strength and resourcefulness as a valued person.
I am successful; I accept and receive affluence.
I deserve prosperity; I attract opportunity.
I am wealthy; riches flow into my life.
I have a knack for creating value and wealth.
My life is full of joy.
I am strong and secure.
I have inner peace.
I have the power to realize my goals.
I take charge of my life; I am valuable.
People love and respect me.
I am a true friend.
I care for people.
I am confident in my capabilities, expertise, and know-how.
I am loveable.
I am worthy of love and friendship.
I accept myself completely.
I have a solid sense of self-identity.
I see myself realistically and objectively.



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

*I find deep inner peace within myself as I am.
I think and say positive things about myself and to myself.
I am a kind and caring person.
I forgive myself for all I have done.
Shedding weight comes naturally and easily to me.
I choose nourishing, healthy foods.
Shedding weight is fun.
I succeed because I am a successful person.
I work hard to succeed and I will succeed because I deserve to succeed.
Success is drawn to me.*

Now let's take a few minutes to develop and implement our own affirmations. We can have as many as we would like or as many as we feel we need.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Inhibitors of Success

- **Principle 5- 3 Inhibitors stand in our way, only if we let them. (Fear of any kind, Laziness and complacency and Inadequate level of belief)**

There are three main inhibitors to our success:

Inhibitor #1: Fear of any kind

Success comes to those who never quit. Success breeds' success, failure breeds' failure and thus fear breeds fear. Failures are caused by continually doing something that doesn't work.

SOLUTION: Make the incentive of the reward greater than the consequences of the fear.

Inhibitor #2: Laziness and complacency

When we reach a pinnacle, we tend to become complacent. Complacency leads to boredom and boredom shortens our lifespan. Everything we do either helps our cause or hinders our progression. According to the second law of thermodynamics everything



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

tends to atrophy and disorder unless outside energy is added to the system. In other words, nothing is stagnant in life; everything tends to fall apart unless outside energy is added to the system on a daily, hourly basis.

SOLUTION: Constantly set goals. When we reach one goal - set another. Implement the 10% rule. Every month try to better our product, our company or our self by at least 10%. Continually add more energy into the attainment of our goals such as reading books, attending workshops, listening to audio books and associating with other successful people who we want to emulate.

Inhibitor #3: Inadequate level of belief.

When a person doesn't believe, they won't take action. It truly is easier to succeed and harder to fail. Without a plan, we can't evaluate our success. Our failures overpower our accomplishments and rob us of our belief.

SOLUTION: Discover what you believe is possible... then challenge yourself to do it!

Other success inhibitors we should be aware of include the following:

- Overestimating other's abilities and hence underestimating our own.
- Lack of direction or our inability to define our ideal future.
- Negative self-talk and poor attitude about work and personal life. This negative self-talk and negative attitude kills any and all potential seeds of success. Fortunately, or unfortunately, we literally become what we think and talk about. Negativism and pessimism in general kills any hope for amelioration.

Success is not in ever falling, but rather in rising every time we fall; we only fail if we don't get back up and try again.

Why Do We Behave the Way we do?

- **Principle 6- Fortunately, or unfortunately, we are highly influenced by our past experiences. These past experiences mold our current attitude about ourselves, our life's challenges and how we treat others. These attitudes drive our current actions thus creating our future results. Whether we admit it or not, for some of us fear is a greater motivator than our desire for gain. We prefer to avoid pain, to gaining pleasure.**

Why do we do the things we do? Why do we stay in the same ruts? Why do we sometimes feel like there is a cap to our income? Fortunately, or unfortunately, we are highly influenced by our past experiences. These past experiences mold our current attitude about ourselves, our life's



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

challenges and how we treat others. These attitudes drive our current actions thus creating our future results. Whether we admit it or not, for some of us fear is a greater motivator than our desire for gain. We prefer to avoid pain, to gaining pleasure. Is it impossible then for our desire to improve to become stronger than our fears of failure? What can we do to change this paradigm in our behavior and thought processes? Can we do or try something new or something we don't like doing on a daily basis? Can we raise our threshold of pain? Emerson puts this concept into perfect perspective when he said, "That which we persist in doing becomes easier to do, not that the nature of thing has changed, but that our power to do has increased." According to Emerson, we can rise above and stretch through our current pain thresholds.

How did the successful people in your industry get to where they are? These successful people already have proven recipes for success. Are we more concerned with being original than following a proven recipe and having the success we desire? Or is it simply that we are unwilling to do that which we know has already been proven to work? Why do we behave the way we do? In a nutshell, we behave the way we do because only the successful people are willing to do what unsuccessful people are unwilling to do. Every successful person has very clear, strategic goals, which requires a great deal of effort and discipline. Simply put, a goal is the specific strategy created to achieve our dreams. These successful individuals have goals in place along with the strategies that will help them realize their goals; then most importantly they have integrity and courage to face the music and do the heavy lifting that the attainment of these goals require.

To change our current circumstances, we must first begin with a burning desire to change. Without throwing our whole heart, body and soul into this transformation it will never happen because change is too hard; the second law of thermodynamics is too powerful to beat and overcome with a whimsical wish, or fleeting desire for change. To become the successful professional, we know we can become, it will take more hard work than we would have ever imagined. However, the reward will be greater than we would have ever imagined it would be.

After we have made a whole heart, body and soul commitment to becoming and achieving the success we know we are capable of becoming we must next change our attitude. Whether we like it or not and whether we believe it or not our attitude and not our aptitude determines our altitude. 100% of professionals' success can be broken down into the following pieces: 20% of our success is directly dependent upon our product knowledge, 40% our salesmanship skills and techniques and the remaining 40% is dependent upon our attitude alone. Another difference between the successful person and the unsuccessful person is the successful person makes a habit of having a positive attitude. Successful individuals have developed such a powerful "can do" resolve so deep down inside of them that they move heaven and earth penetrating, surmounting and blowing through any force or obstacle that would attempt to stop him or her from achieving the success they desire. In short, they stop for nothing until their goals have been obtained.

After we formed the correct attitude (this change in attitude is no more difficult and no easier than simply making the choice to change our attitude) we then create our plan. As Abraham Lincoln once said, "By failing to prepare, you are preparing to fail." How much effort does it really take? It doesn't really take too much effort to plan. The real challenge falls in carrying out



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

the plan or in doing what we know we should be doing. Finally, the greatest challenge comes when we are giving something everything we have to give and we feel there is nothing more we can give. It is at this very point that the tiniest of additional effort and change will make the most dramatic results. Let's illustrate this principle by analyzing some baseball batting averages:

3 hits out of 12 pitches = .250 averages = earning \$1,000,000/year

4 hits out of 12 pitches = .333 averages = earning \$5,000,000/year

Point in case: Tony Gwynn vs Cory Snyder career .247 vs career .338. Just one more hit was the difference in \$1MM per year versus \$5MM! Just concentrating enough to hit one more pitch. Imagine the dramatic results of closing just one more deal per month?

Success Recipe

- **Principle 7- Achieving success begins by having integrity about success.**

Achieving success begins by having integrity about success. What do we mean by this? When a thought is sewn, we reap an act. When an act is growing, a habit is cultivated. When a habit is nurtured, a character is defined. It all begins with our thoughts. As Tony Robbins has taught, "The only place we do practice something perfectly is in our mind." Thus, practice does not make perfect; practice makes permanent, but perfect practice in our mind makes perfect. Practicing something outside of our mind, aka in our actions, only makes those actions permanent. Thus, we want to leverage this knowledge to practice things perfectly first in our mind and then have our actions develop these thoughts into successful habits. Here is the success recipe:

1) Affirmations: I am a successful Professional. I easily earn \$1MM every year (present tense, positive statements). Over an extended, consistent period of time we become what we think about.

2) Plan: This can be as simple as following the plan of someone who has already proven to be successful in our field. In fact, this is generally always the best place to start.

3) Visualize: I love how it feels to write down my new client's credit card information on the contract after having closed the sale (see, feel and project our self into the situation). We must be able to see in our mind's eye the realization of our plan.

4) Act the part: I love how it feels and looks to be the successful multimillionaire professional that I am (assume the role: become the perfect professional). Following the plan is perhaps the most difficult part of the recipe, but is quintessential.

5) Evaluation: How am I doing on following through on my plan? Rededicate to following the plan and implementing any and all course corrections.

6) Education: As we learn new information we continually increase our ability to accomplish our goals.



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

Habits are easy to make and hard to break because they are developed through associative conditioning. It all begins with programming our mind through associative conditioning using the five senses: touch, taste, see, hear, and smell. But our success must be paid for, in full . . . in advance; we can overcome our fears and pains by raising our threshold through repeated effort until “our power to do has increased.” We raise this pain threshold by taking action; we must do those things we don't like doing; those things we know will bring us success. Visualization is never enough without the associated actions. We conquer all our fear by educating ourselves and then by taking action. This action over an extended period of time then forms the successful habits we need to achieve the success we want. Unfortunately, bad habits are easier to develop and thus more difficult to live with so we must be vigilante each and every day of the actions and thus habits we are forming. Even though good habits are more difficult to develop they are, however, much easier to live with.

Busy vs Productive

- **Principle 8-** It is important to note that we create our own success when we create our own urgency; we want to become zealous, which is to have enthusiastic and intensive interest. To become one of the successful ones we must blow past previous levels of comfort and thus raise our threshold of pain to new levels!

Now that we have taken our affirmations and visualization to the next level by implementing them into action items on a daily basis we have to be careful of the trap some professionals fall into. That is the trap of being busy, but not productive. Every action (or inaction) involves a choice between what is more important and less important. In economics, we call this an “Opportunity Cost.” In other words, doing one thing means that we are unable to be doing something else during that moment. This begs the questions are all action items created equal? In other words, are there good things to do during the day versus better and best things to be doing during the day? It is important to note that we create our own success when we create our own urgency; we want to become zealous, which is to have enthusiastic and intensive interest. To become one of the successful ones we must blow past previous levels of comfort and thus raise our threshold of pain to new levels!

Baader-Meinhof Phenomenon

- **Principle 9-** By altering our thoughts, we have the power to alter our behaviors. Using the five senses through association increases the impact of mental subconscious programming. We can mentally sabotage or guarantee our success by controlling



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

our thoughts, words and those we associate with. It takes a very small increase in effort to create a large increase in reward.

The Baader-Meinhof phenomenon occurs when a person, after having learned some (usually obscure) fact, word, phrase, or other item for the first time, encounters that item again, perhaps several times, shortly after having learned it. The most common example of this is when we purchase a new car and then we all of a sudden begin to see this car everywhere we go. Anytime the phrase "That's so weird, I just heard about that the other day" would be appropriate. Most people seem to have experienced the phenomenon at least a few times in their lives, and many people encounter it with such regularity that they anticipate it upon the introduction of new information. But what is the underlying cause? Is there some hidden meaning behind Baader-Meinhof events?

The phenomenon bears some similarity to *synchronicity*, which is the experience of having a highly meaningful coincidence such as having someone telephone you while you are thinking about him or her. Both phenomena invoke a feeling of mild surprise, and cause one to ponder the odds of such an intersection. Both smack destiny, as though the events were *supposed* to occur in just that arrangement as though we're witnessing yet another domino tip over in a chain of dominoes beyond our reckoning.

Despite science's cries that a world as complex as ours invites frequent coincidences, observation tells us that such an explanation is inadequate. Observation shows us that Baader-Meinhof strikes with blurring accuracy, and too frequently to be explained away so easily. But over the centuries, observation has also shown us that observation itself is highly flawed, and not to be trusted. By simply observing particles in motion our observation of them changes them.

The reason for this is our brains' prejudice towards patterns. Our brains are fantastic pattern recognition engines, a characteristic that is highly useful for learning, but it does cause the brain to lend excessive importance to unremarkable events. Considering how many words, names, and ideas a person is exposed to in any given day, it is unsurprising that we sometimes encounter the same information again within a short time. When that occasional intersection occurs, the brain promotes the information because the two instances make up the beginnings of a sequence. What we fail to notice is the hundreds or thousands of pieces of information, which aren't repeated, because they do not conform to an interesting pattern. This tendency to ignore the "uninteresting" data is an example of *selective attention*.

In point of fact, coincidences themselves are usually just an artifact of perception. As humans, we tend to underestimate the probability of coinciding events, so our expectations are at odds with reality. And non-coincidental events do not grab our attention with anywhere near the same intensity, because coincidences are patterns, and the brain actually stimulates us for successfully detecting patterns. Hence their inflated value. In short, patterns are habit-forming. But when we hear a word or name that we just learned the previous day, it often feels like more than a mere coincidence. This is because Baader-Meinhof is amplified by the *recency effect*, a cognitive bias that inflates the importance of recent stimuli or observations. This increases the chances of being



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

more aware of the subject when we encounter it again in the near future.

So what does this all have to do with increasing our business? One simple phrase: Our Top 25 List! If we are not using a top 25 list, then we are not taking full advantage of the Baader-Meinhof Phenomenon. I cannot tell you how many companies and CEOs I have gotten in front of because I simply put them on my Top 25 List and then shared this Top 25 List, along with my Ideal Client Profile to as many people as possible that I come in contact with on a daily basis.

Summary

By altering our thoughts, we have the power to alter our behaviors. Using the five senses through association increases the impact of mental subconscious programming. We can mentally sabotage or guarantee our success by controlling our thoughts, words and those we associate with. It takes a very small increase in effort to create a large increase in reward. Activity ensures that we avoid the downward spiral to failure. Habits are easy to make and hard to break. We can conquer fear by taking action. If we want to be successful, we must take ownership of our past and take control of our future. By being willing to pay the price in the short-run we gain rewards in the long run. The key to achieving success in any endeavor hinges on our willingness and ability to do what successful individuals are willing to do, that which the unsuccessful people are unwilling to do.



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

Notes



©Business Minds Research and Development
All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

Module 7 Quiz

Priming for Success

Principle 1:

1. By definition, visualization is the technique of using one's imagination to see in one's mind specific behaviors or events occurring in one's life. True or False
2. Advocates suggest creating a detailed schema of what we desire and then visualizing it over and over again with all 5 senses which are _____, _____, _____, _____, _____.

Principle 2:

1. What happens with the group that reads literature and watches movies that describes the effects of old age, Arthritis, Alzheimer's and oxygen deficiencies?

2. What does this mean for us and for our customers/clients? How can we apply this to making more sales and thus making more money?

Principle 3:

1. Our perception of reality and not reality itself creates our attitudes and thus the results we receive in life. True or False
2. A paradigm, by definition, is a set of assumptions, concepts, values, and practices that constitutes a way of viewing reality for the community or individual, especially in an intellectual discipline. In other words, our paradigm is nothing more than what?
_____.how we see the _____ world through our



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

own personal prejudices and perceptions; they dictate how we see and thus treat the world around us

3. These paradigms begin to drive and control our subconscious. True or False
4. It is also important to note that our subconscious believes everything that it is told; it cannot distinguish between _____ and _____.

Principle 4:

1. Will a positive mental attitude that is supported by an affirmation drive you to take action to a desired success? Yes or No and Why? _____

Principle 5:

1. How many main inhibitors do we have to our success? _____
2. What are they? _____, _____,
_____.
3. What is the solution to the inhibitor Fear of any kind? _____

4. Is this a true statement? - Success is not in ever falling, but rather in rising every time we fall; we only fail if we don't get back up and try again.

Principle 6:

1. Fortunately, or unfortunately, we are highly influenced by our past experiences. These past experiences mold our current attitude about ourselves, our life's challenges and how we treat others. True or False
2. We prefer to avoid pain, to gaining what? _____.



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

3. According to who _____, we can rise above and stretch through our current pain thresholds.
4. Why do we behave the way we do? _____

5. What must we do to change our current circumstances? _____

6. What did Abraham Lincoln once say about failing to plan?

Principle 7:

1. Achieving success begins by having integrity about success. What does that mean?

2. What are the 6 steps to the success recipe? _____, _____
_____, _____, _____, _____.
3. Habits are easy to make and hard to break because they are developed through
_____.

Principle 8:

1. We create our own success when we create our own _____.
2. To become one of the successful ones we must blow past previous _____
_____.

Principle 9:

1. What happens when we alter our thoughts? _____.
2. What is the recency effect? _____



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

Module 7 Quiz Answers

Priming for Success

Principle 1:

1. By definition, visualization is the technique of using one's imagination to see in one's mind specific behaviors or events occurring in one's life. **True** or False
2. Advocates suggest creating a detailed schema of what we desire and then visualizing it over and over again with all 5 senses which are - **See, Feel, Hear, Smell, Touch.**

Principle 2:

1. What happens with the group that reads literature and watches movies that describes the effects of old age, Arthritis, Alzheimer's and oxygen deficiencies? **The results showed that the first group took statistically significant more time than the second group to make the walk. The result: simply by choosing what we think about, talk about, read about, and watch will literally change our behavior.**
2. What does this mean for us and for our customers/clients? How can we apply this to making more sales and thus making more money? **It means we should be reading, thinking and talking in the best positive information and behaving with our best attitude to help and entice our customers.**

Principle 3:

1. Our perception of reality and not reality itself creates our attitudes and thus the results we receive in life. **True** or False
2. A paradigm, by definition, is a set of assumptions, concepts, values, and practices that constitutes a way of viewing reality for the community or individual, especially in an



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

intellectual discipline. In other words, our paradigm is nothing more than what? **It is how we see the world through our own personal prejudices and perceptions.**

3. These paradigms begin to drive and control our subconscious. **True**
4. It is also important to note that our subconscious believes everything that it is told; it cannot distinguish between **truth and error.**

Principle 4:

1. Will a positive mental attitude that is supported by an affirmation drive you to take action to a desired success? **Yes, because you believe what you say and do that is in repetition.**

Principle 5:

1. How many main inhibitors do we have to our success? **3**
2. What are they? **Fear of any kind, Laziness and complacency and Inadequate level of belief.**
3. What is the solution to the inhibitor Fear of any kind? **Make the incentive of the reward greater than the consequences of the fear.**
4. Is this a true statement? Success is not in ever falling, but rather in rising every time we fall; we only fail if we don't get back up and try again. **Yes**

Principle 6:

1. Fortunately, or unfortunately, we are highly influenced by our past experiences. These past experiences mold our current attitude about ourselves, our life's challenges and how we treat others. **True**



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

2. We prefer to avoid pain, to gaining **Pleasure**.
3. According to who **Emerson**, we can rise above and stretch through our current pain thresholds.
4. Why do we behave the way we do? **because only the successful people are willing to do what unsuccessful people are unwilling to do.**
5. What must we do to change our current circumstances? **we must first begin with a burning desire to change. (Without throwing our whole heart, body and soul into this transformation it will never happen because change is too hard)**
6. What did Abraham Lincoln once say about failing to plan? **By failing to prepare, you are preparing to fail**

Principle 7:

1. Achieving success begins by having integrity about success. What does that mean? **When a thought is sewn, we reap an act. When an act is growing, a habit is cultivated. When a habit is nurtured, a character is defined. “It all begins with our thoughts”. As Tony Robbins has taught.**
2. What are the 6 steps to the success recipe? **1. Affirmations, 2. Plan, 3. Visualize, 4. Act the part, 5. Evaluation, 6., Education.**
3. Habits are easy to make and hard to break because they are developed through **associative conditioning.**



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.

Principle 8:

1. We create our own success when we create our own **urgency**.
2. To become one of the successful ones we must blow past previous **levels of comfort and thus raise our threshold of pain to new levels!**

Principle 9:

1. What happens when we alter our thoughts? **We alter our behavior.**
2. What is the recency effect? **It is a cognitive bias that inflates the importance of recent stimuli or observations. (This increases the chances of being more aware of the subject when we encounter it again in the near future.)**



©Business Minds Research and Development

All rights reserved. May not be reproduced or distributed in any other form. For internal use only.