FEATURE | CREATING | PERSONAL GROWTH | VISION

Unleashing the Power to Create What You Want

Our business successes, personal happiness, the things we have or don't have are all the result of our beliefs.

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Our business successes, personal happiness, the things we have or don't have are all the result of our beliefs. Our beliefs are the filtering system through which we perceive reality and create the result of our reality.

If, for example, you believe that building your network marketing business is difficult, does that mean that it is difficult for everyone? No. It simply means that is your belief and your reality. On the other hand if you believe that building the business is simple and easy, does that make it so for everyone? No. That is simply your belief and your reality.

> ***A belief is something that you have decided is true.***

In reality it may not be at all. A belief is nothing more than an opinion…and everyone has one about just about everything.

My point is this. If you believe that life is difficult, success is difficult, meeting strangers is difficult, and so on then it will be difficult for you.

> ***Your beliefs actually create your reality. Your beliefs create your business. They create your life!***

Sounds simple doesn't it? If you want something different in your life then simply change your beliefs. Sounds simple, but it's not always easy. A little like building your business…sounds simple but not always easy.

Trying to change a belief using “Positive thinking” is like taking a drug to get rid of an illness. While it may feel good temporarily you may end up with two problems…the illness returning and the side effect of the drug. Positive thinking, in my opinion is just a cover up for reality. You’ll end up with the problem you are trying to overcome returning, and the side effect…frustration!

In order to change a belief you have to know how beliefs are formed. We acquire our beliefs in many ways. We develop them as a result of our habit patterns…what we’ve done in the past and what we do on a day-to-day basis.

> ***The more you experience certain things being a certain way, the more you “believe” that’s the way it is.***

A belief can be developed through social conditioning. The more you are around other people in certain social situations the more your beliefs become conditioned to that environment.

Many of our beliefs are destructive, irrational, counter productive and certainly limiting. In fact, when you really look at it, all our beliefs are limiting to one degree or another. They set our boundaries in life, and therefore, we become limited by what we “believe” we can do. *“I could never talk to people like she does.” “It’s easy for him because he’s a natural.” “I just can’t see myself earning that much money.”* The list goes on and on. These are all beliefs and beliefs become realities.

What about you? What is your reality? Do you have a self-limiting belief? My point is this. If you have a reality that’s not working for you it can be changed.

The first step is to begin to *become more aware* of the limiting or counter productive nature of a certain belief you hold. Only then can you set out to change it to a more productive and less limiting belief.

The second step to changing a belief is to *challenge it.* Ask yourself, "How did I come to believe this? How did I create this reality in my life? Who taught me to believe this way? What if they didn't know? What if it's not true? What if I could do more by changing my belief? Another way, if you know that you have a belief that's not working for you, start to take small action steps in the opposite direction. If you believe that you are not good at talking to strangers, make it a point to talk to at least one stranger everyday. And one day you'll start to believe that you can't believe that you ever believed that strangers were hard to talk to.

At one point in all our lives we believed that walking was difficult, but we very quickly outgrew that belief. How did we change it? We challenged it! We practiced, we were determined, and we were willing to even take a few spills and endure some pain in the process. That's why most of us walk today.

I used to believe that reading was very difficult. It would take me days, even weeks to get through a book. I had a belief that I could never develop the ability to read much faster.

Then one day I met a man that was the fastest reader in the world. He read at 400,000 words a minute with 100% comprehension. And he taught speed reading classes. Four lessons later, I went from reading 140 words a minute to 28,000. How did I do it? He helped me to challenge my old belief and to create a new reality. Now I have a new belief system about reading. How? By virtue of challenging and "letting go" of the old belief while developing a new one to put in its place I simply outgrew the old belief

We can outgrow a belief through experience, or we can choose to outgrow it more quickly by challenging it and "letting go" of the trapped, self-limiting energy patterns called emotional responses.

Here's what I mean. If you want to talk to a stranger about your business opportunity but the emotion of fear takes control and holds you back, you have to let go of that limiting belief by challenging that fear. You let go by not giving fear any of your attention.

Simply observe yourself feeling the fear and you'll begin to see it weaken. Ask yourself if honoring your fear will help you to get where you want to go. Then take action toward what you want.

The next step is to begin *living consciously*. For many, "conscious living" brings up a sense of community, like-minded individuals, sort of like network marketing. For some perhaps it conjures up a feeling of peace and power. For others, conscious living is about tree-hugging, chanting and Whole Foods.

> ***But what I'm talking about is being conscious in creating anything you want in your life and more specifically in your business.***

"Conscious" is defined as *"Having an awareness of one's environment and one's own existence, sensations, and thoughts." Or "Intentionally conceived or done deliberately," or, "Being mindful."* Living consciously means becoming more aware of what you are creating with your current beliefs.

The universe will always and without question create the realities of your beliefs, either automatically and "unconsciously," or automatically and "consciously." It's your choice to either "let" it happen unconsciously or to "create" what you want through living consciously, by making conscious choices that will take you where you want to go. That's the only way to move from where you are to where you want to be.

The bad thing about a belief is that they are ALL limiting. The good thing about a belief is that it can be changed. You are in complete control of your own destiny and your business success, because you are in control of your own beliefs and realities. Once you truly understand this truth,

that you create your own realities, you'll find it more and more difficult to continue with your old ways. It's called "living consciously."

When any energy pattern or emotion is locked within holding a belief in place, it is beyond space and time. For example you may have a fear of talking before groups because of an embarrassing situation you experienced in school in front of your class. That fear will continue to produce the experience of the trapped energy again and again until it is released.

This energy, or emotion, lives in the moment. In other words if your fear of rejection was developed in childhood and has not yet been released, it might as well have happened this morning. It still has power over you in present time until you challenge and change it.

> ***Trapped energy patterns (emotions) literally set up a "magnetic pull," continuing to attract circumstances in your life.***

If you feel and believe that people will reject you…they will! If you feel that it is hard to find good people for your business, it will be! But the reality is no one can reject you except you!

Think hard and long about this statement: ***"You are where you are because you want to be."*** If not we would change it. We would take action to change if we didn't want to be where we are. You are the only one with the answer to your question, "Why?"

Here's a metaphor. When heat is added to water, it begins to resonate with the heat, becoming as much like it as it can. And if you add enough heat the water will boil and produce steam, which can power an engine. If you add cold the water begins getting colder and start to freeze because the water begins to resonate with the cold, becoming as much like it as it can. If you add enough cold it will freeze and become totally immobile.

My objective here is to get you to perceive and think of energy in a different way. When you add a positive emotion to a thought, "I want to be successful in my business and I know I can," you start creating the

realities of that belief and you start attracting those circumstances. On the other hand if you add a negative or conflicting emotion, “I don’t know if I can,” you start creating that reality.

> ***Look at it this way. Energy flows where attention goes. In other words you can change the energy patterns in your body and mind by where you focus your attention.***

And your “Intention” determines where you focus your “Attention.” Intention = attention. And where attention goes, you create!

You will always resonate with your surroundings and your surroundings with you. *Birds of a feather flock together.* If you believe yourself to be a victim of circumstances, you will resonate with people who will tune in to your “energy frequency” and support your belief that you are the victim. If you believe yourself to be successful, you will attract those who will support your success. Success in anything is really that simple. We just have to be conscious of what frequency we’re tuned in to!

Remember when you used to play “Make believe” as a child? Try it. Close your eyes right now and make believe how you would like your life to be. Not so much what you want to have in your life, but rather how do you want to feel. What type of people would you like to resonate with? What would you be doing differently? How would living the perfect life feel to you?

What came up? And, more importantly, how does that make you feel? How do you resonate…what type of people are around the new you? Without a clear *intention*, the *truth* is, we are only playing *make believe*.

> ***Intention is the best place to start. In fact it is the only place to start! If you want to change***

external results, you have to "intend" to do whatever it takes to change. That's how you change a belief. That's how you change a reality!

You'll have a wonderful sense of relief when you begin treating your beliefs and emotions as just moving, changing energy, especially when you discover that you created them and that you have absolute control over changing them.

Remember this. "It's vitally important. *It is not possible to have a problem outside of yourself.* Think about it.

When we reject reality, we reject life, and when we reject life we reject ourselves.

And through mindful, conscious living, and making conscious choices that take us where we want to go, we see beyond the problem to the solution, we go beyond belief to a new reality!

Start to become more conscious about your thoughts, beliefs, feelings, the goals you set, the result you are producing and your emotional response to situations.

And most importantly start to become more conscious about when you go unconscious.

Jim Britt is the author of numerous best selling books including "*Rings of Truth*", "*Money, How to earn it, How to make it grow*", "*Unleashing Your Authentic Power*" and "*Do This. Get Rich*" just to name a few. He is an internationally recognized leader in the business community and a highly sought after key note speaker for all audiences. He is a result producing success coach and one of the leading experts in peak performance training for the small business entrepreneur.

His background includes all levels of experience, research and education. Jim served as President of Dr. Denis Waitley's *Psychology of Winning*, Vice President of Jim Rohn's *Adventures in Achievement* and President of Dr. Maxwell Maltz's, *Psycho Cybernetics International*.

Jim has served as a human behavior specialist, performance educator and success coach, to more than 300 corporations throughout the United States, Canada and Europe, helping their employees improve their performance, access their true potential and to live lives filled with advancement professionally and personally. Throughout the world for over three decades Jim has presented seminars on The Power of Letting Go, personal achievement, entrepreneurship and small business success strategies, and all aspects of peak performance and personal fulfillment to audiences totaling more than 1,000,000 people.