



Change Without Pain, Life Without Struggle™

The Life Owners' Guide to Living Your Dreams!

Dear Fellow Life-Owner,

I just turned 40 this month, and I have to say that the whole “Life Begins At 40” thing is sounding a lot better than it used to. You’re only as old as you feel, and I’m feeling pretty **good**.

I have surprisingly few regrets, even though I had a lot of things I wanted to accomplish by this age. If I were living my life on the schedule of my teenage dreams, I should have been a retired millionaire and best-selling author by now.

But hey... the year’s not over yet. ;-)

In truth, I’ve had a pretty good run during the “first half” of this game called life. True, I’ve been mostly preoccupied by learning from my mistakes — some very bad ones at times. But along the way, I’ve developed some skills, helped some people, and created some cool things during my 25 years as a professional computer programmer.

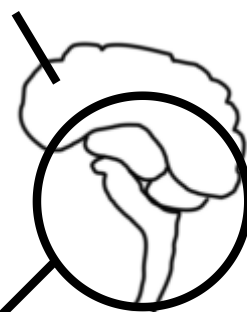
But this will be the last year I **identify** with being a computer programmer. Sometime this year, I will “retire undefeated” from programming computers for a living, to devote myself to leading the Circle and writing great books. And that’s why this month’s newsletter topic is...

The New, True You

Because to get to where I am today, I’ve had to change my self-image quite a bit.

Not by pumping myself up, and telling myself that I’m a better person than I actually am. But by slowly peeling back the “emotional body armor” that **hides** the person I really am.

“Push”



“Pull”

*We tend to **think** a lot about what we “should” do, but it’s the “feeling” part of the brain that pulls us towards what we actually **do**!*

By removing the false motivation of “pushing” myself to do things, and replacing it with the true motivation that *pulls* me towards what I want.

Instead of away from what I **don’t** want.

Now, I don’t expect that me just saying that is very useful. Self-help gurus say lots of things like that, in the expectation that merely saying the *words* will make a difference to your experience.

And sometimes, that even works... if you’re lucky. But if you’re not lucky, like me, then...

You Get To Learn The Hard Way!

The hard way is when you try over and over again for years and years to **force** yourself to become a better person. You try to have “faith” that if you try hard enough, for long enough, maybe it’ll make a real difference.

And maybe it will.

If you’re lucky... and if you don’t give up.

But I wasn’t very lucky. And I gave up... a lot!

In the long run, though, that turns out to have been a *good* thing. The most important time I “gave up” was a few months ago, when I took a solemn vow never to **force** myself to do anything, ever again.

Because of that vow, I’ve had an awful lot of motivation to understand my own motivations better. Instead of threatening myself with dire consequences, I’ve had to actually pay attention to what it **really** means to be blocked or motivated...

And The Critical Difference Between The Two

You see, I used to read what all those gurus wrote, about moving towards what you want, versus moving away from what you don’t want, but I never really **got** it before.

Well, I got it enough to *think* that I got it. I mean, I understood the words and everything, and I even wrote about it on more than one occasion. But I didn’t get the *feeling* completely right.

And because of that, I used to think I had “goals”, when in reality all I had were **plans to avoid losing**.

And that's like the difference between wanting to go for a nice swim...

And Trying Not To Drown!

One thing fills the mind with the pleasurable anticipation of a fun event.

The other produces dread, hope, and perhaps a bit of grim “determination” — a feeling that I used to confuse with actual motivation!

So, my dear Owner, if you are “determined” to reach your goals, then please let me be the first to tell you... **stop it now.**

Determination is not useful for an adult, nor pleasant for anyone. If you are in control of your faculties — if you are, in other words, the **owner** of your mind and body — then there is no need to be “determined”. You can simply decide to do, or not do, as you see fit.

Determination, you see, is a state of mind that arises from inner conflict. If you have to be “determined”, it is only because you are mustering your conscious mental resources to do battle with those of your unconscious. And, as Isaac Asimov used to say...

Violence Is The Last Refuge... Of The Incompetent

And there is no need to do violence to your spirit by doing battle with yourself, if you can become competent at using your emotions to **pull** instead of **push**.

Now, there is a simple way to test yourself to find out if you're doing violence to your spirit — if you're pushing instead of pulling.

Simply find a place and position where you can relax completely, feeling calm throughout your body.

Then, when you are completely and utterly relaxed, think about NOT achieving a goal of yours... and notice what happens to your body. Because...

If You Tense Up, You're Pushing

The reason the test is about NOT getting what you want, is because this will tell you where your emotions are *really* invested.

If you are maybe a bit disappointed or sad about not getting the goal, then your motivation is probably positive.

However, if you have a strong negative reaction to not getting it, then you are definitely acting out of **fear** instead of desire!

Now, if you had told me this even a year ago, I would've been pretty skeptical. I'd have said, "well, isn't it normal to feel stress about say, not doing your taxes? Don't some things just **have to** be done?"

Of course! There are many things in our lives that need to get done, or that we "have to" do, but that doesn't mean we have to use fear to motivate ourselves to do them.

The problem with fear is that the natural response to fear is to **freeze**, and stay that way until you're either sure you're safe, or you realize you're about to get *caught*. And only then do you run like hell! Which is why...

Fear Creates Procrastination

See, your brain doesn't do much fine distinction between being afraid of the IRS, and being afraid of **doing** the taxes! If you keep thinking about fear and the taxes in the same thought, you link them up in your mind and make it difficult to actually **do** anything, until the fear is so imminent and overwhelming that you rush to get it done.

But if you eliminate the fear, whatever it might be, then you will find that the task or goal becomes "no big deal". It's like turning off the lights when you leave the room, or some other thing that just needs to get done, but has no pressure associated with it.

Now, I used to be afraid that if I got rid of these kinds of fears and pressures, I wouldn't get anything done. For example, I used to be afraid that if I wasn't focused on getting money, I would end up broke. And so I was afraid to get rid of my fear of ending up broke, because then I wouldn't be focused on getting money. A prime example of circular reasoning!

But as it turns out, these kinds of fears are **baseless**. We learn them from our parents, who usually worry that we won't do the right thing, unless they nag or scare us into it.

Thus, instead of learning to do the right thing because we **want** to, we learn that our wants are not to be trusted — after all, our parents taught us that other things always come first and are more important! So we learn to nag and/or scare ourselves to do the "right" thing, instead. And thus, we learn that...

We Are Not Good Enough!

And we don't trust our desires, or our selves.

Now, this past weekend I met with a few of our Full members for a REV™ session, and an interesting thing all of us had in common was that we tended to pick goals that we were interested in, motivated about, and excited about achieving... and then turn them into “have to's” that we then feel stressed about!

So, I took everyone through the process of using the feeling elimination technique from the *Procrastination Cure*, but with a **new twist**: instead of applying it to the feelings that were holding everyone back from working on their goal... we applied it to the feelings that were **pushing them** towards *having* the goals!

The fear of getting in trouble for not getting it done. The fear of seeming like an irresponsible person because they didn't work on it hard enough. The fear of looking foolish for not doing what they said they were going to do. And so on.

And suddenly, the “fun” goals became fun again. And the “have to” goals...



“Push” motivation is like swimming because you're afraid of drowning, but “pull” motivation is like going to the beach because you want to enjoy a nice swim. So come on in, the water's fine!

Became “no big deal”!

And ultimately, this is what being the Owner of your life should be all about. Either you are going after something you desire, or you are maintaining what you have. And both kinds of activity should either be enjoyable, or “no big deal”.

Now, keep in mind that other animals don't make a big deal out of every little thing the way we humans do. (Well, maybe some of our monkey cousins do!) When a cat chases a bird and doesn't catch it, you don't see the cat moping around afterwards, or the bird moaning to his buddies about the close call he just had.

It's only a big deal for the bird at the **moment** that something is actually happening. After that, it's **over**.

And for the cat, it's not a big deal at *all*. Yeah, sure, if the cat doesn't get better at catching birds, it's going to die of starvation. But do you see the cat worrying about this? Do you see it saying, "I've gotta do this now! I'm **determined** to succeed!"?

Heck no. Even in matters of life or death, animals don't make a big deal out of anything **except in the moment**. And so, they *never* "push".

And Neither Should You!

Okay, so what does all this have to do with your self-image, and becoming a better person?

Well, as it turns out, there is a push/pull component not only to how you motivate yourself, but how you **see yourself** as well. And it has even **more** influence over what you do, than how you choose to motivate yourself in any given situation.

So there are two ways your self-image can motivate you: it can pull you towards it, or push you away from it. In other words, you can either see **how you'd like to be**, or **how you hate being**.

And I spent most of my life seeing the latter.

I saw myself as not being stupid. Not being incompetent. Not being a failure. And so on. So whenever the chance arose that I might be seen as *being* one of those things...

I'd Work Like Hell To Avoid It

But unfortunately, "not stupid" is not equal to "smart", and "not a failure" is not equal to "successful". And even when I appeared to others to be smart or competent or successful, I always **felt** like an impostor. Because inside, I could *see* how close to failure I always seemed to be.

Because failure was still my **focus**, back then. It was still at the center of how I saw myself.

And how you see yourself, makes all the difference in the world. To how you think, how you feel, and how you act.

100% automatically — without you needing to think about it, without you trying to do it, and without using "willpower".

So today, failure is no longer my focus. Because I've learned how to **change** my self-image... and how you can do the same.

How To Become The New, True You

Since I first created the *Procrastination Cure* course a year and a half ago, I've been urging people to root out their "I am" fears and sorrows. Their fears of being a failure or a loser. Fears of being helpless, undesirable, unwanted, and unloved. Despair at being useless, and so on.

But I've since realized that there's just a little bit **more to it** than that.

Now, the reason that I encourage removing the "mads, sads, and afraids", is because without them, you **will** be a different person. Just removing them is enough to make you more of the person you were meant to be. And time after time, I see people who learn to use the feeling elimination technique become more and more confident, outgoing, and happy.

But recently, I've begun to become aware of two things that are missing from my early approach to this. First, people don't always realize **where** it is that they are blocked. To the extent that we have goals or desires that are being impeded by our beliefs and feelings, we will notice them. But when those blocks seem to be *aligned* with our goals, we don't always recognize them for what they are.

That's why I spent most of the "Art of the No Big Deal" workshop talking about those kind of blocks, and most of this newsletter so far. Because you need to get rid of the bad feelings that "push" you forward, just as much as you need to get rid of...



It's easy to reach a dead end, when you go it alone. We all need people to look up to, and to help us see where our blocks are. Then, when we reach our edge, we don't have to fall. We can fly.

The Ones That Hold You Back!

Second, you need to develop your **positive** self-image.

And I used to look down on this idea. A lot.

Because it never seemed to work for me before. I could envision all kinds of positive things about myself, but...

None of it would stick!

But that's only because your brain won't let you...

Install Conflicting Programs

It doesn't matter how much you visualize or affirm being confident and successful, if your brain already has a "failure" program running.

Because what happens is, your brain will take the **new content** (your images or statements) and run them through the **old process!**

So, while I was seeing myself as e.g., "not a failure", it didn't work to envision success, because I ran it through the *process* of "not failing". The result was then "not failing at being a success" — which is not at all the same as being successful!

And many years back, I read this cool book on manifesting, called "The Invisible Path to Success". In it, the author had this interesting idea he called a "P.S."

He said that the things you visualize and affirm are like putting out a kind of "classified ad" to the universe, asking for the world to help you get what you want. However, since everything you think gets put into your "ad", a lot of the time, you'll have a great ad for something you really **want**, but...

There'll be a P.S. tacked on the end!

For example, he worked with a client who wrote ten pages of affirmation about what she wanted in her ideal relationship, but still kept "drawing in wackos". He asked her to remember what she thought or felt right after she finished writing it, and she said,

Rule 2: If It Feels Bad, You're Doing It Wrong

"If I feel stressed or fearful or angry or sad, I know that it's because of what I'm thinking. So I will think of getting what I want, **not** about what I *don't* have. I will think that I am capable of overcoming obstacles, instead of assuming they will crush me. I will stop making things harder for myself, and learn to make them *easier* instead."

From "The Code of Owners", at <http://theownerscircle.com/>

“I finish writing and then I say to myself, “A guy like that wouldn’t want me!””

So, as the author described it, this is like writing a classified ad that starts with: “Attention, guys I’d be interested in...” and ends with, “P.S. Don’t want me!” So of course they don’t stay interested in her, because her unconscious communication is **telling them not to!**

So when we have conflicting programs, we send out **mixed messages** to ourselves and to others. To borrow a biblical metaphor, it doesn’t matter how much new wine you pour into the old wineskins... because they will spring a leak, and you’ll lose the wine.

If you want new wine, you need a **new wineskin**.

However, because I had tried so many times to put “new wine” in my “old wineskin” and failed, I had come to believe that having new wine (i.e., having positive beliefs) was...

A Joke And A Fraud!

So I tended to tune out *any* discussion of positive self-image psychology, and I would rag on any self-help gurus who focus on it too much.

However, I’ve come to realize since then that **if** — and *only* if — you have eliminated any conflicting beliefs *first*, then there are certain specific ways you can make powerful, dramatic, and **instantaneous** changes in your personality and behavior!

And it’s not in the way that most gurus say, and most people believe. You don’t need to repeat anything over and over, or visualize it daily, or anything like that. That’s inefficient and unnecessary.

Or, let me put it another way. There will certainly be thoughts you have on a regular basis... but it won’t be **you** who’s thinking them.

If it happens to be the case that you think certain thoughts or see yourself in a certain way every day, it won’t be because you’re deliberately **trying** to do that.

It will just be...

How you *naturally* are!

Because you’ll just be “that kind of person.”

In fact, those exact four words: “that kind of person”, are at the very heart and soul of what I’ve discovered.

You see, the brain wasn’t evolved to serve **your** needs. It evolved to serve the needs of the **body**, so that your genes will get passed on. It doesn’t really *care* who **you** want to be, or what your dreams and goals are. That’s not its mission, and not its responsibility.

Because what’s *really* important to your brain is who your **group** wants you to be!

In fact, you might say that what it cares about is your “tribal identity”. Not just in the sense of what tribe or community you belong to, but what **subgroup** you belong to. Like, are you a shaman or witch? A hunter? A warrior? What is your *role*, and what are your *duties* within the tribe?

Or in other words...

What Kind Of Person Are You?!

So, there appears to be a subsystem set aside in your brain, that is wired to support “specialty-subgroup identification”, to coin a phrase. And scientists have actually done some interesting research that supports this idea.

For example, they’ve found that you can take a person who *identifies* as a member of a group... let’s say, a person who considers himself a “fireman”. And when you try to convince or persuade him of something, he will usually decide by asking himself **what a fireman would do**.

In other words, people appear to have an idealized representation of what a member of their group should be or do... and then automatically *refer* to that ideal when making decisions!

Now, speaking as a computer programmer who’s just learned about a cool new feature of the machine I’m working on (i.e., my brain!)... wouldn’t it be cool if you could **deliberately** tap into this brain function to become...

Any Kind Of Person You Want!

In other words, what if we could use this ability to create **new** identities for ourselves?

Well, we can.

My wife sometimes tells the story of how, three months before she met me, she quit smoking permanently. And in the 16 years

since, she has never even been *interested* in cigarettes. In fact, people who knew her back then were shocked and confused when she turned down their offers of cigarettes...

Because she would say, with complete surprise and astonishment, “But I don’t smoke!”

You see, she accidentally stumbled onto the **identity mechanism** that I’m talking about. She had reached a point in her life where, craving cigarettes even as they were making her choke and gasp for breath, she realized that she was going to **die smoking**.

And so, she says, she realized that the only thing she could do, the one thing she absolutely **had** to do, was...

Become A Non-Smoker

Not “quit smoking”, mind you, but “become a non-smoker”.

Not a behavior change, in other words, but an **identity** change.

And in one simple moment of decision, she stopped being “the kind of person who smokes”, and became “the kind of person who’s not even interested in cigarettes, and can’t stand the smell when other people smoke.”

And her mind and body fell into line, *instantly*.

In fact, she changed so well, that she actually **forgot** she’d even *been* a smoker! (Which really confused her friends for a while.) In fact, she says that if her friends hadn’t been so insistent that she *used* to smoke, she would have forgotten she’d even made the change in the first place!

Why? Because she didn’t decide to become an “ex-smoker” — she decided to become a “non-smoker”! Only a few letters difference in the **words**, but...

A Huge Difference In The Results!

Because an “ex-smoker” doesn’t think or act in the same way as a “non-smoker”.

Now, you may already be as skeptical about this idea as I was. Perhaps you’ve even tried — as I have! — to change your brain’s “identity database” in this way, and had it not work for you.

However, I have now had several **successes** at this with myself, and I’ve experimented a bit with one other Circle member to date. And I believe I am narrowing down the ingredients that are needed to make it work every time.

First of all, for example, it is 100% clear that any conflicting feelings must be eliminated before you make such a change, and any conflicting identities must be dropped. When Leslie (my wife) quit smoking, she had reached a point where she believed she could no longer be “a smoker”, and so she **let go** of that identity, before adopting the new one.

Similarly, when I went through my hurricane experience in 2004, I had to let go of my identity as someone who gives up when things get too difficult, before I could seize a new identity as someone who would **do whatever it takes**, even if I died trying.

But the second thing you have to do, is...

Be Someone Who Does, Not Someone Who *Should*

And the importance of this distinction became a bit clearer to me this week, when I was doing a one-on-one Ambition Ignition™ session with a Circle member.

This young man wanted to be more comfortable with meeting people, especially introducing himself to women and getting dates with them. And so one of the things we were working on in the session was shifting his identity to being the “kind of person” who is outgoing and friendly to everyone, and takes it as his responsibility to make other people feel welcome... no matter where he is.

And at one point, he said, “well, I feel like I already am that sort of person. I just have trouble actually **doing** it.”

So I went, “hmmm....” and thought for a moment. Then I asked, “Are you the kind of person who feels they **should** do that, or the kind of person who *actually does it*?”

He laughed, and agreed that it was the former. So we made an adjustment, and kept on going, so that by the end of the call...

He Was A Completely Different Person

Well, at least in *that* area of his life!

Now, I haven’t heard back from him yet, so I don’t know just how well it’s going for him. But I do know how it’s going for **me**, with the changes that I’ve made in myself this last week or so. I’ve become the “kind of person who doesn’t hesitate”, who “acts swiftly and decisively to get things done, instead of thinking about doing them later.”

And when I decided to become “the kind of person who keeps my surroundings neat and clean”, I found I had to forcibly **stop** myself from spending all my time cleaning and straightening up the place! (Because unfortunately, I was previously the kind of person who leaves stuff all over the place.)

And in order to fix that, I had to go back and tweak myself to be the kind of person who “knows his priorities and acts on them, instead of diving into whatever’s at hand.” Otherwise, I’d still be busy cleaning and not writing this right now!

Because the really awesome thing about this method is that it’s **totally automatic**, once you’ve made the shift. It’s not that I was going around intentionally thinking about cleaning up...

I was “just doing it”!

Hell, after the first 30 minutes or so, I stopped in to my wife’s home office (just next door to mine), to complain about how I need to make an adjustment or I’m going to spend the whole day cleaning. And suddenly I noticed that, as I was talking to her, I was *already walking* towards an empty shipping box to pick it up and get rid of it! I was on **total autopilot**.

Just like I automatically came back to working on writing this, as soon as I added the “priorities” thing to my identity. Even though I’ve been interrupted more than once, in ways that previously would have disrupted my focus and caused me to go check my email or browse the ‘net for a while. I just “knew what my priorities were”, and acted on them. Automatically.

Wow.

So, since I’m about out of space for this month’s newsletter, I’m going to have to continue this on the CD, by telling you what I’ve learned so far about how this identity mechanism works, and how you can leverage it to change yourself **instantly**. At some point I will probably do some kind of course or product about it, or offer a program of one-on-one consultation, as some parts of the method may require more training than I can give in one CD.



*When you get rid of your negative motivations, you can begin to create a new identity for yourself. A new, **true** you, who isn’t afraid, and can’t be stopped!*

More to the point, I don't have this down to a science yet... at least for other people. I know how to do it to **me**, because I have the experience and the tools to get past the various kinds of sticking points that can come up as you go. And so when I worked with that Circle member on the phone this week, I was able to get him past the various sticking points that came up for **him**, but I can't say with any certainty yet that I could explain every possible sticking point that might come up for **you**, for every possible change you might want to make.

So, I will want to get more practice at doing this with other people before I try to formulate a detailed method and teach it as a course or anything. But on [this month's CD](#), I will share with you what I know so far. And if you want to schedule a one-on-one with me, feel free to drop me a line at life@theownerscircle.com, and ask for your Circle member's discount.

In the meantime, if you'd like to make one or two changes to your identity... check out the this month's CD. And, if you're an [Associate](#) or Full member, make sure to put March 15th, at 3pm Eastern on your calendar. Because that's the date of our next MindShift™. And boy, is it going to be a **mind shift**!

Yours in the Circle,



Phillip J. Eby, Founder
The Owners' Circle

Don't Forget!

There's a lot more to your Circle membership besides this newsletter; be sure to use your other resources, including:

- This month's *Life-Changing Secrets* CD: "The Secret of Changing Your Identity".
- *The Pathfinders' Forum* online messaging service (**Associate** and **Full** members only)
- The March 15th MindShift™ training teleconference (**Associate** and **Full** members only)
- The March 22nd *REV*™ session teleconference (**Full** members only)

and of course, my emails, blog articles, and the Six Master Keys!

—PJE